

## Privacy and cookies

### 1. General

Tidalex is committed to protecting your privacy. This privacy and cookie statement with the effective date of 17 January 2025 applies to the processing of personal data (hereafter also referred to as 'data') by Tidalex, i.e. Tidalex B.V. established at Guldenplantsoen 15 (3541 GS) at Utrecht, and each Expert and practice company individually affiliated to Tidalex B.V. ('expert') who at any moment is specified as such on the website [www.tidalex.nl](http://www.tidalex.nl). Hereafter, Tidalex is also referred to as 'we'. The person – and the organisation he/she is working for – whose data we process is also referred to below as 'you'.

### 2. The data we process and its purpose

- We process contact data of our clients, including their contact persons, (such as name, address, place of residence, telephone number, e-mail address, name of company/business, function, bank account number), to enter into agreements with clients, communicate with clients in the course of the business relationship, invite clients for events and to process client payments in return for our services.
- We process data (such as name, address, place of residence, telephone number, e-mail address, bank account number, VAT number) of our suppliers, including their contact persons, to conclude and execute agreements with suppliers and communicate with suppliers in the course of the business relationship.
- We process data of the experts, including their contact persons, (such as name, address, place of residence, telephone number, e-mail address, name of company/business, function, bank account number), to conclude and execute agreements with experts, communicate with experts in the course of the business relationship, invite experts for events and to process payments between Tidalex and experts.
- We process contact data (such as name, e-mail address, telephone number) of other persons with whom we have contact for the purpose of communicating in the course of our professional activities.
- We process data of visitors of our website [www.tidalex.nl](http://www.tidalex.nl) – which is hosted by WIX – by means of cookies. When you visit our website, we may collect and process your (personal) data via the following cookies:

Cookie name	Purpose	Retention	Type
XSRF-TOKEN	Fraud detection for calls	Session	Essential
his	Security cookie (legacy functionality)	Session	Essential
sessions	Session identification	6 months	Essential
SSR-caching	Performance for rendering	24 hours	Essential
TS*	Attack detection	Session	Essential
bSession	System performance measurement	24 hours	Essential
fedops.logger.sessionId	Tracks session errors and resilience	12 months	Essential
_wixAB3	Site experiments (A/B testing)	6 months	Essential
server-session-bind	API protection	Session	Essential
client-session-bind	API protection	Session	Essential
WIX Analytics Cookies	Collect user behavior for analytics	24 hours - 12 months	Non-Essential

We process your data via cookies for the following purposes:

- Security: to ensure the security of your interactions with our website.
- Functionality: to maintain essential website operations.
- Performance: to measure and enhance system performance.
- Fraud Detection: to detect and prevent malicious activity.
- Analytics: to gather information about how visitors interact with our website that allow us to analyze traffic patterns, improve the user experience, and ensure our website meets your needs.

The essential cookies we process involve limited technical data (e.g., session identifiers that may be linked to the corresponding visitor and/or his/her behavior) necessary to operate the website securely and efficiently.

We use Wix Analytics via non-essential cookies to gather information about how visitors interact with our website. The relevant cookies that are stored on your device allow us to analyze traffic patterns, improve the user experience, and ensure our website meets your needs. Wix Analytics cookies entail in particular the following:

1. Tracking page views and user journeys to understand navigation behavior.
2. Session duration monitoring to analyze engagement levels.
3. Performance metrics for evaluating site functionality.

These cookies are non-essential and are activated only after obtaining your consent via our cookie banner. You can update or withdraw your consent at any time using the cookie settings link at the right of our website or block cookies via your web browser.

### 3. The legal basis for processing your data

Depending on the character and purpose of processing of your data as referred to in paragraph 2 we process your data on the following legal basis:

- Conclusion and execution of the agreement we have with you.

- To comply with our legal obligations, including tax administration obligation.
- Our legitimate interest as referred to in paragraph 2.

The use of essential cookies and corresponding processing of data is based on our legitimate interest in providing a secure, user-friendly, and functional website. For specific processing of your data, we may separately request your consent such as the data we process we the non-essential cookies.

#### **4. Third-Party Involvement**

We utilize Microsoft 365 for managing emails, documents, and other cloud-based services. Microsoft processes data on our behalf and stores data within its data centers, primarily located within the European Union (EU), including facilities in the Netherlands, Ireland, and other EU member states. In specific cases, some metadata, diagnostic, or telemetry data may be processed outside the EU. In these instances, Microsoft ensures compliance with GDPR through the implementation of Standard Contractual Clauses (SCCs) and additional measures to protect the data.

Microsoft employs industry-standard security measures to protect your data, including encryption, access controls, and regular audits. These measures ensure that your data is secure and handled in accordance with GDPR requirements.

Our website is hosted on Wix, your data may be processed by Wix via the cookies as referred to in paragraph 2 as part of its platform functionality and processes data on our behalf. For more details on how Wix processes data, please review Wix.com Privacy Policy [About Privacy | WIX](#) and Wix's information on cookies and that are stored of the website's of its users [Cookies and Your Wix Site | Help Center | Wix.com](#)

We do not sell, rent, or share your personal data with third parties.

#### **5. Your rights**

You have the following rights with respect to the processing of your data by Tidalex.

- Right of access: request access to the personal data we process about you.
- Right of information: request information on the personal data we process of you
- Right to rectification: request correction of inaccurate or incomplete personal data.
- Right to removal of data: request deletion of your personal data where applicable.
- Right to restrict of processing: request that we limit the processing of your personal data
- Right to object: object to processing of your personal data based
- Right to portability: request a copy of your personal data in machine-readable format.
- Right to file a complaint to the supervisor, i.e. the Autoriteit Persoonsgegevens with respect to the processing of our data by Tidalex.

To exercise any of your rights, please contact us at [info@tidalex.nl](mailto:info@tidalex.nl).

## **6. Retention of your data**

We retain the data we process of you only for as long as necessary to fulfil its purpose as referred to in paragraph 2 or to comply our with our tax administration obligations. Session cookies are deleted when you close your browser.

## **7. Changes to this statement**

We may update this statement from time to time to reflect changes in our practices or applicable laws. Updates will be posted on [www.tidalex.nl](http://www.tidalex.nl) with an updated 'effective date'. In case of significant changes to this statement, we will provide you with a notification.

## **8. Contact us**

If you have any questions, concerns or complaints about this Privacy Statement and/or the processing of your data by Tidalex, please contact us at [info@tidalex.nl](mailto:info@tidalex.nl)