

PRIVACY STATEMENT

This privacy statement describes how ELICIT BV (hereinafter: "ELICIT", "we", "us" or "our") processes your personal data. We are required to inform you clearly and transparently about this in accordance with the General Data Protection Regulation (GDPR).

COMPANY DETAILS

ELICIT BV
Hanzeweg 5
7418 AW Deventer, the Netherlands
Chamber of Commerce (KvK) number: 54113334

1 WHO ARE WE, AND FOR WHAT PURPOSES DO WE PROCESS YOUR DATA?

ELICIT provides an online platform that makes expert knowledge available in a user-friendly way to everyone within an organization, tailored to the user's role and to the process for which the knowledge was captured.

We process your personal data for the following purposes:

- Performance of agreements (delivery of our services)
- Communication about your account and our services
- Marketing and newsletters (only with your consent)
- Analysis and improvement of our website and services
- Compliance with legal obligations
- Protection against fraud and cybercrime

2 WHAT PERSONAL DATA DO WE PROCESS?

Depending on your interaction with ELICIT, we may process the following categories of personal data:

- Contact details: name, email address, telephone number, company name
- Account details: username, password, login credentials
- Technical data: IP address, browser type, device information, cookies
- Usage data: how you use our services, pages visited, interactions
- Communication data: content of messages and support tickets
- Billing data: company information, invoice addresses (for customers)
- Profile documentation: audio, transcripts and knowledge files (only for verified users, at your request)

3 ON WHAT LEGAL BASIS DO WE PROCESS YOUR DATA?

We process your personal data on the basis of one or more of the following legal grounds (Article 6 GDPR):

- Performance of a contract: processing necessary to deliver our services
- Legitimate interest: improving our services, security, paid advertising
- Consent: marketing, newsletters, optional analytics
- Legal obligation: tax records, fraud prevention

4 WHAT COOKIES AND TRACKING DO WE USE?

Our website uses cookies and similar tracking technologies:

4.1 ESSENTIAL COOKIES

These cookies are necessary for our website to function (session management, security, login). They are placed without consent.

4.2 ANALYTICAL COOKIES

We use Google Analytics to gain anonymous insight into how visitors use our website (pages viewed, duration of visit, referrer). This requires your prior consent.

4.3 MARKETING COOKIES

For targeted advertising, third parties (e.g. LinkedIn Ads, Facebook Ads) may place cookies based on your consent.

You can always disable cookies in your browser settings, but this may limit the functionality of our website.

5 WITH WHOM DO WE SHARE YOUR DATA?

We only share your personal data with third parties where necessary, and always under strict contractual conditions. Potential recipients include:

- Hosting providers (server infrastructure)
- Email service providers (sending communications)
- Payment processing services (where applicable)
- CRM and marketing platforms (HubSpot, LinkedIn)
- Google Analytics
- Accountants and legal advisers (only where legally required)
- Government authorities (on a valid legal basis)

All of these partners are required to treat your data confidentially and to use it only for the agreed purposes.

6 HOW LONG DO WE RETAIN YOUR DATA?

We retain personal data only for as long as necessary for the purpose for which it was collected:

- Account data: for as long as you hold an account with us, plus 30 days after deletion
- Contact details for marketing: until you unsubscribe
- Billing data: 7 years (legally required for accounting purposes)
- Cookies: depending on type (essential cookies until the end of the session; analytics cookies for 12–26 months)
- Server access logs: a maximum of 30 days
- Support tickets: 2 years after resolution

7 WHAT ARE YOUR RIGHTS?

Under the GDPR, you have the following rights:

- Right of access: to see what data we hold about you
- Right to rectification: to have inaccurate data corrected
- Right to erasure: to have your data deleted (subject to conditions)
- Right to restriction of processing: to limit how we use your data
- Right to data portability: to receive your data in a standard format
- Right to object: to object to certain forms of processing
- Right to human review: where we make fully automated decisions

You can exercise these rights by sending an email to info@elicitonline.com with the subject line "GDPR request" and as much detail about your request as possible. We will respond within 30 days.

8 HOW DO WE PROTECT YOUR DATA?

We take appropriate technical and organizational measures to protect your personal data against unauthorized access, alteration and loss:

- Encryption of data in transit (SSL/TLS)
- Secure password storage (hashing and salting)
- Access controls and authentication

- Regular security updates and patches
- Monitoring for suspicious activity
- Staff training on data protection

Despite our efforts, we cannot provide an absolute guarantee. If you become aware of a data breach, please contact us immediately.

9 INTERNATIONAL DATA TRANSFERS

Some of our service providers are located outside the EU/EEA. For transfers to countries without an equivalent level of protection, we use standard contractual clauses or other legally recognized safeguards in accordance with Article 46 GDPR.

10 CONTACT AND QUESTIONS

For questions about this privacy statement or about your personal data:

Email: info@elicitonline.com

Postal address: ELICIT BV, Hanzeweg 5, 7418 AW Deventer

11 COMPLAINTS

Are you dissatisfied with how we process your data? You have the right to lodge a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens) at www.autoriteitpersoonsgegevens.nl.

12 CHANGES TO THIS PRIVACY STATEMENT

This privacy statement may be updated from time to time. The most recent version is always available on our website.

Last updated: September 2026