



JPF Lawyers & Consultants
— Connecting Law with Cyber & IT Security —

General Website Privacy Notice

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1 Introduction

This privacy policy tells you about the information we collect from you when you use our website. In collecting this information, we are acting as a data controller and, by law, we are required to provide you with information about us, about why and how we use your data, and about the rights you have over your data.

1.1 Who are we?

We are **JPF Lawyer & Consultants BV**, a company specializing in legal and compliance services for business-to-business (B2B) clients. Our postal address is **Bosvelden 8, 2220, Heist-Op-den-Berg, Belgium**. You can contact us:

- By post at the above address,
- By email at dataprotection@jpf-lawyer.com , or
- By telephone on **+32 15 18 6262**.

We are not required to have a data protection officer, so any enquiries about our use of your personal data should be addressed to the contact details above.

2 How we use your information

2.1 When you use our website

When you use our website to browse our products and services and view the information we make available, a number of cookies are used by us and by third parties to allow the website to function, to collect useful information about visitors and to help to make your user experience better.

Some of the cookies we use are strictly necessary for our website to function, and we don't ask for your consent to place these on your computer. These cookies are shown below.

COOKIE NAME	PURPOSE	FURTHER INFORMATION
PHPSESSID	Used to establish a user session and to pass state data via a temporary cookie, which is commonly referred to as a session cookie.	When the browsing session ends

Table 1: Cookies (strictly necessary)

However, for those cookies that are useful but not strictly necessary we will always ask for your consent before placing them. These are:

COOKIE NAME	PURPOSE	FURTHER INFORMATION
vuid	Used to display and deliver videos on our website.	2 years

Table 2: Cookies (ask for consent)

As well as the cookies we use, various third parties also place them on your computer, again with your consent. These are shown below:

COOKIE NAME	PURPOSE	FURTHER INFORMATION
_fbp	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers	3 months
pmpo_visit	This cookie is set by PaidMembership Pro	During session

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	plugin. It is used to manage user memberships.	
cookieyes-consent	CookieYes sets this cookie to remember the users' consent preferences so that their preferences are respected on subsequent visits to this site. It does not collect or store any personal information about the site visitors.	1 month
woocommerce_items_in_cart	WooCommerce sets this cookie to record if there are any items in the WooCommerce shopping cart.	During session
woocommerce_cart_hash	WooCommerce sets this cookie to determine when the cart contents/data changes.	During session
wp_woocommerce_session_*	WooCommerce sets this cookie to make a unique code for each customer so that it knows where to find the cart data in the database for each one.	2 days
elementor	The website's WordPress theme uses this cookie. It allows the website owner to implement or change the website's content in real-time.	Never expires
woocommerce_recently_viewed	WooCommerce sets this cookie to store performed actions on the website.	During session

Table 3: Cookies (third parties)

For more information about our use of cookies, please see our cookie policy.

2.2 When you submit an enquiry via our website

When you submit an enquiry via our website, we ask you for your name, contact telephone number and email address.

We use this information to respond to your query, including providing you with any requested information about our products and services. We may also email you several times after your enquiry in order to follow up on your interest and ensure that we have answered your it to your satisfaction. We will do this based on our legitimate interest in providing accurate information prior to a sale.

Your enquiry is stored and processed as an email which is hosted by Microsoft within the European Economic Area (EEA). It is also logged on a CRM system on a cloud server based in Canada, a country which the EU says has adequate data protection laws in place to protect your data.

We do not use the information you provide to make any automated decisions that might affect you.

We keep enquiry emails for two years, after which they are securely archived and kept for seven years, when we delete them. CRM records are kept for three years after the last contact with you.

2.3 When you purchase a product from our website

When you purchase products from us online, we ask you for your name, address, contact telephone number, email address and credit card information. We also record your IP (Internet Protocol) address, which is the address of your computer on the Internet.

We will use your information to verify your credit card details for your purchase, process your order and to send you your products. We will also send you a receipt via email and we may use your telephone number to contact you regarding your purchase.

We require this information in order to process your payment, deliver your products or services and fulfil our contract with you. We record your IP address in order to show that the correct tax was applied to the sale, which we are required to do by law.

Your information is stored on our website and on our cloud server, both of which are based within the European Union. Your credit card details are passed to a third-party payment processor which is based in the USA and with whom we have a contractual agreement which provides effective safeguards for your information. We do not retain your credit card information.

We do not use the information you provide to make any automated decisions that might affect you.

We keep your order information for an indefinite period, as the licenses we sell for our products do not expire.

2.4 When you sign up to receive our newsletter

When you sign up to receive our newsletter, we ask for your name and your email address.

We will ask for your consent to use your name and email address to email you our newsletter which contains information about our products and other information which we feel might be of interest to you.

You can withdraw your consent at any time, and we will stop sending you the newsletter.

Your name and email address are shared with a third-party mailing system which is based in Australia. This company has contractually committed to providing appropriate safeguards for your personal data which means it will be protected in line with the legal requirements of the European Union.

We do not use the information you provide to make any automated decisions that might affect you.

We keep your personal data for as long as we produce and distribute our newsletter. If you withdraw your consent, we will mark your details so that they are not used and delete them after two years.

2.5 When you download a sample document

When you request to download a sample document, such as a white paper, we ask for your name, company name (which is optional) and your email address.

We use this information to email you a link to download the requested document. We may also email you after your download in order to follow up on your interest in our products and services. We will do this based on our legitimate interest in marketing to prospects for our products and services.

Your name and email address are shared with a third-party mailing system which is based in Australia. This company has contractually committed to providing appropriate safeguards for your personal data which means it will be protected in line with the legal requirements of the European Union.

We do not use the information you provide to make any automated decisions that might affect you.

Your personal data is stored for one year after you requested your download, after which it is deleted.

2.6 When you submit a review about us

When you submit a review about us, we record your name, your email address and your IP (Internet Protocol) address, which is the address of your computer on the Internet.

We use this information to provide verified independent views about our products and services to potential customers. Your name and the content of your review (but not your email address or IP address) may be publicly displayed on our website. We will do this based on our legitimate interest in marketing our products and services.

Your details are shared with a third-party reviews system which is based within the European Economic Area (EEA).

We do not use the information you provide to make any automated decisions that might affect you.

Your personal data is stored for as long as we are marketing the product or services that the review refers to, after which it is deleted. You may ask us to remove your review at any time.

2.7 When you take part in our feedback survey

When you take part in our feedback survey, we record your name, your email address, your organisation name, your job role and your answers to questions we ask about your opinion of, and use of, our products and services.

We use this information to develop and improve our products and services and our customer relationships. Your job role, organisation and some or all of your comments may be publicly displayed on our website as a testimonial. We will do this based on our legitimate interest in marketing our products and services.

Your details are shared with a third-party surveys system which is based within the European Economic Area (EEA).

We do not use the information you provide to make any automated decisions that might affect you.

Your personal data is stored for two years, or for as long as we are marketing the product or services that the review refers to, whichever is shorter. You may ask us to remove a testimonial that is based on your feedback from our website at any time.

2.8 Your rights as a data subject

By law, you can ask us what information we hold about you, and you can ask us to correct it if it is inaccurate. If we have asked for your consent to process your personal data, you may withdraw that consent at any time.

If we are processing your personal data for reasons of consent or to fulfil a contract, you can ask us to give you a copy of the information in a machine-readable format so that you can transfer it to another provider.

If we are processing your personal data for reasons of consent or legitimate interest, you can request that your data be erased.

You have the right to ask us to stop using your information for a period of time if you believe we are not doing so lawfully.

Finally, in some circumstances you can ask us not to reach decisions affecting you using automated processing or profiling.

To submit a request regarding your personal data by email, post or telephone, please use the contact information provided above in the Who Are We section of this policy.

2.9 Your right to complain

If you have concerns about how we use your personal data, we encourage you to contact us first so we can address your concerns.

If we cannot resolve your complaint, you may contact the Belgian Data Protection Authority:

- Website: <https://www.gegevensbeschermingsautoriteit.be>
- Address: **Gegevensbeschermingsautoriteit, Drukpersstraat 35, 1000 Brussel, Belgium.**

2.10 Updates to this privacy policy

We regularly review and, if appropriate, update this privacy policy from time to time, and as our services and use of personal data evolves. If we want to make use of your personal data in a way that we haven't previously identified, we will contact you to provide information about this and, if necessary, to ask for your consent. We will update the version number and date of this document each time it is changed.