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Privacy Statement

1. Introduction

Before & After – Professional Organisers (hereby referred to as “we”, “us” or “our”), acting as data controller, uses personal information about prospective, existing and former clients (hereby referred to as “you”, “your” and collectively, “data subjects”) in accordance with the applicable data protection legislation and good market practices.

With this Privacy Statement we aim to inform you in detail about the ways we collect, use, disclose and otherwise manage your personal information.

2. What information do we collect?

Due to the nature of our services, we may need to collect certain types of personal information about you such as:

- **Contact information:** name(s), email address, address of the location where the service would be performed, phone number, company name and registration number if you are a business client;
- **User information:** data on how you use our website and any online services; we may use software tools to measure and collect session information, including page response times, length of visits to certain pages, page interaction information, and methods used to browse away from the page.
- **Billing information:** data relating to the purchase of services or products such as billing address, purchase details and payment details.
- **Marketing information:** information pertaining to your preferred services and design/organisation preferences.

We do not process special categories of personal data (i.e. personal information specifying criminal offences/convictions, medical or health conditions, biometric or genetic data, racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership or information pertaining to your personal life).

3. How do we collect your personal information?

- We may collect data about you by you providing the data directly to us (i.e. by email, text, phone, social media messaging, social media posting or any other communication medium).
- We may automatically collect certain data from you as you use our website by using cookies and similar technologies. Please see paragraph 8 “Do we use cookies?” for more details.

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- We may receive data from third parties such as search information and analytics providers (Google), advertising networks (Facebook and Instagram), providers of technical, payment and delivery services.
- We may receive data from any publicly available sources such as national company registers and governmental websites.

4. Why do we collect your personal information?

We collect such personal Information for the following purposes:

- To provide and operate our organising services and products;
- To provide you with ongoing customer assistance and support;
- To be able to contact you with general or personalized service-related notices and promotional messages;
- To collect aggregated statistical data and other marketing information, which we may use to provide and improve our respective services;
- To comply with any applicable laws and regulations.

5. How do we securely store your personal information?

Our website is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to advertise our services and products to you. Your data may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall. Wix.com regularly monitors its systems for possible vulnerabilities and attacks, and regularly enhances the security of our services and the protection of your privacy.

Some of our data may be stored on Google Drive and certain Google Apps for business (i.e. Gmail). Google has one of the world's most advanced and secure infrastructures and undergoes several independent third-party audits on a regular basis. We trust that the established security measures protect your personal information from being accidentally lost, used, altered, disclosed, or accessed without authorisation. We have also adopted our internal data security protocols.

We remain vigilant and will notify you and the responsible regulator of any suspected personal data breach as legally required.

6. In which circumstances do we disclose your personal information?

We will allow access to your personal data only to those employees, subcontractors and partners who have a business need to know such information. We only allow such third parties to process your personal data for specified purposes and in accordance with our instructions. We do not share or sell your data to third parties for marketing purposes.

7. How long do we keep your personal information?

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

If you do not want us to process your personal information anymore, please contact us at dpo@beforeafter.lu.

8. Do we use cookies?

Yes, we do. Cookies are small pieces of data stored on a site visitor's browser. They are typically used to keep track of the settings users have selected and actions they have taken on a site. You can read more about cookies at: <https://www.allaboutcookies.org/>.

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of our website may become inaccessible or not function properly.



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9. What are your legal rights?

Under the current data protection laws, you have a number of rights in relation to your personal information. You have the right to request access, correction, deletion, restriction, transfer, to object to processing and/or portability of data, and (where the lawful ground of processing is consent) to withdraw consent.

You can read more about these rights at: <https://cnpd.public.lu/en/particuliers/vos-droits.html>.

If you would like to access, correct, amend or delete any personal information we have about you, you can contact us at dpo@beforeafter.lu.

10. Changes to our Privacy Statement

We reserve the right to modify this Privacy Statement at any time. Changes and clarifications will take effect immediately upon their posting on our website.

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