

## Privacy Policy

*Last updated: 26 May 2025*

We value the privacy of our users and take the protection of your personal data seriously. This privacy policy explains how we collect, use, store, and protect your personal data, and what rights you have in relation to your personal information. This policy applies to the website [www.youthrive.be](http://www.youthrive.be).

### 1. Who are we?

The data controller responsible for processing your personal data is:

**Business name:** Griet Van Looy

**Address:** Silvesterdennenlaan 1, 2390 Malle, Belgium

**Email:** [griet@youthrive.be](mailto:griet@youthrive.be)

**Phone number:** +32 497 244 167

### 2. What personal data do we collect?

We collect different types of data depending on your interaction with our website:

- **Identification data:** such as your name, email address, and phone number.
- **Website usage data:** such as IP address, browser information, device usage, pages visited, and time of visits.
- **Payment information:** if you make a purchase, we may collect payment details, such as credit card or other payment method information (where applicable).
- **Cookies and tracking technologies:** we use cookies and similar technologies to collect data about your use of our website.

### 3. How do we collect your data?

We collect data in the following ways:

- **Direct collection:** when you fill out a form, subscribe to our newsletter, make a purchase, or contact us directly.
- **Indirect collection:** through analytics tools like Google Analytics, cookies, or other tracking technologies.

### 4. What do we use your personal data for?

We use your data for the following purposes:

- **To provide our services:** including processing orders, delivering products or services, and communicating about your purchase.

- **To improve your website experience:** by analyzing usage patterns and preferences to optimize our website.
- **For marketing purposes:** such as sending newsletters, offers, or other marketing communications (only if you have given consent).
- **To comply with legal obligations:** such as tax regulations or other legal requirements.

## 5. What is our legal basis for processing your data?

Under the GDPR, we rely on the following lawful bases for processing your personal data:

- **Consent:** when you have given us permission (e.g., for marketing emails or cookies).
- **Contractual necessity:** when processing is required to fulfil a contract, such as completing a purchase.
- **Legal obligations:** when we are legally required to process your data.
- **Legitimate interest:** when we have a legitimate interest, such as improving our website or preventing fraud.

We only share your data with third parties when necessary to provide our services or when legally required. These may include:

- **Payment processors:** to process your transactions.
- **Web hosting and IT service providers:** to manage and maintain our website.
- **Marketing platforms:** for sending newsletters or advertising (where applicable).
- **Legal authorities:** when we are legally obligated to disclose data.

## 7. How long do we keep your data?

We do not retain your personal data longer than necessary for the purposes for which it was collected, unless a longer retention period is required by law. Data collected for marketing purposes is stored until you unsubscribe or withdraw your consent.

## 8. Your rights regarding personal data

You have several rights regarding the personal data we hold about you:

- **Right of access:** You can request a copy of the personal data we hold about you.
- **Right to rectification:** You can request correction of inaccurate or incomplete data.
- **Right to erasure:** You can request the deletion of your data (the “right to be forgotten”).
- **Right to restrict processing:** You can request us to limit the processing of your data.

- **Right to data portability:** You can request to receive your data in a structured, commonly used, and machine-readable format.
- **Right to object:** You may object to the processing of your data for certain purposes, such as marketing.

To exercise any of these rights, please contact us using the details below.

## **9. Data security**

We take appropriate technical and organizational measures to protect your personal data against loss, misuse, or unauthorized access. These include encryption, access controls, and regular security audits.

## **10. Cookies and tracking technologies**

Our website uses cookies and similar technologies to enhance your browsing experience. Cookies are small text files stored on your device that help us understand how you use our website and remember your preferences. You can manage your cookie preferences through your browser settings. Disabling cookies may affect website functionality.

## **11. International data transfers**

If we transfer your data outside the European Economic Area (EEA), we ensure appropriate safeguards are in place, such as standard contractual clauses or compliance with the Privacy Shield framework (if applicable), to protect your personal data.

## **12. Changes to this privacy policy**

We reserve the right to update this privacy policy at any time. The most recent version will always be published on this page, along with the date of the last update.

## **13. Contact**

If you have any questions about this privacy policy or wish to exercise any of your rights, please contact us using the details below:

**Email:** [hello@youthrive.be](mailto:hello@youthrive.be)

**Phone number:** +32 497 244 167