

# Privacy Policy

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**Data Controller:** WeSolidify B.V. (KvK: 99809826)

**Jurisdiction:** The Netherlands

**Last Updated:** 23 March 2026

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## 1. Introduction

WeSolidify B.V. (KvK: 99809826) (“WeSolidify,” “we,” “us,” or “our”) is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website (wesolidify.com), use our SolidScore platform (the “Platform”), or otherwise interact with our services.

We are based in the Netherlands and comply with the General Data Protection Regulation (GDPR), the Dutch Implementation Act of the GDPR (Uitvoeringswet AVG), and other applicable data protection laws, including the UK General Data Protection Regulation (UK GDPR) where applicable.

This Privacy Policy should be read together with our Terms of Service and our Data Processing Agreement (DPA), which governs our processing of personal data on behalf of our customers.

### 1.1 Our Role

Depending on the context, WeSolidify may act either as a data controller or as a data processor under applicable data protection law.

We act as data controller for personal data relating to website visitors, account holders, billing contacts, support communications, security and usage data, and other personal data we process for our own business operations.

We act as data processor when we process personal data on behalf of our customers through the Platform, including customer-uploaded or customer-collected prospect, lead, client, or other business contact data processed through reports, widgets, integrations, and related platform features.

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## 2. Information We Collect

### 2.1 Information You Provide

- **Account Information:** Name, email address, company name, phone number, and password when you create an account.
- **Billing Information:** Payment card details, billing address, and VAT number. Payment details are processed directly by our payment provider (Stripe) and are not stored on our servers.

- **Profile Information:** Profile picture, job title, and preferences you choose to provide.
- **Communications:** Messages, support tickets, and feedback you send us.
- **API Credentials:** Credentials for third-party tools that you connect to our platform. These are stored encrypted and used solely to retrieve data on your behalf.
- **Lead Data:** Information entered into the leads workspace or captured through embeddable widgets, which may include names, email addresses, phone numbers, and domain information of your prospects.

## 2.2 Information Collected Automatically

- **Usage Data:** Pages visited, features used, reports generated, actions taken, and time spent on the platform.
- **Device Information:** IP address, browser type and version, operating system, and device identifiers.
- **Log Data:** Server logs including access times, referring URLs, and error logs.
- **Cookies and Similar Technologies:** See Section 8. WeSolidify does not currently use cookies or similar tracking technologies.

## 2.3 Information from Third Parties

- **Connected Tool Data:** Data retrieved from third-party tools you connect to the Platform, processed as necessary to provide, maintain, and secure the service features you use, including report generation and related workflows.
- **Payment Provider:** Transaction status and payment confirmations from Stripe.

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# 3. How We Use Information

## 3.1 Service Delivery

- Provide, maintain, and improve our platform
- Generate reports based on connected tool data
- Process payments and manage subscriptions
- Provide customer support and respond to inquiries

## 3.2 Communication

- Send service-related notifications (account updates, billing, security alerts)
- Send marketing communications (only with your explicit consent, and you may opt out at any time)
- Respond to your requests and feedback

## 3.3 Improvement and Analytics

- Analyze usage patterns to improve our services and develop new features
- Monitor platform performance and stability
- Conduct aggregated, anonymized research and analytics

## 3.4 Security and Compliance

- Detect and prevent fraudulent or unauthorized activity
- Enforce our Terms of Service
- Comply with legal obligations

## 4. Legal Basis for Processing (GDPR)

We process your personal data based on the following legal grounds under Article 6(1) of the GDPR:

Legal Basis	Description	Examples
Performance of Contract	Processing necessary to provide our services under the Terms of Service	Account management, report generation, billing, customer support
Legitimate Interests	Processing necessary for our legitimate business interests, where not overridden by your rights	Platform improvement, analytics, fraud prevention, security monitoring
Consent	Processing based on your freely given, specific, and informed consent	Marketing communications, optional analytics cookies
Legal Obligation	Processing necessary to comply with applicable laws	Tax records, fraud reporting, regulatory compliance

Where we rely on legitimate interests, we have conducted a balancing assessment to ensure our interests do not override your fundamental rights and freedoms.

## 5. Data Sharing

We do not sell your personal data. We may share information with the following categories of recipients:

### 5.1 Service Providers (Sub-Processors)

We engage trusted third-party service providers to help us deliver our services. These providers process data on our behalf under contractual obligations to protect your data:

Provider	Purpose	Data Location	Safeguards
Stripe	Payment processing	EU	DPA in place
DigitalOcean	Cloud hosting and infrastructure	EU (Frankfurt)	DPA in place
Amazon Web Services	Email delivery (transactional)	EU (Frankfurt)	DPA in place

A complete and up-to-date list of sub-processors is maintained and available upon request.

### 5.2 Connected Third-Party Tools

To provide the Platform, we may access, process, and where necessary temporarily store data from third-party tools you connect. We use this data only as necessary to provide, maintain, and secure the services and features you use. We may use aggregated, anonymized data derived from platform usage to improve our services, provided such data cannot be used to identify any individual or customer. Your relationship with those third-party providers is governed by their own terms and privacy policies.

### 5.3 Legal Requirements

We may disclose information if required by law, court order, or governmental authority, or where we reasonably believe disclosure is necessary to protect our rights, your safety, or the safety of others, or to investigate fraud.

### 5.4 Business Transfers

In the event of a merger, acquisition, reorganization, or sale of assets, your information may be transferred as part of that transaction. We will notify you of any such change and ensure the receiving party is bound by equivalent data protection obligations.

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## 6. Data Security

We implement appropriate technical and organizational measures to protect your data, including:

- **Encryption:** All data is encrypted in transit (TLS) and at rest.
- **Access Controls:** Role-based access controls and multi-factor authentication for internal systems.
- **Infrastructure:** Hosted on DigitalOcean with data centers located in the European Union (Frankfurt).
- **Monitoring:** Security monitoring and incident detection systems.
- **Backups:** Regular encrypted backups with geographic redundancy.
- **Assessments:** Periodic security assessments and reviews.

While we implement strong security measures, no method of electronic transmission or storage is completely secure. We encourage you to use strong passwords and protect your account credentials.

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## 7. Your Rights

Under the GDPR (and UK GDPR where applicable), you have the following rights regarding your personal data:

- **Right to Access:** Request a copy of the personal data we hold about you.
- **Right to Rectification:** Request correction of inaccurate or incomplete data.
- **Right to Erasure:** Request deletion of your personal data (“right to be forgotten”), subject to legal retention requirements.
- **Right to Restrict Processing:** Request limitation of processing in certain circumstances.
- **Right to Data Portability:** Receive your data in a structured, commonly used, machine-readable format.
- **Right to Object:** Object to processing based on legitimate interests or for direct marketing purposes.
- **Right to Withdraw Consent:** Where processing is based on consent, you may withdraw your consent at any time without affecting the lawfulness of processing carried out before withdrawal.

To exercise any of these rights, please contact us at [privacy@wesolidify.com](mailto:privacy@wesolidify.com). We will respond to your request within one month of receipt. If the request is complex or we receive a large number of requests, we may extend this period by a further two months and will inform you of any extension within the first month.

You also have the right to lodge a complaint with your local data protection authority. In the Netherlands, this is the Autoriteit Persoonsgegevens ([autoriteitpersoonsgegevens.nl](https://autoriteitpersoonsgegevens.nl)).

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## 8. Cookies and Similar Technologies

WeSolidify does not use cookies or similar tracking technologies on its website or Platform. We do not place any first-party or third-party cookies on your device.

If we introduce cookies or similar technologies in the future, we will update this section with a detailed overview of each cookie (including name, provider, purpose, and expiry), implement a consent mechanism where required by applicable law, and notify you of the change in accordance with Section 13 of this Privacy Policy.

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## 9. Data Retention

We retain your data only for as long as necessary to fulfill the purposes described in this Privacy Policy and to comply with our legal obligations:

Data Type	Retention Period	Reason
Account Data	Duration of account and up to 30 days following account closure or termination	Service delivery and account recovery
Generated Reports	For the duration of the subscription, subject to the retention limits of the selected plan and customer deletion actions	Service delivery
Billing Records	7 years	Dutch tax law (fiscale bewaarplicht)
Usage Logs	90 days	Security and operational purposes
Support Tickets	2 years after resolution	Service quality and dispute resolution
Lead Data	Duration of account plus 30 days after deletion	Managed by customer (data controller)

After the applicable retention period expires, data will be securely deleted or anonymized.

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## 10. International Data Transfers

We seek to host customer data primarily within the European Union and use service providers that support EU data hosting where available.

Some service providers or their affiliates may, depending on the service provided, process limited personal data outside the European Economic Area (“EEA”). Where such transfers occur, we implement appropriate safeguards as required by applicable law, including where appropriate:

- Standard Contractual Clauses approved by the European Commission

- Data Processing Agreements with relevant service providers
- Reliance on adequacy decisions where applicable

We will update this Privacy Policy to reflect material changes to our international data transfer practices.

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## 11. Data Processed on Behalf of Our Customers

When our customers use our platform, they may input or collect personal data relating to their own clients and prospects (for example, through the leads workspace or embeddable widgets). In this context:

- **Our customer is the data controller** and determines the purposes and means of processing this data.
- **WeSolidify is the data processor** and processes this data solely on the customer's behalf and in accordance with their instructions.

The processing of this data is governed by our Data Processing Agreement (DPA), which is incorporated into the Terms of Service and accepted at the time of account registration.

If you are a prospect or lead whose data has been processed through our platform by one of our customers, please direct any data subject requests (access, correction, deletion) to the relevant agency or business that collected your information. If you need assistance identifying the relevant party, you may contact us at [info@wesolidify.com](mailto:info@wesolidify.com) and we will help where reasonably possible.

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## 12. Automated Decision-Making

We do not use automated decision-making or profiling that produces legal effects or similarly significant effects on you, as described in Article 22 of the GDPR. Scoring and grading within the Platform is applied to website and SEO performance data, not to individuals.

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## 13. Updates to This Policy

We may update this Privacy Policy from time to time. When we make changes:

- We will update the "Last Updated" date at the top of this page
- For material changes, we will notify you via email or a prominent notice on our platform
- We encourage you to review this policy periodically

The updated Privacy Policy will apply from the effective date shown in the revised version. Where required by law, or where changes are material, we will provide additional notice through email or a prominent notice on our website or Platform.

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## 14. Contact

For privacy-related inquiries or to exercise your data protection rights:

**WeSolidify B.V.**

KvK: 99809826

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