

Privacy & Cookie Statement

Last updated: Jan 2026

Prelude Analytics respects your privacy and is committed to protecting your personal data. This Privacy & Cookie Statement explains what data we collect, how we use it, and your rights under the General Data Protection Regulation (GDPR).

1. Who We Are

Prelude Analytics B.V.

Located in Geleen, the Netherlands

Chamber of Commerce (KvK): 96965193

Email: info@preludeanalytics.nl

Website: <https://www.preludeanalytics.nl>

Prelude Analytics is the data controller responsible for processing your personal data on this website.

2. What Personal Data We Collect

We collect and process the following personal data:

- **Contact form submissions:** name, email address, company name (if provided), message content
- **Email communication:** if you contact us directly
- **Website analytics data:** IP address, browser type, pages visited (if analytics are enabled)
- **Cookies:** see section 5

We do **not** collect any sensitive personal data (e.g., health, political views).

3. Why We Collect Your Data

We use your data for the following purposes:

Purpose	Legal Basis
Responding to contact form queries	Legitimate interest
Sending requested information	Consent or pre-contractual steps
Analyzing website performance	Consent (for analytics cookies)

Our legitimate interest is limited to professional communication and business development and does not override the fundamental rights and freedoms of data subjects.

4. How Long We Keep Your Data

- **Contact form data:** up to 1 year after last contact
- **Analytics data:** as defined by the analytics provider (e.g., 14 months for Google Analytics)
- **Email communications:** up to 3 years for record-keeping purposes

5. Cookies

Our website uses cookies to enhance user experience and improve performance.

Types of Cookies We Use

Cookie Type	Purpose	Consent Required?
Functional	Ensure the website works properly	No
Analytical (e.g., Google Analytics)	Measure website traffic and performance	Yes
Third-party (e.g., LinkedIn plugin)	Embedded content or tracking	Yes

6. Sharing Your Data

We do **not** sell your personal data. We may share data with the following trusted third parties:

- **Web hosting provider** (e.g., Yourhosting)
- **Email service provider** (e.g., Outlook)
- **Analytics tools** (e.g., Google Analytics)

All third parties are GDPR-compliant and process data on our behalf under a data processing agreement.

Some service providers may process data outside the EU. Where applicable, we ensure appropriate safeguards are in place, such as EU Standard Contractual Clauses.

7. Your Rights

Under the GDPR, you have the following rights:

- **Access:** request a copy of your personal data
- **Rectification:** correct inaccurate data
- **Erasure:** request deletion of your data
- **Objection:** object to processing based on legitimate interest

- **Restriction:** limit how we process your data
- **Data portability:** receive your data in a machine-readable format
- **Withdraw consent:** if processing is based on consent

To exercise your rights, contact us at info@preludeanalytics.nl.

You also have the right to lodge a complaint with the **Dutch Data Protection Authority (Autoriteit Persoonsgegevens)** at www.autoriteitpersoonsgegevens.nl.

8. Data Security

We take appropriate technical and organizational measures to protect your personal data, including encryption, secure servers, and access control.

9. Changes to This Statement

We may update this Privacy & Cookie Statement from time to time. The latest version will always be available on this page.

10. Contact

For questions about this Privacy & Cookie Statement or how we handle your data, please contact:

Prelude Analytics B.V.

Email: info@Preludeanalytics.nl

Website: <https://www.preludeanalytics.nl>