

## **Privacy Policy – Cycle & Scale**

### **Intro**

Cycle & Scale is a trade name of BGA Consulting, registered with the Dutch Chamber of Commerce (CoC number: 93522169).

### **1. What personal data do we collect?**

When you visit our website or contact us, we may collect:

- Name and contact details (email, phone)
- Company information (if provided)
- Information you submit via forms or email
- Usage data (through cookies or analytics tools)

### **2. Why do we collect this data?**

We process your personal data in order to:

- Respond to your questions or requests
- Provide our consulting services
- Improve our website and user experience
- Comply with legal and tax obligations

### **3. Sharing of data**

We only share personal data with third parties when this is necessary for our services (e.g. Calendly, website hosting, email provider), or when required by law. These parties are bound by confidentiality and data protection agreements.

### **4. Cookies**

Our website uses cookies to ensure proper functionality and to improve the user experience.

- **Functional cookies** are necessary for the basic operation of the website and do not require consent.
- **Analytical cookies** (such as Google Analytics) may be used to collect anonymised information about website usage. This helps us understand how visitors use the site and improve its performance.
- **Marketing or tracking cookies** are only used with your explicit consent and help us provide relevant content or measure the effectiveness of our communications.

You can manage or disable cookies at any time in your browser settings. If we use cookies that require your consent, you will be asked for this via a cookie banner when visiting our website.

### **5. Data storage and retention**

We keep your personal data only as long as necessary for the purpose for which it was collected, and as long as required by law (e.g. 7 years for financial records).

### **6. Your rights**

You have the right to access, correct or delete your personal data, or to object to certain processing. Please contact us at [info@cycleandscale.com](mailto:info@cycleandscale.com) if you wish to exercise these rights.

### **7. Contact**

BGA Consulting (Cycle & Scale)

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