

Privacy Policy

Effective Date: January 16, 2025

At Lion Lasers B.V., protecting your privacy is our priority. We are committed to transparently handling personal data while ensuring compliance with applicable laws. This Privacy Policy outlines how we collect, use, and safeguard your information when you interact with us.

1. Purpose and Scope

This policy applies to personal data collected through our website, communication channels, and business interactions. It explains:

- What data we collect and why.
- How we use and protect your data.
- Your rights regarding your personal information.
- Recommendations for safeguarding your own data.

2. Data We Collect

2.1 Information You Provide

We collect data directly from you when you:

- Contact us via email, phone, or forms.
- Place an order or request a quote.
- Subscribe to updates or newsletters.

Examples of collected data include:

- **Identification Data:** Name, company name, job title, email address, and phone number.
- **Order Details:** Products or services requested.
- **Correspondence:** Content of emails, messages, or calls.

2.2 Automatically Collected Data

When you visit our website, we gather:

- Device information (e.g., IP address, browser type).
- Website usage data (e.g., pages visited, time spent).

This data helps us improve functionality and user experience.

3. How We Use Your Data

We process personal data for the following purposes:

- **Order Fulfillment:** Managing orders and service requests.
- **Customer Support:** Responding to inquiries and providing assistance.
- **Marketing (With Consent):** Sharing updates, promotions, and news about our products.
- **Improvement:** Enhancing website performance and optimizing user experience.
- **Compliance:** Meeting legal and regulatory obligations.
- **Security Measures:** Preventing unauthorized access and safeguarding your data.

We rely on your consent, contractual obligations, or legitimate interests as legal bases for processing.

4. Protecting Your Data

We implement robust measures to secure your personal data:

- Encryption of sensitive data.
- Restricted access to authorized personnel only.
- Regular audits of our security practices.
- Proactive measures against phishing and unauthorized access.

We recommend that you:

- Use strong, unique passwords for your accounts.
- Keep your software and devices updated.
- Be cautious of phishing attempts and suspicious links.

Although we strive to protect your data, no system can guarantee absolute security.

5. Data Sharing

We share your data only when necessary:

- **Service Providers:** Partners who assist with hosting, delivery, and support.
- **Legal Compliance:** When required by law or to protect our legal rights.
- **Business Transactions:** In the event of a merger, acquisition, or sale.

All third parties are contractually obligated to protect your data and use it solely for agreed purposes.

6. Data Retention

We retain your personal data only as long as necessary for:

- Fulfilling the purposes outlined in this policy.
- Complying with legal requirements.
- Resolving disputes or enforcing agreements.

For example:

- **Customer Data:** Retained for 7 years after the last interaction.
- **Cookies:** Retained for up to 12 months.

7. Your Rights

You have the right to:

- **Access Your Data:** Request details of the data we hold about you.
- **Correct Your Data:** Update inaccurate or incomplete information.
- **Delete Your Data:** Request removal of your data where applicable.
- **Restrict Processing:** Limit how your data is processed in certain cases.
- **Withdraw Consent:** Opt-out of marketing or data collection where consent is the basis.

To exercise these rights, contact us at info@lionlasers.com.

8. Cookies and Tracking

We use cookies to improve your experience. These include:

- **Essential Cookies:** Required for core website functions.
- **Analytics Cookies:** To understand website usage and improve functionality.
- **Marketing Cookies:** To deliver relevant advertisements (with consent).

You can manage or disable cookies through your browser settings. Essential cookies are required for basic website functionality.

9. International Data Transfers

If your data is transferred outside the European Economic Area (EEA), we ensure appropriate safeguards to protect your information.

10. Updates to This Policy

We may update this policy periodically. Changes will be posted on our website, and significant updates will be communicated directly to you where applicable. The latest version will always reflect the effective date.

11. Contact Us

For questions, concerns, or requests regarding this Privacy Policy, please contact:

Lion Lasers B.V.

- **Email:** info@lionlasers.com
- **Address:** Nikkelstraat 47, 4823 AE Breda, Netherlands
- **Phone:** +31 (0)76 581 0101

Your trust matters to us. Lion Lasers is committed to transparency, accountability, and the responsible handling of your personal information.