

# Privacy Policy Life After Football

**Effective Date:** 23/01/2025

At Life After Football, we highly value the privacy of our visitors, customers, and partners. This privacy policy explains which personal data we collect, how we use and protect it, and what your rights are in compliance with the Algemene Verordening Gegevensbescherming (AVG).

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## 1. Who are we?

Life After Football is located at:

**Address:** Helicopterstraat 25A, 1059 CE Amsterdam

**Chamber of Commerce Number:** 24404870

**Email:** info@lifeafterfootball.eu

We are the data controller responsible for processing your personal data in accordance with the AVG.

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## 2. What data do we collect?

We collect and process the following categories of personal data:

- **Identity Data:** Name, email address, phone number, and postal address.
- **Usage Data:** IP address, browser information, pages visited, interactions on our website, and other online activity data.
- **Communication Data:** Information you provide via contact forms, emails, customer service requests, or other communication channels.
- **Payment Data:** Transaction details, including bank account numbers or other payment information required to process orders.

We may also collect additional data when required for specific services, always with your consent.

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## 3. How do we use your data?

We process personal data for the following purposes and based on the following legal grounds:

1. **Service Delivery:** To fulfill contracts and deliver products or services you have requested. (*Legal ground: Contractual necessity*)

2. **Communication:** To respond to inquiries, provide customer support, and send newsletters or promotional material when you have provided explicit consent. *(Legal ground: Consent)*
  3. **Website and Service Optimization:** To analyze usage data and improve the functionality and content of our website and services. *(Legal ground: Legitimate interest)*
  4. **Legal Compliance:** To meet legal and regulatory obligations, such as tax and financial reporting requirements. *(Legal ground: Legal obligation)*
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#### 4. How long do we retain your data?

We do not retain your personal data longer than necessary for the purposes for which it was collected. Retention periods include:

- **Identity and Contact Data:** Retained for up to 2 years after the last interaction unless you request deletion earlier.
- **Payment Data:** Retained for up to 7 years to comply with Dutch tax regulations.
- **Communication Data:** Retained for 1 year after the resolution of your inquiry.

In certain cases, we may retain your data longer to comply with legal obligations or resolve disputes.

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#### 5. Sharing data with third parties

We do not sell or rent your personal data. However, we may share your data with third parties under the following circumstances:

1. **Service Providers:** Third-party vendors that assist in providing our services, such as hosting providers, payment processors, and marketing platforms.
2. **Legal Requirements:** Government authorities or regulatory bodies when required by law.
3. **Business Operations:** Other parties as part of a business transaction (e.g., a merger or acquisition), provided data protection measures are in place.

All third parties processing personal data on our behalf are required to comply with GDPR and sign a data processing agreement (DPA).

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#### 6. Cookies and tracking technologies

Our website uses cookies and similar tracking technologies to enhance your experience. These include:

- **Functional Cookies:** Necessary for the basic operation of our website.

- **Analytical Cookies:** Used to understand website performance and improve user experience.
- **Marketing Cookies:** Enable personalized advertising, with your consent.

For more details, refer to our Cookie Policy.

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## 7. Your rights

Under the AVG (Algemene Verordening Gegevensbescherming), you have the following rights regarding your personal data:

- **Right of Access:** Request information about the personal data we hold about you.
- **Right to Rectification:** Request corrections to inaccurate or incomplete data.
- **Right to Erasure:** Request deletion of your personal data where it is no longer necessary or if processing is based on your consent.
- **Right to Restriction:** Request limited processing of your personal data.
- **Right to Data Portability:** Request transfer of your data to another organization.
- **Right to Object:** Object to processing for marketing purposes or based on legitimate interests.

To exercise your rights, please contact us at [info@lifeafterfootball.eu](mailto:info@lifeafterfootball.eu). We will respond within one month of receiving your request.

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## 8. Data security

We take appropriate technical and organizational measures to protect your data against unauthorized access, loss, or misuse. These measures include:

- Secure servers and encryption for sensitive data.
  - Regular audits and updates to our systems.
  - Restricted access to personal data for authorized personnel only.
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## 9. Contact and complaints

If you have any questions, requests, or complaints regarding this privacy policy, contact us at:

- **Email:** [info@lifeafterfootball.eu](mailto:info@lifeafterfootball.eu)
- **Address:** Helicopterstraat 25A, 1059 CE Amsterdam

If you are dissatisfied with our response, you can file a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens) via [www.autoriteitpersoonsgegevens.nl](http://www.autoriteitpersoonsgegevens.nl).

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## **10. Changes to our privacy policy**

We may update this privacy policy from time to time to reflect changes in our practices or regulatory requirements. The latest version will always be available on our website, and significant updates will be communicated to you directly if applicable.

**Last Updated:** 23/01/2025