



Last updated: November, 2025

This Privacy Policy explains how **Alum Labs B.V.** (“Alum Labs”, “we”, “us”, “our”) collects and uses personal information when you visit **alumlabs.io** or contact us through our website.

We keep data collection to an absolute minimum and only process information that you choose to provide.

1. Who We Are

Alum Labs B.V.

Wassenaar, The Netherlands

Email: hello@alumlabs.io

We act as the **Data Controller** for personal data collected through this website.

2. Information We Collect

Alum Labs does **not** automatically collect personal data on this website.

The **only** information we receive is what you voluntarily submit through the contact form:

- **Name**
- **Email address**
- **Subject**
- **Message content**

No accounts, logins, analytics, tracking scripts, or profiling tools are used.

3. How We Use Your Information

We use the information you submit solely for:

- Responding to your inquiry
- Communicating with you about your request
- Providing support or information you asked for
- Maintaining internal records of communication

We do **not** use your data for marketing unless you explicitly request information.

We do **not** sell, rent, or share your data with advertisers.

4. Legal Basis for Processing (GDPR)

We process your data under:

- **Art. 6(1)(b)** — performance of a contract or steps prior to entering a contract (replying to your inquiry)
 - **Art. 6(1)(f)** — legitimate interest (responding to messages we receive)
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5. Data Sharing

We only share your data when necessary for communication or hosting:

- Email providers
- Website hosting infrastructure

All third parties operate under GDPR-compliant agreements.

We do not share your data with marketing platforms or analytics providers.

6. International Transfers

If data is transferred outside the EU by our hosting or email provider, this is done with:

- Adequacy decisions, or
 - Standard Contractual Clauses (SCCs)
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7. Data Retention

We retain contact form submissions for as long as necessary to answer your inquiry.

By default:

- **General inquiries:** up to 12 months
- **Business-related communication:** may be stored longer as needed for record-keeping

You may request deletion of your communications at any time.

8. Your Rights

You have the right to:

- Access the data we hold about you

- Request correction or deletion
- Restrict or object to processing
- Request a copy of your data (portability)
- File a complaint with your local data protection authority

Requests: hello@alumlabs.io

9. Children

Our site is not intended for users under 16, and we do not knowingly collect data from minors.

10. Changes to This Policy

We may update this Privacy Policy to reflect changes in our practices or legal requirements.

The most recent version will always be published here.
