PRIVACY STATEMENT - ADOPTAI

Last update: 01-01-2026

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1. INTRODUCTION

1.1 About this Privacy Statement

AdoptAI attaches great importance to the protection of your personal data and to your privacy. In this Privacy Statement, we inform you about how we collect, use, share, and protect your personal data when you:

- Visit our website (www.adoptai.be);
- Use our services;
- Contact us;
- Enters into a business relationship with us.

This Privacy Notice applies to all processing of personal data by AdoptAI in its capacity as a data controller.

1.2 Data Controller

The controller of your personal data is:

AdoptAI
Registered office: Dr. Willem Meersstraat 19, B-3730 Bilzen-Hoeselt
Company number: BE1024.331.381
E-mail: info@adoptai.be
Website: www.adoptai.be

1.3 Applicable law

We process your personal data in accordance with:

- The General Data Protection Regulation (EU) 2016/679 ("**GDPR**");
- The Belgian Act of 30 July 2018 on the protection of natural persons with regard to the processing of personal data;
- All other applicable privacy laws.

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2. WHAT PERSONAL DATA DO WE COLLECT?

2.1 Categories of personal data

Depending on your relationship with AdoptAI, we may collect and process the following categories of personal data:

A. Identification data

- Name and first name
- Job title
- Company name
- Address (business and/or private)

B. Contact details

- Email address
- Phone number (landline and/or mobile)
- LinkedIn profile or other social media

C. Professional data

- Company information (company number, sector, size)
- Function and responsibilities
- Professional interests and needs

D. Financial and transaction data

- Billing information
- Bank account number (for payments)
- Payment history
- VAT number

E. Technical data (when visiting the website)

- IP address
- Browser type and version
- Operating system
- Apparaattype
- Referring website
- Pages visited and click behavior
- Date and time of visit
- Cookie data

F. Communication data

- Content of emails and messages
- Phone call notes
- Correspondence history
- Formulating feedback

G. Usage Data (when using our services)

- Login details (username, password in hashed form)

- Usage statistics
- Preferences and settings

2.2 Special categories of personal data

In principle, AdoptAI **does not** collect special categories of personal data (such as data concerning health, ethnic origin, political opinions, religious beliefs, sexual orientation, biometric data or criminal data).

If this is necessary in exceptional cases, we will ask for your explicit consent or rely on another legal basis.

2.3 Data of minors

Our services are aimed at companies and professionals. We do not knowingly collect personal data from minors (persons under the age of 18). If we determine that we have inadvertently collected data from a minor, we will delete it immediately.

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3. HOW DO WE COLLECT YOUR PERSONAL DATA?

3.1 Directly from you

We collect personal data that you provide to us directly when you:

- Fill in a contact form on our website;
- Request a quote or information;
- Entering into an agreement with us;
- Communicates via email, phone, or other channels;
- Participate in events, webinars or training courses;
- Sign up for our newsletter;
- Apply for a position at AdoptAI;
- Hand over your business card to us.

3.2 Automatically collected

When you visit our website, we automatically collect certain technical data via:

- **Cookies and similar technologies** (see section 10);
- **Server log files** (IP address, browser information, etc.);
- **Analytics tools** (such as Google Analytics).

3.3 From third parties

In limited cases, we may receive personal data from third parties, such as:

- **Your employer or colleagues**: when they register you as a contact person or end user;
- **Business partners**: in the context of referrals;

- **Public sources**: such as the Belgian Official Gazette, KBO, LinkedIn (publicly available information);
- **Suppliers**: such as LegalFly, in the context of the provision of services.

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4. FOR WHAT PURPOSES DO WE PROCESS YOUR DATA?

4.1 Overview of Purposes and Legal Bases

Purpose	Legal basis (GDPR)
Performance of agreements: provision of services, subscriptions, implementation, support	Article 6.1.b – Necessary for the performance of the agreement
Quotation management: preparation and follow-up of quotations	Article 6.1.b – Pre-contractual measures
Customer management: customer relationship management, communication, invoicing	Article 6.1.b – Performance of the agreement
Financial administration: invoicing, accounting, payment follow-up	Article 6.1.c – Legal obligation
Legal obligations: tax obligations, accounting legislation, anti-money laundering legislation	Article 6.1.c – Legal obligation
Direct marketing: newsletters, promotions, information about services	Article 6.1.a – Consent or Article 6.1.f – Legitimate interest
Website analysis: improvement of website, user experience	Article 6.1.a – Consent (cookies) or Article 6.1.f – Legitimate interest
Security: Protecting our systems, preventing fraud	Article 6.1.f – Legitimate interest
Dispute management: legal proceedings, defence of rights	Article 6.1.f – Legitimate interest
Recruitment and selection: processing of applications	Article 6.1.b – Pre-contractual measures or Article 6.1.a – Consent

4.2 Legitimate interests

When we rely on our legitimate interest (Article 6.1.f GDPR), we have weighed up the interests in which we take into account:

- The necessity of the processing for our business operations;
- The reasonable expectations of the person concerned;
- The impact on the privacy of the data subject;
- The appropriate safeguards we have put in place.

Our legitimate interests include, but are not limited to:

- Maintaining business relationships;
- Improving our services;

- Protecting our systems and data;
- Exercising or defending our rights.

4.3 No automated decision-making

AdoptAI does not make decisions based solely on automated processing (including profiling) that produces legal effects concerning you or similarly significantly affects you.

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5. WITH WHOM DO WE SHARE YOUR PERSONAL DATA?

5.1 Categories of recipients

We may share your personal data with the following categories of recipients:

A. Processors (service providers)

We engage processors who process personal data on our behalf. We enter into processing agreements with these processors in accordance with Article 28 of the GDPR. These include:

- **IT service providers**: hosting, cloud storage, software providers;
- **LegalFly**: as the supplier of the LegalFly Solution (see article 5.2);
- **Payment service providers**: for payment processing;
- **Email marketing platforms**: for sending newsletters;
- **Analytics tools**: for website analytics (such as Google);
- **Bookkeepers and accountants**: for financial administration.

B. Independent data controllers

In certain cases, we share data with parties that are themselves controllers:

- **Public authorities**: if required by law (tax authorities, social security, etc.);
- **Legal advisors**: in the context of disputes;
- **Insurers**: for the settlement of claims.

C. Within your organisation

If you act as a contact person for a company, we may share your data with other contacts within your organization.

5.2 Specific Mention: LegalFly

AdoptAI is an authorized reseller of the LegalFly Solution. In this context:

- We may share your contact details with LegalFly for the purpose of activating accounts and providing the service;
- LegalFly is an independent controller for certain processing operations;

- Please refer to LegalFly's privacy statement for information about their processing: [https://www.legalfly.com/privacy].

5.3 Transfer outside the EEA

Some of our processors or sub-processors may be located outside the European Economic Area (EEA). In that case, we provide appropriate safeguards, such as:

- **Adequacy decision**: transfer to countries for which the European Commission has taken an adequacy decision;
- **Standard Contractual Clauses (SCC):** the standard contractual clauses approved by the European Commission;
- **Binding Corporate Rules (BCRs):** if applicable;
- **Additional measures**: technical and organisational measures where necessary.

You can contact us for more information about the specific guarantees that apply.

5.4 No sale of data

AdoptAI will never sell your personal information to third parties.

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6. HOW LONG DO WE KEEP YOUR DATA?

6.1 General principle

We will not retain your personal data for longer than is necessary for the purposes for which it was collected, unless a longer retention period is required or permitted by law.

6.2 Specific retention periods

Category of data	Retention period
Customer data	During the customer relationship + 10 years after the end (legal retention of accounting documents)
Quotation details (not accepted)	2 years after quotation date
Billing information	10 years (legal obligation)
Contracts and agreements	10 years after the end of the agreement
Correspondence (business)	5 years after last contact
Newsletter subscribers	Withdrawal of consent + 1 year for administration
Application data	2 years after completion of procedure (with consent) or immediate deletion (without consent)
Website log files	Up to 12 months
Cookie data	See cookie policy (article 10)

6.3 Criteria for retention periods

When determining retention periods, we take into account:

- Legal obligations (tax, accounting, employment law);
- Limitation periods for legal claims;
- The necessity for our business operations;
- Your reasonable expectations;
- The sensitivity of the data.

6.4 After expiry of the retention period

After the retention period has expired, your personal data will be:

- Safely disposed of; or
- Anonymised (so that they can no longer be traced back to you).

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7. HOW DO WE PROTECT YOUR DATA?

7.1 Technical measures

We take appropriate technical measures to protect your personal data against unauthorized access, loss, destruction or alteration, including:

- **Encryption**: encryption of data during transmission (SSL/TLS) and storage;
- **Access control**: limited access based on need-to-know;
- **Strong authentication**: complex passwords and where possible two-factor authentication;
- **Firewalls and antivirus software**: protection against external threats;
- **Backups**: regular backups of data;
- **Updates**: Timely installation of security updates.

7.2 Organisational measures

- **Awareness-raising**: training of employees on data protection;
- **Confidentiality**: confidentiality obligations for employees;
- **Access policy**: procedures for granting and revoking access rights;
- **Supplier management**: careful selection of processors and contractual guarantees;
- **Incident management**: Procedures for detecting and handling data breaches.

7.3 The data leak

If a personal data breach occurs (data breach), we will:

- Document the breach;
- Where required, inform the Data Protection Authority (DPA) within 72 hours;
- Inform you if the breach poses a high risk to your rights and freedoms.

8. WHAT ARE YOUR RIGHTS?

8.1 Overview of your rights

Under the GDPR, you have the following rights in relation to your personal data:

Law	Description
Right to information	You have the right to clear information about the processing of your data (this privacy statement).
Right of access	You can request a copy of the personal data we process about you.
Right to rectification	You can ask for incorrect or incomplete data to be corrected or completed.
Right to erasure ("right to be forgotten")	In certain cases, you can ask for your data to be deleted.
Right to restriction of processing	You can ask for the processing to be temporarily restricted (e.g. during accuracy checks).
Right to portability	You can request to receive your data in a structured, commonly used and machine-readable format or to transfer it to another controller.
Right to object	You can object to processing based on legitimate interest or for direct marketing purposes.
Right to withdraw consent	If processing is based on consent, you can withdraw it at any time (without retroactive effect).
Right not to be subject to automated decision-making	You have the right to obtain human intervention in decisions based solely on automated processing.

8.2 How can you exercise your rights?

8.2.1 You can exercise your rights by contacting us at:

- **E-mail**: info@adoptai.be
- **Post**: AdoptAI, Dr. Willem Meersstraat 19, B-3730 Bilzen-Hoeselt, Privacy

8.2.2 Your request must include:

- Your name and contact details;
- A clear description of your request;
- A copy of your ID (to verify your identity).

8.2.3 We will respond to your request within one (1) month. This period may be extended by two (2) months if necessary, given the complexity or the number of requests. We will inform you in that case.

8.3 Limitations

In certain cases, we may refuse or partially refuse your request, for example:

- If we are legally obliged to keep the data;
- If the data is necessary for the establishment, exercise or defence of legal claims;
- If your request is manifestly unfounded or excessive;
- If compliance would affect the rights and freedoms of others.

We will always motivate any refusal.

8.4 Costs

In principle, the exercise of your rights is free of charge. In the event of manifestly unfounded or excessive requests (in particular in the event of repetition), we may charge a reasonable administrative fee or refuse to comply with the request.

8.5 Right to lodge a complaint

If you believe that we are not processing your personal data correctly, you can:

1. **Contact us** – We like to try to find a solution together first.
2. **Lodging a complaint with the supervisory authority**:

   Data Protection Authority (DPA)
   Rue de la Presse 351000 BrusselsTel: +32 (0)2 274 48 00E-mail: contact@apd-gba.be
   Website: www.gegevensbeschermingsautoriteit.be

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9. DIRECT MARKETING

9.1 Newsletter and commercial communication

9.1.1 We may inform you by e-mail about our services, products, events and other news if:

- You have given your explicit consent to do so; or
- You are an existing customer and the communication relates to similar products or services (soft opt-in), in accordance with Article XII.13 of the Code of Economic Law.

9.1.2 Each commercial e-mail contains a clear option to unsubscribe (opt-out). After unsubscribing, you will no longer receive commercial communications, except for essential service-related communications.

9.2 Right to object

You can object to the use of your data for direct marketing purposes at any time and free of charge by:

- Clicking on the unsubscribe link in our emails;

- We will contact you via info@adoptai.be;
- Adjust your preferences in your account settings (if available).

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10. COOKIES AND SIMILAR TECHNOLOGIES

10.1 What are cookies?

Cookies are small text files that are placed on your device when you visit our website. They help us to make the website function, improve the user experience and gain insight into website usage.

10.2 Types of cookies we use

A. Strictly necessary cookies

- **Purpose**: Essential for the operation of the website (e.g. session management, security cookies).
- **Legal basis**: Legitimate interest (no consent required).
- **Retention period**: Session cookies (deleted when the browser is closed) or a maximum of 12 months.

B. Functional cookies

- **Purpose**: To remember your preferences (e.g. language setting).
- **Legal basis**: Consent.
- **Retention period**: Maximum 12 months.

C. Analytical cookies

- **Purpose**: Insight into website use, improvement of the website.
- **Examples**: Google Analytics.
- **Legal basis**: Consent.
- **Retention period**: Maximum 26 months.

D. Marketing-/trackingcookies

- **Purpose**: Personalized ads, measurement of ad effectiveness.
- **Examples**: LinkedIn Insight Tag, Facebook Pixel (if applicable).
- **Legal basis**: Consent.
- **Retention period**: Maximum 24 months.

10.3 Cookie banner and consent management

When you first visit our website, a cookie banner will appear that allows you to:

- Accept all cookies;
- Accept only strictly necessary cookies;

- Set your preferences per category.

You can change your cookie preferences at any time via the cookie banner or the settings in your browser.

10.4 Third-party cookies

Our website may contain cookies from third parties (such as Google, LinkedIn). We refer to the privacy statements of these parties for information about their use of cookies:

- Google Analytics: https://policies.google.com/privacy
- LinkedIn: https://www.linkedin.com/legal/privacy-policy
- [Other services if applicable]

10.5 Browser settings

You can also manage cookies through your browser settings. Please note that blocking cookies may limit the functionality of our website.

- Chrome: https://support.google.com/chrome/answer/95647
- Firefox: https://support.mozilla.org/nl/kb/cookies-verwijderen
- Safari: https://support.apple.com/nl-be/guide/safari/sfri11471
- Edge: https://support.microsoft.com/nl-nl/microsoft-edge

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11. SPECIFIC PROCESSING

11.1 Use of AI Tools

11.1.1 AdoptAI offers AI-based services, including the LegalFly Solution. When you use these services:

- Can the data you enter (documents, texts, etc.) be processed by AI systems;
- Customer Data will **not** be used for training AI models without your explicit consent;
- Aggregated, anonymized usage data may be used to improve the services.

11.1.2 Please note that AI output may contain errors and should not be considered professional advice. You are responsible for verifying all AI-generated information.

11.2 Sollicitants

11.2.1 If you apply for a job with AdoptAI, we process:

- Your CV and cover letter;
- Contact details;
- References (with your consent);
- Any assessment results.

11.2.2 We store application data:

- During the application process;
- After rejection: up to 2 years if you consent to inclusion in our talent pool, otherwise immediate deletion.

11.3 Business Events

If you participate in events, webinars or training courses organized by AdoptAI:

- We process your registration data for organizational purposes;
- Photographs or videos may be taken (with prior notice and possibility of objection);
- Participant lists can be shared with other participants (only if you give permission for this).

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12. CHANGES TO THIS PRIVACY STATEMENT

12.1 Updates

We may change this Privacy Notice from time to time to reflect changes in our practices or legal requirements.

12.2 Notice

12.2.1 In the event of material changes, we will notify you via:

- A message on our website;
- E-mail (if we have your e-mail address);
- A notification at your next login (if applicable).

12.2.2 The date of the last update is set out at the top of this Privacy Notice.

12.3 Consultation

We encourage you to periodically review this Privacy Notice to stay informed about how we are protecting your information.

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13. CONTACT

Do you have any questions, comments or requests regarding this privacy statement or the processing of your personal data? Please contact us:

AdoptAI
Dr. Willem Meersstraat 19, B-3730 Bilzen-Hoeselt

E-mail: info@adoptai.be

We are happy to help you.

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