



PRIVACY POLICY 2023 - Brands Are Trees

In this Privacy Policy the founders Chella Valkering and Felipe Nahuel Varela of the branding agency Brands Are Trees [Chella Valkering, www.brandsaretrees.com , KVKNR:64708497] shall be referred to as “the agency”. The website www.brandsaretrees.com shall be referred to as “the website(s)”.

Privacy Policy

1.1 Cookies

In order to enhance the functionality of the website(s), the agency collects functional cookies. As a website visitor, you are aware of this and you agree with the collection of these cookies.

1.2 Links to other websites

The agency is not responsible for the information published, online activity or data collection of third parties to whom is linked on the website(s).

1.3 Leaving comments

Comments on the website can be deleted upon request, by contacting chella@brandsaretrees.nl. The comment will be deleted within 30 days after receiving the request

1.4 Contacting the agency

When contacting the agency by email, Skype or via the contact form on the website, the user/client is aware of and agree with the terms, conditions & Privacy policy of gmail.com and Skype.

1.5.1 The agency will collect only data required by law and needed to maintain the business activities. This information includes: name, contact details, website, CoC and VAT number.

1.5.2 Other information that can be collected, in order to maintain business activities, are login information for websites or content systems or personal information needed for writing purposes.

1.6.1 The personal data is used by the agency, as required by law, on invoices



needed for business transactions between client and the agency.

1.6.2 To maintain the client relationship, occasional emails or updates will be send.

1.6.3 Personal data and information shared with the agency can also be used in order to write biographies, CV's or other personal documents, only when requested by the concerning client.

1.6.4 The financial administration will be shared with a professional account, who is working in compliance with the GDPR law.

1.6.5 Possible login information will only be used as and when requested by client,

1.7 Managing & saving personal data

1.7.1 Personal data, needed for the financial administration, will be saved on the personal computer of the agency and on the backup system OneDrive. The data will be kept for a duration of 5 years, as required by law.

1.7.2 Emails, including documents, will be deleted every 6 months.

1.7.3 Work documents, including biographies, CV's and other text documents, that include personal information, will be saved on the agency's personal computer and OneDrive for 6 months, to assure both client as agency with a backup copy. After 6 months these documents will be deleted.

1.7.4 Login information for websites or Content Management Systems will be saved in a coded document, on the personal computer and OneDrive, as long is needed for work purposes. Emails, including login information, will be deleted within 1 week after receiving the email.

1.8 Request to eliminate personal data

Personal data or documents can be deleted upon request, by contacting chellavalkering@gmail.com.

The concerning document or data will be deleted within 30 days after receiving the



request. Personal data that needs to be saved for a longer period of time, due to law requirements, cannot be deleted, about which the applicant will also be informed.

1.9 Data leak & prevention

The agency will do all the possible to prevent possible data leakage. In case of a data leak, the user/client will be informed a.s.a.p.