iAdvise Products

IADVISE PRODUCTS

Privacy Policy

What personal data iAdvise processes, why, for how long, and what your rights are.

iAdvise · info@iadvise.eu

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This privacy policy applies to iAdvise Products and to all Apps you open with it, such as Forms Advisor, and to the formsadvisor.com website. For the iadvise.eu website, the newsletter and the contact form on iadvise.eu, the general iAdvise privacy policy continues to apply. Capitalised terms have the meaning given in the iAdvise Products Terms of Use.

1 Who is responsible

iAdvise NV, Veldkant 33B, 2550 Kontich, Belgium, company number BE 0869.772.769, is the controller for the data about your account and your use of the Platform, and about your visit to the formsadvisor.com website. Contact for privacy questions: info@iadvise.eu, or by post at the address above.

2 Two roles: controller and processor

- **Account and usage data** (who you are, how you sign in, what you do in the Platform): here iAdvise decides why and how data is processed. iAdvise is the controller and this policy applies in full.
- **Content you upload** (for example Forms exports): this belongs to your organisation. If it contains personal data, your organisation is the controller and iAdvise processes it only on its behalf, in accordance with article 7 of the Terms of Use. Please address questions about it to your own organisation first.

3 What data, for what purpose and on what basis

Data	Examples	Purpose	Legal basis (Art. 6 GDPR)
Account data	First name, last name, business e-mail address, password (stored encrypted), language, display preference	Creating your account, signing in, identifying you within your organisation	Performance of the contract
Organisation data	Organisation name, VAT number (optional), who the Administrator is, which Users have been invited	Managing the organisation and access rights, avoiding duplicate registrations	Performance of the contract

Data	Examples	Purpose	Legal basis (Art. 6 GDPR)
Security and log data	Sign-in times, IP address, browser type, failed sign-in attempts, two-step verification, audit log of actions (who started or deleted which analysis, and when)	Securing the Platform, detecting misuse, fixing errors	Legitimate interest (security and proper operation)
Communication	Activation and password e-mails, service notifications, support questions and feedback	Activating your account, informing you about your account and changes, answering questions	Performance of the contract; legitimate interest for support
Quotation and invoice data	Company, name, e-mail, phone number and comment in a quotation request; invoice and payment details	Preparing quotations, activating licences, invoicing, accounting	Pre-contractual measures and performance of the contract; legal obligation (accounting)
Website visits (formsadvisor.com)	IP address, pages visited and time, browser and device information, derived company data	Identifying which company visits the website, for B2B marketing and sales (see article 9)	Legitimate interest; consent for persistent storage on your device

iAdvise does not sell your data, does not use it for targeted advertising and does not take decisions based solely on automated processing (including profiling). As a User of the Platform, you are not added to marketing mailings.

4 Where your data comes from

You provide most data yourself when registering or in the Platform. If you are invited, we receive your name and e-mail address from your organisation's Administrator. Log and usage data is created when you use the Platform.

5 How long we keep data

Data	Retention period
Account data	As long as your account is active; deleted within 6 months after your account or organisation is deleted

Data	Retention period
Organisation data	As long as the organisation has an account, plus 6 months
Security and log data	12 months, unless needed longer for an ongoing incident or dispute
Uploaded files and results	See the Annex of the App concerned
Quotation and invoice data	Quotations not followed up: 2 years; invoices and accounting records: 10 years (statutory retention obligation in Belgium)
Website visits (Snitcher)	No more than 12 months, then deleted
Cookies and storage on your device	See article 10
Backups	Data disappears from backups within 6 months after deletion

6 Who we share data with

Only with parties we need to provide the Platform and the website, and under a data processing agreement where that party acts on our behalf:

Recipient	Role	Location
Bryxx NV (a company of the Cronos group, under an intra-group agreement with Cronos NV)	Hosting and management of the internally managed servers for the Platform, the data and the analysis service	Belgium (EU)
SendGrid (Twilio)	Sending activation, password and service e-mails	United States, under the EU-U.S. Data Privacy Framework and the standard contractual clauses
Snitcher B.V.	Company identification of visitors to the formsadvisor.com website (see article 9)	The Netherlands (EU); the data is hosted in the EU (Amazon Web Services, Frankfurt, Germany), with no transfer outside the EU
Netlify, Inc.	Hosting of the formsadvisor.com website; receives your IP address and browser data in doing so	United States, under the EU-U.S. Data Privacy Framework and the standard contractual clauses

Recipient	Role	Location
Google (Google Fonts)	Supplies the website's fonts; your browser fetches them directly from Google, which receives your IP address in doing so. No cookies are set.	United States, under the EU-U.S. Data Privacy Framework

In addition: other companies of the group to which iAdvise belongs, solely for support or internal administration; and public authorities or courts where required by law. Within your organisation, other Users see your name next to the analyses you started; the Administrator sees the list of Users.

7 Transfers outside the EEA

iAdvise processes and stores Platform data in the European Economic Area. If we do engage a service provider outside the EEA, we do so only on the basis of an adequacy decision of the European Commission or the Commission's standard contractual clauses with supplementary measures. You can request a copy of those safeguards.

When you visit the formsadvisor.com website, Netlify and Google may receive your IP address in the United States, under the EU-U.S. Data Privacy Framework (see article 6). Snitcher processes website visit data in the EU.

8 Security

- Traffic to and from the Platform is encrypted (HTTPS/TLS).
- Passwords are not stored in readable form; two-step verification is available.
- Each organisation sees only its own data (separation per organisation).
- Access by iAdvise staff is limited to those who need it for administration and support, and is logged.

In the event of a data breach that poses a risk to you, we notify the Data Protection Authority within 72 hours, and you yourself if the risk is high.

9 Website visits and company identification (Snitcher)

On the formsadvisor.com website we use Snitcher, a service of Snitcher B.V., Oude Enghweg 2, 1217 JC Hilversum, the Netherlands. Snitcher uses the IP address of your visit to look up which company is visiting the website, and shows us which pages that company viewed. This tells us which organisations are interested in Forms Advisor, so we can tailor our marketing and sales accordingly.

Topic	Explanation
Data	IP address, pages visited and time of your visit, browser and device information, and the company data Snitcher derives from them (such as company name and website)
Purpose	B2B marketing and sales: seeing which companies visit the website and what they are interested in
Role of Snitcher	Processor: Snitcher processes the data on our behalf, under a data processing agreement with iAdvise
Retention period	No more than 12 months, after which the data is deleted
Where	In the EU: Snitcher B.V. is established in the Netherlands and hosts the data with Amazon Web Services in Frankfurt (Germany). There is no transfer outside the EU.

We rely on two different legal bases:

- **Company identification via your IP address: legitimate interest** (Art. 6(1)(f) GDPR). Our interest is knowing which organisations visit our website, so we can approach them in a targeted way. This happens on every visit, even if you do not give consent. Without consent, Snitcher only stores temporary data in your browser's sessionStorage, which disappears when you close the tab. No cookies are set in that case.
- **Persistent storage on your device: consent** (Art. 6(1)(a) GDPR and the Belgian cookie rules). Only if you click Accept in the cookie banner does Snitcher store a cookie and data in your browser's localStorage. This lets Snitcher recognise the same device on later visits. If you click Decline, Snitcher erases that identity and only remembers your refusal.

You can always object to company identification via your IP address by e-mailing info@iadvise.eu. Article 10 explains how to withdraw your consent to persistent storage.

10 Cookies

Platform

The Platform uses only cookies that are necessary for it to work. No consent is required for these.

Cookie	Purpose	Duration
Session cookie (Oracle APEX)	Keeping you signed in and securing the session	Until you sign out or close the browser
Preferences	Language and display (light, dark, system)	400 days

The Platform does not use third-party analytics, advertising or tracking cookies.

Website formsadvisor.com

The website stores data on your device in cookies, in localStorage (kept until you clear it) and in sessionStorage (removed when you close the tab). As long as you have not made a choice in the cookie banner, no cookies are set. No consent is required for data that is strictly necessary or functional. Persistent storage by Snitcher only happens with your consent.

Name	Provider	Purpose	Type	Retention	Consent
`fa-consent`	Forms Advisor	Remembering your cookie choice (strictly necessary)	localStorage	No expiry date: until you clear your site data	No
`fa-lang`	Forms Advisor	Remembering your language choice (functional)	localStorage	No expiry date: until you clear your site data	No
`snitcher_device_id` `snitcher_session` `radar_sn_*`	Snitcher	Recognising your visit within one session for company identification	sessionStorage	Until you close the tab	No
`snitcher_device_id`	Snitcher	Recognising the same device on later visits	Cookie	1 year	Yes
`snitcher_device_id` `snitcher_device_id_expires` `snitcher_session`	Snitcher	Recognising the same device on later visits; keeping the expiry date of the device ID	localStorage	1 year (expiry date in snitcher_device_id_expires)	Yes
`snitcher_consent_denied`	Snitcher	Remembering your refusal	Cookie	1 year	No
`snitcher_consent_denied` `snitcher_consent_denied_expires`	Snitcher	Remembering your refusal; keeping its expiry date	localStorage	1 year (expiry date in snitcher_consent_denied_expires)	No

Changing your choice or withdrawing consent. Click Cookies at the bottom of the website to reopen the cookie banner and change your choice. If you choose Decline there, Snitcher erases the device ID. You can also clear the cookies and site data of formsadvisor.com in your browser; the cookie banner then appears again on your next visit.

11 Your rights

You have the right to:

- access your data and obtain a copy;
- have inaccurate data corrected (much of it you can do yourself in your account);
- have your data erased, unless we are required to keep it (for example invoices);

- have processing restricted;
- object to processing based on legitimate interest;
- receive your data in a common format or have it transferred (portability);
- withdraw consent you have given at any time.

Send your request to info@iadvise.eu. We respond within one month and may ask you to confirm your identity. If your request concerns data in files uploaded by your organisation, we forward it to that organisation.

Objections to company identification on the website (article 9) can also be sent to info@iadvise.eu.

12 Complaints

Please contact us first at info@iadvise.eu; we are happy to look for a solution together. You can also always lodge a complaint with the Belgian Data Protection Authority, Rue de la Presse 35, 1000 Brussels, contact@apd-gba.be, www.dataprotectionauthority.be.

13 Changes

We update this policy when the Platform, the website or the law changes. The date at the top shows the latest version. We announce important changes by e-mail or in the Platform.