Privacy statement

Who is responsible for your data

Boostfiets is responsible for the personal data described in this statement. Boostfiets is a sole proprietorship registered with the Dutch Chamber of Commerce (KvK) under number 42204377, at Molengraaffsingel 12, 2629 JD Delft, the Netherlands. For anything about your personal data, email info@boostfiets.nl.

We only collect what we need and we do not sell your data. Cookies that are not strictly necessary, such as analytics and advertising cookies, we only use if you agree to them in our cookie banner.

When you sign up for launch updates

When you sign up on our website, we ask for your first name, surname, year of birth and email address, and for your consent.

We use your name and email address to send you news about the launch of Boostfiets, such as when we start in your area. We ask for your year of birth to check that you are 16 or older, because younger people cannot give this consent themselves.

We do this on the basis of your consent. You can withdraw it at any time, with the unsubscribe link in every email or by emailing us. We keep your sign-up until you unsubscribe.

When you place a pre-order

When you pre-order a kit, we ask for your first name, surname, email address and postcode, and we look up your town from your postcode. We record the kit you chose, your order reference, the amount paid and the status of your payment. We also keep the emails we exchange with you about your order.

We use this data to process your pre-order and payment, to plan your installation, to handle cancellations, withdrawals, refunds and guarantee requests, and to keep you informed about your order. We do this because it is necessary to perform our contract with you. Without these details we cannot accept your pre-order.

We keep order and payment records for 7 years after the end of the year of your order, because Dutch tax law requires businesses to keep their records that long.

Payments. Payments are handled by Stripe. You can pay by card, iDEAL | Wero or Klarna. You enter your card or bank details in Stripe's payment form; we never see your full card number or bank login. We send Stripe the kit you chose, your name, email address, postcode, town and order reference, and Stripe stores these with your payment in our Stripe account, which is where we keep our orders. Stripe tells us whether your payment succeeded, the payment method and the amount. Stripe also processes payment data for its own legal obligations and to prevent fraud, which can include automated checks that block a suspicious payment. For that processing Stripe is responsible itself; see stripe.com/privacy. If you choose to pay later with Klarna, Klarna processes your data under its own privacy notice, including a check of whether it can offer you that payment method.

Your town. To fill in your town, our server looks up your postcode in PDOK, the public address service of the Dutch government (Kadaster). Only the postcode is sent, never your name, email address or IP address.

When you visit our website

Cookie banner. On your first visit we ask which cookies you allow. You can choose "Accept all", "Reject", or "Choose" to decide per category. The website works the same whatever you choose. The categories are:

- Necessary: always on. These make the checkout work, let Stripe protect payments against fraud, and remember your cookie choice.
- Analytics: visitor statistics with PostHog using a visitor ID, and recordings of how our pages are used (see below). Only if you agree.
- Marketing: the Meta Pixel, to measure our ads on Facebook and Instagram and to show them to people who visited our website (see below). Only if you agree.

We store your choice and the date of it in your browser, so we do not ask again on every page. We ask again after 12 months. You can change or withdraw your choice at any time with the "Cookie settings" link in the footer of our website.

Visitor statistics. We use PostHog, hosted in the EU, to see how people find and use our website, for example how many visitors open the configurator or start a pre-order.

If you do not agree to analytics cookies, PostHog only counts page views, without cookies and without storing anything on your device. It records the page, the website you came from, your type of device and browser, and the campaign tags in the web address, for example when you arrive through a QR code or an ad. You are not recognised from one page to the next. We do this on the basis of our legitimate interest in improving our website and measuring interest in Boostfiets.

If you agree to analytics cookies, PostHog also stores a random visitor ID in a cookie and in your browser's storage. This lets us see how one visitor moves across pages and visits, for example from scanning the QR code on a bike label to placing a pre-order a few days later. We do not link this ID to your name or email address and we do not build personal profiles. We do this on the basis of your consent. If you withdraw it, the visitor ID and PostHog's cookies are removed and PostHog goes back to only counting page views.

In both cases PostHog receives your IP address with each page view and stores it with the visit. This data reaches PostHog through our own web address.

Recordings and heatmaps. If you agree to analytics cookies, PostHog also records how you use our pages: where you click and how you scroll and move through the configurator and the checkout. We use this only to find where our website is unclear or does not work. Everything you type into a form, such as your name, email address and postcode, is hidden in these recordings, and so are the confirmation texts that repeat these details. PostHog deletes the recordings after 30 days. We do this on the basis of your consent.

Advertising with Meta. We advertise on Facebook and Instagram. If you agree to marketing cookies, our website loads the Meta Pixel of Meta Platforms Ireland Limited. It places cookies (such as `_fbp`) and tells Meta which pages you visit and what you do on our website, for example watching our videos, choosing a kit in the configurator, starting the checkout, clicking our email address or Instagram link, signing up or placing a pre-order and its amount. When you fill in our sign-up or checkout form, the pixel also sends Meta the details you type, such as your email address, name and postcode, in hashed form (turned into a code that cannot be turned back), so Meta can match your visit to a Facebook or Instagram account. This can happen before you finish the form. Meta uses this to measure how well our ads work and to show our ads to people who visited our website, and to people like them.

Our server also sends these events directly to Meta (Meta's Conversions API), so they are counted even when your browser blocks the pixel. With each event we send the page, your IP address, your type of browser and Meta's cookie values. If the pixel is blocked, our website places these cookies itself: `_fbp`, a random code for your browser, and `_fbc`, which records that you arrived by clicking a Meta ad. When you sign up or place a pre-order, we also send your email address, name and, for a pre-order, postcode and town in hashed form (turned into a code that cannot be turned back), so Meta can match the event to a Facebook or Instagram account. For a pre-order we also keep your IP address and type of browser with the order in Stripe.

We only do any of this if you agree to marketing cookies, and on the basis of that consent. If you withdraw it, the pixel no longer loads, we remove Meta's cookies from your browser and our server sends nothing more to Meta; data already sent stays with Meta under its own policy. Boostfiets and Meta are jointly responsible for collecting and sending this data to Meta; what Meta then does with it, for example to improve its own services, is Meta's own responsibility. See facebook.com/privacy/policy. Meta may access this data from the United States, under the EU-U.S. Data Privacy Framework.

Payment form. Stripe's payment form only loads when you open the checkout. Stripe may then place a small number of cookies that it needs to process your payment securely and to prevent fraud. They are necessary for the payment to work and are not used for advertising. See stripe.com/legal/cookies-policy for details.

Hosting. Our website runs on Cloudflare. Like any web server, Cloudflare processes your IP address and technical details of your visit to deliver the website and protect it against attacks. Cloudflare also keeps short-term logs of our website's back end, such as error messages and payment notifications from Stripe, which can include your order reference and postcode. These logs are kept for up to a month. We do this on the basis of our legitimate interest in a secure, working website.

Who else processes your data

Besides the parties named above, we use service providers who process data on our behalf and only on our instructions:

- Cloudflare, for hosting the website and its back end, including the short-term logs described above;
- Stripe, for processing payments and refunds and storing your order details with your payment (for its own legal obligations and fraud prevention, Stripe is responsible itself, as described above);
- Brevo (France), for storing sign-ups and sending our emails;
- PostHog (data stored in the EU), for visitor statistics and recordings;
- Meta Platforms Ireland Limited, for advertising on Facebook and Instagram, only if you agree to marketing cookies (jointly responsible, see above);
- our email provider, for the mailbox info@boostfiets.nl.

We have agreements with these providers that oblige them to protect your data. Some of them are part of companies based in the United States, such as Cloudflare, Stripe, PostHog and Meta. Where your data may be accessed from outside the European Economic Area, this is covered by the EU-U.S. Data Privacy Framework or by the European Commission's standard contractual clauses.

We do not share your data with anyone else, unless the law requires us to.

Your rights

You have the right to see the personal data we hold about you, to have it corrected or deleted, to restrict how we use it, to object to how we use it on the basis of our legitimate interest, and to receive your data in a usable format. Where we use your data on the basis of your consent, you can withdraw your consent at any time; this does not affect what we did before. For cookies, you do this with the "Cookie settings" link in the footer of our website.

To use any of these rights, email info@boostfiets.nl. We reply within one month. We may ask you to confirm your identity, for example by replying from the email address you used with us. Some data we have to keep by law, such as order records for tax purposes, even if you ask us to delete it.

If you are not happy with how we handle your data, please tell us. You also have the right to file a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens), autoriteitpersoonsgegevens.nl.

Security

We protect your data with appropriate measures: the website only works over an encrypted connection, access to our systems is limited to Boostfiets and protected with strong passwords and two-step verification, and we only work with service providers who protect data properly.

Changes

We update this statement when the way we handle personal data changes, for example when we add a payment method or an advertising tool. The current version is always linked in the footer of our website.