

Last updated: 11 december 2025

Drillmasters is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal data when you visit our website or contact us.

If you have any questions about this Privacy Policy or the processing of your personal data, please contact us using the details below:

1. Personal Data We Collect

We collect personal data only when you voluntarily provide it through our **contact or request forms**. This may include:

- Name
- Email address
- Phone number
- Company name
- Any other information you choose to provide in your message

In addition, we use **Google Analytics (GA4)** to collect non-identifying analytical data about website usage.

2. How We Use Your Personal Data

We process the data submitted through our forms **solely for Drillmasters' commercial purposes**, including:

- Responding to your inquiries
- Preparing and sending quotations or information
- Providing customer support
- Maintaining business communication

Analytical data collected via Google Analytics is used **only to analyze website performance and user behavior**. We do **not** use Google Analytics data for active marketing or advertising targeting.

3. Legal Basis for Processing

We process your personal data based on:

- **Legitimate interests** (Article 6(1)(f) GDPR): to communicate with customers and improve our services.
- **Consent** (Article 6(1)(a) GDPR): when you voluntarily submit information through our forms.

4. Data Sharing

We do not sell or share your personal data with third parties except:

- **Service providers**, such as Google Analytics, that assist in analyzing website usage.
- When required by law or to comply with legal obligations.

All third parties are required to handle your data securely and in compliance with the GDPR.

5. Google Analytics (GA4)

We use Google Analytics (GA4) to gain insights into website traffic and usage patterns. GA4 may collect information such as:

- Device type
- Browser type
- Pages visited
- Time spent on pages
- Approximate geographic location (not precise)

Google may process this data on servers located in the EU or the United States. We do **not** enable advertising features or link analytics data with identifiable users.

For more information on how Google processes data, visit:
<https://policies.google.com/privacy>

6. Data Retention

We retain personal data only for as long as necessary to fulfill the purposes for which it was collected, including compliance with legal, accounting, or reporting requirements. Analytical data from Google Analytics is retained according to GA4's configurable retention periods.

7. Your Rights Under the GDPR

You have the following rights regarding your personal data:

- **Right of access** – to request a copy of your data
- **Right to rectification** – to correct inaccurate or incomplete information
- **Right to erasure** – to request deletion of your data
- **Right to restrict processing**
- **Right to object** to processing based on legitimate interests
- **Right to data portability**

To exercise any of these rights, contact us at info@drillmasters.nl

8. Security

We take appropriate technical and organizational measures to protect your personal data against unauthorized access, loss, or misuse. However, no method of data transmission or storage is completely secure.

9. Links to Third-Party Websites

Our website may contain links to external sites. We are not responsible for the privacy practices or content of such third-party websites.

10. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with the updated "Last updated" date.