



Privacy Policy

Last updated: December 26, 2025

1. Introduction

HEO Systems (“we”, “us”, “our”) respects your privacy and is committed to protecting your personal data. This Privacy Policy explains what data we collect, how we use it, and your rights under applicable privacy laws, including the GDPR.

2. Data We Collect

We only collect personal data that is strictly necessary to provide and operate our services. This may include:

- Name
- Email address
- Billing information
- Account and service-related data
- IP address (for security and abuse prevention)

We do **not** collect:

- Full device fingerprints
- Flash cookies
- Web beacons unless strictly required
- Third-party social login data

3. Analytics and Marketing

- AdSense is not used on any of our platforms.
- We use Google Ads strictly for marketing purposes (campaign measurement and reach).
- For analytics, we use Plausible Analytics, a privacy-focused analytics solution that does not use cookies or track users across websites.



4. Data Usage

Your data is used only for:

- Providing and maintaining our services
- Account management and billing
- Customer support
- Security, abuse prevention, and legal compliance

We do not sell personal data to third parties. Ever.

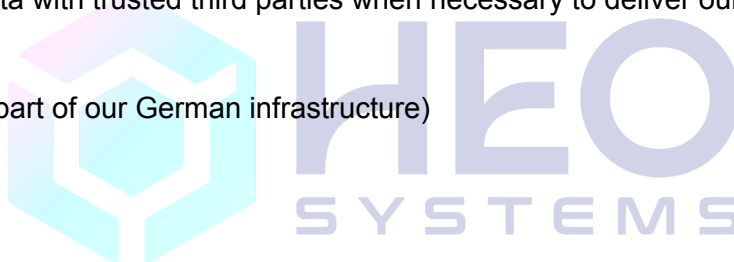
5. Data Retention

We do not retain personal data longer than legally required. After account termination, personal data is deleted or anonymized once legal, contractual, and administrative obligations are fulfilled.

6. Data Sharing and Processors

We only share data with trusted third parties when necessary to deliver our services. These include:

- **Hetzner** (part of our German infrastructure)
- **PayPal**
- **Stripe**
- **Mollie**



All processors are GDPR-compliant and process data only on our instructions.

7. Data Security

We apply appropriate technical and organizational measures to protect your data, including:

- Encryption where applicable
- Access controls
- Limited staff access on a need-to-know basis
- Secure infrastructure and monitoring

8. Data Breaches

In the event of a personal data breach:

- We will notify the relevant supervisory authority within 72 hours where required by GDPR.
- If the breach poses a high risk to users, affected users will be informed without undue delay.



9. Privacy by Design

Privacy is built into our systems and processes by default. This includes:

- Minimal data collection
- Secure system architecture
- Restricted internal access
- Continuous evaluation of data necessity

10. User Responsibility

Users are responsible for securing their own accounts, including maintaining strong passwords and safeguarding access credentials.

11. Your Rights

Under GDPR, you have the right to:

- Access your personal data
- Request correction or deletion
- Object to or restrict processing
- Request data portability
- Lodge a complaint with a supervisory authority

Requests can be made via email.

12. Changes to This Policy

We may update this Privacy Policy from time to time. Continued use of our services after changes means acceptance of the updated policy.

13. Contact Information

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Country: Netherlands
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