LEGAL

Privacy policy

Last updated 26 November 2026

We handle your data with care. We only ask for what we need, only use it to help you further and never sell anything on. Below you can read exactly how that works.

Who we are

Immersed, Oude Haagweg 8, 2552 EP Den Haag, registered with the Netherlands Chamber of Commerce (KvK) under number 94618399, is responsible for processing personal data as described in this privacy policy.

Questions about privacy? Nino is our point of contact. Email hello@immersed.nl or call +31 (0)85 130 8064.

What data we process

If you fill in a form, email us or call us, we process the data you give us yourself:

- your name and company name;
- your email address and, if you give it, your phone number;
- the address of your online shop;
- your message and the choices you make in the form.

If you visit the website, some technical data is processed automatically:

- your IP address, in the log files of our hosting provider;
- the type of browser and device;
- anonymised measurements of how fast pages load;
- if you give consent: how you use the site and which ad brought you here (see Cookies).

We do not process any special categories of personal data. Our website is not intended for visitors under the age of 16. If you think we hold data about a minor without consent, email us and we will delete it.

Why we use your data

We only use your data to:

- answer your request, quick scan or question and get in touch with you;
- prepare a quotation and carry out an agreement;
- send invoices and meet our legal obligations, such as the legal duty to keep tax records;
- keep the website secure and fast;
- with your consent, measure how the site is used and whether our ads work;
- send you our newsletter, but only if you sign up for it yourself. You can always unsubscribe with one click.

We do not make decisions about you that are taken by a computer alone. There is always a person involved.

How long we keep data

- Requests and questions that do not lead to working together: up to 2 years.
- Client data: for as long as we work together, and the accounting records for 7 years after that, as required by law.
- Quick Scan: the email with your results and our internal notification about it for up to 12 months. The link to your results page works for 90 days.
- Technical log files: a few weeks at most.

Sharing with others

We never sell your data. We only share it with parties we need to do our work, such as our hosting provider (Vercel), our email provider and our accounting software. If you consent to cookies, Google, Microsoft, Meta and Leadfeeder also receive data about your visit (see Cookies). These parties may process data outside the European Union; in that case this is based on the EU-US Data Privacy Framework or the standard contractual clauses of the European Commission. We make agreements with all these parties so that they treat your data as carefully as we do. Apart from that, we only share data if the law requires us to.

For the Quick Scan we send the address of your shop to Google PageSpeed Insights, which measures its speed. The measurements and the address of your shop go to Anthropic (Claude), which writes the explanation in your report; we do not send your name or email address with them. Emails from the forms and the Quick Scan are sent via Resend.

Cookies

Cookies are small files that a website stores on your device. We only place cookies that are not needed for the site to work if you consent to them. On your first visit we ask for this in a notice at the bottom of the screen. Declining is just as easy as accepting.

We ask for consent for two kinds of cookies:

- Statistics: Google Analytics and Microsoft Clarity. They show us which pages visitors view, where they come from and where they get stuck, so we can make the site better. Clarity records mouse movements and clicks; anything you type in forms is masked.
- Marketing: Google Ads, the Meta pixel (Facebook and Instagram) and Leadfeeder. Google Ads and Meta let us measure whether our ads work and show you ads later that suit you. Leadfeeder shows us which companies visit the site; it derives that from the IP address.

We load these services through Google Tag Manager. Without consent, Google Analytics and Google Ads do not place cookies; they only send a signal without cookies and without an ad ID, so Google can estimate how many visitors there were. Meta, Clarity and Leadfeeder only load after you consent.

Your consent is valid for 12 months. After that we ask again. You can change or withdraw your choice at any time via "Cookie settings" at the bottom of every page. You can delete cookies that have already been placed in your browser settings.

Your cookie choice and the "Motion off" switch in the footer are stored in your own browser. We do not send those preferences anywhere.

To measure loading speed, we use Vercel Speed Insights. It works without cookies and without tracking you across other websites.

Your rights

You have the right to:

- see your data;
- have your data corrected or deleted;
- have the processing restricted or object to it;
- receive your data in a file, so you can pass it on to someone else;
- withdraw your consent.

Email your request to hello@immersed.nl. We will reply as soon as possible, and within four weeks at the latest. Sometimes we first ask you to show that the data is yours. Never just send a copy of your ID for this; we will let you know what is needed.

If you are not happy with how we handle your data, please let us know. You can also make a complaint to the Autoriteit Persoonsgegevens (the Dutch Data Protection Authority).

Security

We take appropriate measures to protect your data. The website uses an encrypted connection (TLS). Our email is secured with DKIM, SPF and DMARC, so that no one can send email on our behalf. Only people who need the data for their work have access to it.

Do you think your data is not properly secured, or do you see signs of misuse? Email us straight away at hello@immersed.nl.

Changes

We may change this privacy policy, for example when the website changes. The date at the top shows when this last happened.