

Privacy Statement (Privacy Policy)

1. Who we are

This is the Privacy Statement of **European Scale Up Leaders** (“ESUL”, “we”, “us”, “our”). This Privacy Statement explains how we collect, use, share and protect personal data in relation to our website <https://esul.org> (the “Website”) and our services.

We process personal data in accordance with the **General Data Protection Regulation (GDPR)** and other applicable privacy legislation.

Controller: European Scale Up Leaders **Email:** niels@esul.org

2. What personal data we collect

We may collect the following categories of personal data:

- **Contact details** you provide to us, such as:
 - Name
 - Email address
 - Company name and role
 - Telephone number (if provided)
- **Communications** between you and ESUL (for example, emails or messages you send us).
- **Website usage and technical data** (log file information), such as:
 - IP address
 - Browser type and settings
 - Device information
 - Date/time of access
 - Referring/exit pages
 - Pages viewed and clicks

3. How we collect personal data

We collect personal data when you:

- Contact us via forms on the Website, email, or other channels
- Subscribe to updates (if applicable)
- Browse the Website (through cookies and similar technologies)

4. Cookies and analytics

We may use cookies and similar technologies to operate the Website and to understand how visitors use it.

Analytics

We may use third-party analytics services (such as **Google Analytics**) to measure traffic and usage trends. These tools may collect information sent by your device or browser, including the pages you visit and interactions on the Website.

Analytics cookies help us improve the Website. Where required, we will ask for your consent before placing non-essential cookies.

You can control cookies through your browser settings and (where available) our cookie preference tools.

5. How we use your personal data

We use personal data to:

- Provide and support our services
- Respond to requests and inquiries
- Communicate with you about our services (for example, service-related emails)
- Improve, test, and monitor the effectiveness of the Website
- Monitor metrics such as total number of visitors and traffic patterns
- Diagnose or fix technical problems
- Develop and test new features and content

We do **not** rent or sell your personal data to third parties.

6. Legal bases for processing

We process personal data only when we have a valid legal basis, including:

- **Consent** (e.g., for certain cookies or marketing communications where applicable)
- **Performance of a contract** or to take steps at your request prior to entering into a contract
- **Legitimate interests** (e.g., improving our Website, securing our systems, communicating with prospects), where those interests are not overridden by your rights
- **Legal obligation** (e.g., tax or administrative requirements)

7. Sharing your personal data

We may share personal data with:

- **Service providers** (processors) who support our operations, such as hosting, website tools, analytics, and email services
- **Professional advisors** (e.g., legal, financial) where necessary
- **Authorities** when required by law or to protect rights, safety, and security

We require processors to protect personal data and to process it only on our instructions.

8. International transfers

Your personal data may be processed in countries outside the European Economic Area (EEA) if we use service providers located there.

Where international transfers occur, we will ensure appropriate safeguards are in place (for example, adequacy decisions or Standard Contractual Clauses).

9. Data retention

We do not retain personal data longer than necessary for the purposes for which it was collected, including legal, accounting, or reporting requirements.

10. Security

We take appropriate technical and organizational measures to protect personal data against loss, misuse, and unlawful processing. However, no method of transmission over the internet is fully secure, and we cannot guarantee absolute security.

11. Your rights

Under the GDPR, you may have the right to:

1. Access your personal data
2. Rectify inaccurate or incomplete data
3. Erase your personal data (in certain cases)
4. Restrict processing (in certain cases)
5. Object to processing based on legitimate interests (in certain cases)
6. Data portability (where applicable)
7. Withdraw consent at any time (where processing is based on consent)

To exercise your rights, contact us using the details in section 1.

12. Third-party websites

Our Website may contain links to third-party websites. We are not responsible for the privacy practices of those third parties. Please review their privacy statements.

13. Children's privacy

Our Website and services are not intended for children under the age of 13, and we do not knowingly collect personal data from children.

14. Changes to this Privacy Statement

We may update this Privacy Statement from time to time. We will post the updated version on this page. Changes take effect when published.

15. Contact

If you have questions about this Privacy Statement or our processing of personal data, contact:

- **Email:** info@esul.org