

Adswift Privacy Policy

Last updated: 01-03-2026

Introduction

In this document you will find which (personal) data AdSwift B.V. ("us", "we", or "our") collects from you, how we use it and how we protect the data. We aim to collect, use, store or share as little Personal information as possible to run our services. Unless we notify you otherwise.

AdSwift is the controller under the data protection laws such as the EU GDPR, and the equivalent term to the controller in other jurisdictions, for the purpose of the Site, see part 1, your Account see part 2 and the Application see part 3.

We might collect more data depending on which services you are using. For example if you are only visiting adswift.com to get more information or use our contact form part 1 Site of this policy will apply to you, part 2 Account and part 3 External platform and Data connection will not apply to you. When you decide to create an Account with us part 1 Site and part 2 Account will apply to you part 3 External platform and Data connection will not, and so on.

Definitions

Below you will find a list of words and what we mean by them when using it in this Privacy Policy.

AdSwift:	AdSwift part of AdSwift B.V. Registered at Mgr. Hermuslaan 66a Sint Michielsgestel in the Netherlands;
Account:	a private space in our Application which you can access with your username and password;
Application:	a piece of software, provided by Adswift, that you can use in your browser after accessing your Account;
Data connection:	a software component with which you authorize the connecting between your account on an External platform and AdSwift;
External platform:	an external digital system where you already have an account to which you give us access via the Data connection;
Personal information:	shall have the meaning of personal data as defined in the EU GDPR or any equivalent to personal data in other jurisdictions;
Site:	the website adswift.com ;
Store user:	a person or business entity who visits your store and/or uses your store, which is powered by the External platform;
Store user data:	data we received from, or on behalf of, the Store user;
User:	a person or business entity who uses the Account;

User data:	data we received from or on behalf of the User, including, but not limited to, data which is collected by the User from a third party;
User agreement:	the agreement between the User (you) and AdSwift (us), which the User has to agree to before activating the Application;
Visitor:	a person or business entity who visits the Site;

Part 1 Site

AdSwift operates the Site. Here we inform you of our policies regarding the collection, use, storage and disclosure of Personal information we receive from Visitors of the Site.

We use your Personal information only for providing and improving the Site. By using the Site, you agree to the collection and use of information in accordance with this policy.

Information Collection And Use

While using our Site, we may ask you to provide us with certain Personal information that can be used to contact or identify you. Personal information may include, but is not limited to your name.

Which data do we collect:

- Information about you or your business, such as your name, company name, address, e-mail address and phone number;
- Information about how you access and navigate through your Site, such as the browser you used to access your Account, your Internet Protocol ("IP") address, your internet connection.

How we use the data we collect:

- Information about you or your business we use only if you leave this information, for example by using our contact form on the Site. We use it to contact you to reply and answer your request.

The lawful basis to do this is because it is necessary for our legitimate interest, we want to provide good service and therefore we need to be able to reply to your request.

- Information about how you access and navigate through our Site, like many site operators, we collect information that your browser sends whenever you visit our Site ("Log Data"). This Log Data may include information such as your computer's IP address, browser type, browser version, the pages of our Site that you visit, the time and date of your visit, the time spent on those pages and other statistics. In addition, we may use third party services such as Google Analytics that collect, monitor and analyze this data.

We collect, use and store this data on the lawful basis of necessity for our legitimate interest, to define types of Visitors, keep the Site relevant and accessible, to improve the usability of the Site, to develop our business and to improve our marketing strategy.

We want to emphasize we will never sell your Personal information without your consent.

Cookies

Cookies are files with a small amount of data, which may include an anonymous unique identifier. Cookies are sent to your browser from a web site and stored on your computer's hard drive.

Like many sites, we use "cookies" to collect information. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Site.

Sharing of Personal information

We may share your Personal information with several parties:

- Internally, your Personal information will be shared with employees and contractors who provide services for us on a need-to-know basis;
- Service providers, this will include IT and communication suppliers, outsourced business support, and all the service providers we work with to make our services available;
- Advisers, for example accountants or people providing accountant services, lawyers or auditors;
- Authorities, we will comply with legal requirements. The authorities might be for example law enforcement agencies or regulators;
- Third parties in the case of the transition of ownership of (part) of the business, or after a reorganization.

International Transfer of Personal information

We will only share your Personal information outside of the EU when this can be done in an appropriate manner. We will only transfer your Personal information to countries that provide an adequate level of protection for Personal information or we will use a mechanism approved by the EU which will give Personal information the same protection as in the EU. For example through safeguard mechanisms to transfer Personal information according to article 46 GDPR.

Security

We took appropriate security measures to prevent (Personal) data to be lost or stolen. For example, we will carefully store your data on a secure server (True B.V. - our hosting provider) in Amsterdam, the Netherlands and all data is sent encrypted over a secure connection (HTTPS).

The security of your data and Personal information is important to us, but remember that no method of transmission over the Internet, or method of electronic storage, is 100% secure. While we strive to use commercially acceptable means to protect your Personal information, we cannot guarantee its absolute security.

Your rights regarding your information

The GDPR and other data protection laws give you certain rights under certain circumstances. Below you will find examples of these rights and how you can exercise them:

- Request to access your Personal information. If you have a request regarding your (Personal) information, whether it is to understand which information we store or you want information about you to be rectified or deleted you can send us a request.
- Request a transfer of your Personal information. Under this request we will in some cases provide to you or a third party of your choosing Personal information in a structured format.
- Right to withdraw consent. If we are processing your data on the legal basis of consent you may withdraw your consent at any time. We will stop processing the data affected by the withdrawal of consent. However, the data that has been processed before the withdrawal of consent is still processed lawfully.

You can contact us with the request for information, to transfer your Personal information, to withdraw your consent or to exercise another right. How you can contact us you can find under the heading Contact us.

If you are not satisfied with how we handled your complaint, you can of course always submit a complaint to the [Data Protection Authority in your residential country](#).

Data retention

We will retain your Personal information for the duration it takes us to fulfill the purpose we have collected it for. These purposes might be complying with legal, tax, regulatory or accounting requirements. In case you have a complaint we might store your Personal information longer than necessary to fulfill the purpose we have collected it for, we will however not store it longer than necessary to handle the complaint.

We might anonymize your Personal information and store the anonymized information for longer than necessary for the fulfillment of the purpose it was collected for. After it has been anonymized it is not considered to be Personal information anymore. The information might then be used for research purposes.

Changes to this privacy policy

This Privacy Policy is effective as of 01-03-2026 and will remain in effect except with respect to any changes in its provisions in the future, which will be in effect immediately after being posted on this page.

We reserve the right to update or change our Privacy Policy at any time and you should check this Privacy Policy periodically. Your continued use of the service after we post any modifications to the Privacy Policy on this page will constitute your acknowledgment of the modifications and your consent to abide by and be bound by the modified Privacy Policy.

If we make any material changes to this Privacy Policy, we will notify you either through the email address you have provided us, or by placing a prominent notice on our Site.

Contact us

If you have any questions about this Privacy Policy, please contact us via our [contact form](#).

The contact person at AdSwift is Mr. E. Bos.

Part 2 Account

If you create an Account on our Site as a first step to start working with us, this part of the Privacy Policy applies to you. We will collect, store and use your Personal information to enable you to use our platform and services. Part 1 Site is also applicable to you.

Information Collection And Use

While creating an Account, on the Site, we may ask you to provide us with certain additional personally identifiable information. This information can be used to give you (recurring) access to your Account and gives us the possibility to verify that you are the owner of the Account.

To make use of our services after setting up the Account we might need to collect more of your (Personal) information, this might include bank details, contact data such as billing address.

Which data do we collect:

- Information about you or your business, such as your name, company name, address, e-mail address, phone number, username or similar identifier;
- Payment information, such as the number of your credit card or debit card, and your bank account numbers;
- Information about how you access your Account, such as the browser you used to access your Account, your IP address, your internet connection;
- Marketing and Communications data, such as preferences in receiving marketing from us and communication preferences.

How we use the data we collect:

- Information about you or your business we use to be able to register you as a user of an Account, to grant you access to your Account and to make sure you can use our services. For example to verify your identity or to contact you when we want to share important information in relation to the platform, to send you invoices or to keep our business safe. We might use the information to update you on new functionalities within our existing services or to promote our new services and to study how our services are used.

The lawful basis to collect this information is performance of a contract, consent, necessary for a legitimate interest, and lastly we use and store the information to comply with legal requirements.

- Payment information we use to process payments to you, or a third party on your behalf, to make payments to you or recover our debts.

The lawful basis for collection is performance of a contract or our legitimate interest.

- Information about how you access your Account, we use to make our platform and other services available to you and to improve our services. An example of this is to

improve the usability of our platform. We use the information to introduce new functionalities within our existing services or to promote new services. We can also use this information to protect the Account, by data analysis, testing, prevent fraud and reporting of issues for example.

We do this on the lawful basis of legitimate interest and because it is necessary to comply with legal obligations.

- Marketing and communication data more information under communications.

The lawful basis for communication is consent.

Communications

We may use your Personal information to contact you with newsletters, marketing or promotional materials and other information that you have opted-in for receiving. We do not send any such communication without your consent.

Your rights regarding your information

In addition to Part 1 Site after creating your Account you can access and correct most of the Personal information we have about you in your Account on the settings page. If you need to access or correct information which is not directly accessible to you via the setting page you can file a request with us. You find more information about this in Part 1 Site of this Privacy Policy.

Part 3 External platform and Data connection

After you create an Account and you activate the Data connection, in addition to the first 2 parts, the following part will also apply to you. When you start using the Application we need to collect, use and store more of you and the people who visit your website (Personal) information. This is essential to be able to provide the services we offer to you.

Information Collection And Use

If you start using our Application you can authorize the Application to connect to an External platform that stores data from you and/or your Store users.

We can collect, use, store and transfer (Personal) information from you or from your Store user who uses or orders on the External platform when you enable the Data connection to your account on the External platform.

We can collect, use, store and transfer (Personal) information from you or from your Store user who orders via your External platform store from you.

Which data do we collect:

- Information about you or your business, such as your name, company name, address, e-mail address, phone number, username or similar identifier;
- Financial information, such as order value and transaction data;
- Store data, such as product data, brands and categories.
- Information about the Store users, such as the browser and device, which pages are visited, timing of events, the type of mobile device used, the IP address. For this we may use cookies or local storage available at the External platform.

How we use the data we collect:

- Information about you or your business to make sure you can use our services. We might use the information to update you on new functionalities within our existing services or to promote our new services and to measure the effectiveness of the promotions and updates we send you. We can also use the information for troubleshooting, to analyze data, testing, or maintaining the system.

We do the above on the lawful basis of performance of a contract, consent or to comply with legal requirements.

- Financial information, we use this to provide our services to you. For example to verify that the transaction was enabled via our services, to manage payments, fees and charges or to collect money owed to us.

The lawful basis to do this is performance of a contract, necessary for our legitimate interest and it is necessary to comply with legal obligations.

- Store data, we use, to be able to create campaigns in the Application.

We do this on the lawful basis of performance of a contract or because it is necessary for our legitimate interest.

- Information about Store users, to be able to provide and optimize campaigns in the Application, we need to perform tracking and attributions of traffic and conversions.

The lawful basis to do this is necessary for our legitimate interest.

User data we receive

To keep our service functioning we need User data and Store user data including Personal information, this data is received from the User or the Store user directly or via the External platform. By accepting our User agreement the User declares that he is lawfully sharing the User data we request from the User.

Data Retention

In addition to part 1 Site we will retain User data for a period of maximum 30 days after a User deactivates the Application and the information is no longer required to provide our services to the User to whom the data relate or we receive an enforceable request to delete the data from a User, Store user or External platform.

Your rights regarding your information

See part 2 Account Your rights regarding your information on how to access your Personal information we have on you.