

Privacy statement for customers and visitors of Studio Keylight.

Privacy-sensitive data or personal data is processed through our webshop. Studio Keylight considers careful handling of personal data to be of great importance. Personal data is therefore carefully processed and secured by us.

In our processing, we comply with the requirements of the privacy legislation. This means, among other things, that we:

1. Clearly state the purposes for which we process personal data. We do this through this privacy statement;
2. Limit our collection of personal data to only the personal data that is necessary for legitimate purposes;
3. First ask you for explicit consent to process your personal data in cases where your consent is required;
4. Take appropriate security measures to protect your personal data and also demand the same from parties that process personal data on our behalf;
5. Respect your right to access, correct or delete your personal data at your request.

Studio Keylight is responsible for the data processing. In this privacy statement, we explain which personal data we collect and use and for what purpose. We recommend that you read them carefully.

This privacy statement was last amended on 01-09-2025.

Article 1. Use of personal data

When using our online shop, we obtain certain data from you. This can be personal data. We only store and use the personal data that is provided directly by you, in the context of the service you requested, or of which it is clear that it is provided to us for processing.

We use the following data for the purposes mentioned in this privacy statement:

1. Name and address details
2. Telephone number
3. Billing address
4. Email
5. Invoice
6. IP address

Article 2. Processing order

When you place an order with us, we use your personal data to process it. If this is necessary for proper handling, we may also provide your personal data to third parties. You can read more about this later in this privacy statement.

The nature of the form or the content of your e-mail is necessary for the complete answering and handling thereof.

Article 3. Publication

We do not publish your customer data.

Article 4. Ads

Our webshop does not show advertisements.

Article 5. Provision of data to third parties

We may pass on your data to our partners. These partners are involved in the implementation of the agreement. Think, for example, of postal companies.

Article 6. Cookies

Our webshop uses cookies. Cookies can also be placed via third parties engaged by us.

When you visit our online store for the first time, you will see a notice explaining why we use cookies and asking you to choose which cookies you want to accept.

You are free to disable cookies through your browser. Please note that it is possible that our website will no longer work optimally.

We have made agreements with third parties who place cookies about the use of cookies and applications. However, we do not have full control over what the providers of these applications themselves do with the cookies when they read them. For more information about these applications and how they handle cookies, please see the privacy statements of these parties (please note: these can change regularly).

Article 7. Google Analytics

We use Google Analytics to keep track of how visitors use our webshop. We have entered into a processing agreement with Google to make agreements about the handling of our data. Furthermore, we have not allowed Google to use the obtained Analytics information for other Google services, and we have the IP addresses anonymized.

Article 8. Retention periods

The personal data described above will be kept for as long as necessary to process your orders, including warranty. After that, we store data for a maximum of one year for the statistical purposes described. The data is then deleted, unless there is a legal obligation that requires longer retention (such as the seven-year tax retention obligation for payment data).

Article 9. Changes to this Privacy Statement

We reserve the right to make changes to this privacy statement. It is recommended that you consult this privacy statement regularly so that you are aware of these changes.

Article 10. Viewing and changing your data

If you have any questions about our privacy policy or any questions about viewing and changing (or deleting of) your personal data, you can contact us at any time using the details below.

You can also send us a request to view, change or delete this data. You can also submit a request to request a data export for data that we use with your permission, or indicate that you want us to restrict the processing of personal data.

To prevent abuse, we may ask you to identify yourself adequately.

Article 11. Dutch Data Protection Authority

Of course, we will be happy to help you if you have any complaints about the processing of your personal data. Under the privacy legislation, you also have the right to file a complaint with the Dutch Data Protection Authority against this processing of personal data. You can contact the Dutch Data Protection Authority for this.

Contact details

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