

Privacy Policy

Last updated: 17/10/2025

1. Introduction

This Privacy Policy explains how **KooK Studioo**, owned and operated by **Deborah Wehrens**, collects, uses, and protects your personal information in accordance with the **General Data Protection Regulation (GDPR – EU Regulation 2016/679)** and applicable Belgian privacy laws.

By contacting us, commissioning work, or visiting our website, you consent to the collection and processing of your data as outlined below.

2. Company Information

KooK Studioo

Owner: **Deborah Wehrens**

Registered sole proprietorship in **Tongerren, Belgium**

Email: **hello@kookstudioo.com**

3. Data We Collect

We only collect the information necessary to conduct our professional and contractual obligations. This may include:

- **Identity and contact details** (name, company name, address, email, phone number)
- **Billing and payment information** (for invoicing and accounting)
- **Project correspondence** (emails, project briefs, creative files, and deliverables)
- **Technical data** (limited website analytics, such as IP address or browser type, collected anonymously)

We do **not** collect sensitive personal data (such as religion, health, or political opinions) and we do **not** sell or share personal data with third parties for marketing purposes.

4. How We Use Your Data

KooK Studioo processes personal data solely for the following legitimate business purposes:

- To respond to inquiries and manage client communication
- To prepare, deliver, and invoice services or content

- To maintain records required for accounting and tax compliance
- To improve the website experience and service efficiency
- To meet legal obligations under Belgian and EU law

We process only what is necessary, fairly, and transparently.

5. Legal Basis for Processing

Your data is processed on one or more of the following legal bases:

- **Contractual necessity** (data required to perform a contract or service)
 - **Legal obligation** (for accounting or tax compliance)
 - **Legitimate interest** (business communication and quality assurance)
 - **Consent** (where you voluntarily provide information or subscribe to updates)
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6. Data Retention

Personal and project data is retained only as long as necessary to:

- Fulfil the purpose for which it was collected, and
- Comply with Belgian accounting and record-keeping laws (typically **7 years** for invoicing and tax records).

After this period, data is securely deleted or anonymized.

7. Data Security

KooK Studioo takes reasonable and appropriate technical and organizational measures to protect all personal data from loss, misuse, unauthorized access, or disclosure.

This includes:

- Secure email and file storage systems
- Password-protected accounts and devices
- Limited access to client data only for operational purposes

No system is entirely immune to breaches, but every effort is made to safeguard information responsibly.

8. Sharing of Data

We do not sell, trade, or rent your personal information.

Data may only be shared with:

- Accounting professionals (for invoicing and tax compliance)
- Service providers essential to project delivery (e.g., cloud storage or file transfer platforms), which comply with GDPR and maintain confidentiality agreements.

All third-party partners are selected for their compliance with EU data protection standards.

9. Cookies & Website Analytics

The KooK Studioo website may use basic cookies or analytics tools to improve performance and user experience.

Cookies are small text files stored on your device. You can adjust your browser settings to refuse cookies or delete them after visiting the site.

Any analytics data collected is anonymized and cannot identify individual users.

10. Your Rights

Under the GDPR, you have the following rights regarding your personal data:

- **Right of access** – to request a copy of your personal data
- **Right to rectification** – to correct inaccurate or incomplete information
- **Right to erasure** – to request deletion of your data when no longer necessary
- **Right to restriction of processing** – to limit how your data is used
- **Right to data portability** – to receive your data in a machine-readable format
- **Right to object** – to processing based on legitimate interests

To exercise any of these rights, please contact us at **hello@kookstudioo.com**.

We will respond within **30 days**, in accordance with GDPR requirements.

11. International Transfers

All data is processed within the **European Economic Area (EEA)**.

If external tools or storage services outside the EEA are used (e.g., cloud platforms), they comply with EU-approved data protection frameworks.

12. Updates to This Policy

KooK Studioo reserves the right to amend this Privacy Policy at any time.

All changes will be published on our website, with the updated date shown above.

Your continued use of our services after any update constitutes acceptance of the revised terms.

13. Contact

For any questions, data access requests, or complaints regarding this policy, please contact:

KooK Studioo

Attn: Deborah Wehrens

Email: **hello@kookstudioo.com**

Tongeren, Belgium

If you believe your data rights have been violated, you may also contact the **Belgian Data Protection Authority (Autorité de protection des données / Gegevensbeschermingsautoriteit)** at <https://www.dataprotectionauthority.be/>.