

Chainbalance Privacy Statement

Version 14.05.2025

Introduction

This Privacy Statement provides information how Chainbalance handles your personal data and your rights concerning our processing of your data, how you can access, correct or delete certain information. This Privacy Statement applies to the Website and Marketing Activities only and does not necessarily reflect practices with respect to information gathered through other services we offer or operate or the collection of information through off-line means.

Who is Chainbalance?

Chainbalance B.V., is a company registered in The Netherlands with registration number 30205205 whose registered office is at Prinsenkade 9B, 4811 VB Breda, The Netherlands. Chainbalance B.V., along with its affiliates (hereafter also referred to as: “Chainbalance”, “we” or “us”) understands the importance of protecting and safeguarding your privacy.

Chainbalance is the controller and responsible regarding the processing of your personal data referred to in this Privacy Statement. When we refer to personal data, we mean information relating to an identifiable natural person. An identifiable person is one who can be identified, directly or indirectly, by reference to an identification number or one or more factors specific to his physical, physiological, mental, economic, cultural, or social identity.

Chainbalance takes your privacy very seriously and will handle your personal data with the utmost security and care. We advise that you read this Statement thoroughly. Should you have any questions or remarks, please get in touch with us at privacy@chainbalance.com.

Topics:

- How do we collect your data?
- What data do we collect?
- Third party recipients of your personal data
- Purpose of processing your personal data?
- How do we store your data?
- What are your data protection rights?
- What are cookies and how do we use them?
- Privacy policies of other websites
- Changes to this Privacy Statement
- How to contact us
- How to contact the appropriate authority

How do we collect your data?

You directly provide Chainbalance with most of the data we collect. We collect data and process data when you:

- Register online or send a request for any of our products or services
- Voluntarily complete a customer survey or provide feedback on any of our message boards or via email
- Use or view our website via your browser's cookies
- If you apply for an open position via our website or e-mail

Chainbalance may also receive your data indirectly from the following sources:

- Social Media
 - LinkedIn

What data do we collect?

When you visit our Website, Chainbalance may collect the following data:

- Anonymized: Location, click behavior, online behavior
- Personal identification information through contact-form or newsletter subscription: First and last name, e-mail address, phone number, title, company name and information about your company, social media details
- Marketing: Location, Social Media Account, click behavior, online behavior, first and last name, e-mail address, company name, title.

For Marketing Activities, Chainbalance would like to send you information about products and services of ours that we think you might like. You will only receive this information if you have agreed to it. If you have agreed to receive marketing, you may always opt out later. You have the right at any time to stop Chainbalance from contacting you for marketing purposes. If you no longer wish to be contacted for marketing purposes, please click here: [Unsubscribe](#) or do so with the next e-mail/newsletter you receive or contact us at privacy@chainbalance.com.

Third party recipients of your personal data

Upon given consent your data may be transmitted to:

- Data processor, specifically Google Analytics
- LinkedIn
- CRM Hubspot

Chainbalance may provide information on your personal data to third parties if legally required. We have set up our analytics services with your privacy in mind and GDPR conform. We have taken the following measures to ensure your privacy and the safety of your personal data:

1. IP Addresses are anonymized as necessary after GDPR rule
2. Google Analytics cookies are only activated and save the data as you give consent in the Cookie Bot.

Purpose of processing your personal data?

Underneath, you will find an overview of the purposes of processing your personal data. You will also find a specification of which data Chainbalance uses for that specific purpose, the legal justification, and how long Chainbalance keeps this data. Once this period has expired, we will delete your data by deleting the account information. For clarity's sake, we have categorized the purposes.

1. Website

Website analytics (Google Analytics)

Personal data: Online and click behavior, location

Legal basis: Consent

Purpose of processing: Web Analytics (e.g. access statistics, recognition of returning visitors); Profiles with user-related information (Creating user profiles); Provision of our online services and usability; Conversion tracking (Measurement of the effectiveness of marketing activities); Marketing.

Storage period: 2 years

Newsletter subscription (Hubspot)

Personal data: First and last name, email

Legal basis: Consent

Purpose of processing: Direct Marketing

Storage period: As long as necessary to provide the request service, until consent is taken away by user. We may store the personal data for up to 1 year after the last active interaction before deleting them to provide evidence of prior consent.

Submitting messages (Hubspot)

Personal data: First and last name, email

Legal basis: Consent and performance of a contract

Purpose of processing: Contact Requests and communication; Managing and responding to inquiries.

Storage period: The information of the inquiring persons is processed to the extent necessary to respond to the contact requests and any requested measures. We may store the personal data for up to 1 year after the last active interaction before deleting them to provide evidence of prior consent.

2. Marketing Activities

Direct marketing

Personal data: First and last name, email, phone number, click behavior, online behavior, social media account

Legal basis: Consent

Purpose of processing: Contact requests and communication; Managing and responding to inquiries; Direct Marketing

Storage period: As long as necessary to provide the request service, until consent is taken away by user. We may store the personal data for up to 1 year after the last active interaction before deleting them to provide evidence of prior consent.

Newsletter

Personal data: First and last name, email, click behavior

Legal basis: Consent

Purpose of processing: Direct Marketing

Storage period: As long as necessary to provide the request service, until consent is taken away by user. We may store the personal data for up to 1 year after the last active interaction before deleting them to provide evidence of prior consent.

Social Media Marketing (LinkedIn)

Personal data: First and last name, email, click behavior, online behavior, job function, title and seniority, company, industry, company size, location, region and country

Legal basis: Consent

Purpose of processing: Analytics (e.g. access statistics, recognition of returning visitors); Targeting (e.g. profiling based on interests and behavior); Conversion tracking (Measurement of the effectiveness of marketing activities); Marketing; Profiles with user-related information (Creating user profiles); Provision of our online services and usability; Remarketing.

Storage period: 1 year

CRM (HubSpot)

Personal data: First and last name, email, location, social media account, phone number, company name, company information, job title

Legal basis: Consent

Purpose of processing: Contact requests and communication; Managing and responding to inquiries; Direct Marketing.

Storage period: As long as necessary to provide the request service, until consent is taken away by user. We may store the personal data for up to 1 year after the last active interaction before deleting them to provide evidence of prior consent.

Job application

Personal data: First and last name, email, location, social media account, phone number, profile photo

Legal basis: Consent and performance of a contract

Purpose of processing: Processing your application for an employment relationship, insofar as this is necessary for the decision to establish an employment relationship with us.

Storage period: We store your personal data for as long as it is necessary to make a decision about your application. If an employment relationship between you and us does not materialize, we may also further store data, insofar as this is

necessary to defend against possible legal claims. The application documents will be deleted 4 weeks after a recruitment process has been concluded (or after maximum 1 year, with explicit consent, for the purpose of considering candidates for future opportunities).

How do we store your data?

Your personal data is securely stored by Chainbalance on Amazon Web Services (AWS) servers, Google Web Servers, and LinkedIn data centers, all located in the United States. We ensure that appropriate safeguards are in place to protect your data in accordance with GDPR requirements, including compliance with the EU-U.S. Data Privacy Framework. For processing activities, your personal data is handled in Germany and the Netherlands. The transfer of your data to the United States is governed by the EU-U.S. Data Privacy Framework and Standard Contractual Clauses (SCCs) or other appropriate safeguards to ensure an adequate level of data protection as required by GDPR. We are committed to maintaining the confidentiality and security of your data and comply with all relevant data protection laws and regulations. If you have any questions or require further information, please do not hesitate to contact us.

What are your data protection rights?

Chainbalance would like to make sure you are fully aware of all your data protection rights. Under the European General Data Protection Regulation, you have several rights regarding your data and the processing thereof. Every user is entitled to the following:

The right to access – You have the right to request Chainbalance for copies of your personal data.

The right to rectification – You have the right to request that Chainbalance corrects or completes any information you believe is inaccurate or incomplete.

The right to erasure – You have the right to request that Chainbalance erases your personal data, under certain conditions.

The right to restrict processing – You have the right to request that Chainbalance restricts the processing of your personal data, under certain conditions.

The right to object to processing – You have the right to object to Chainbalance or a third-party processing your personal data, if processing of your data takes place on the grounds of 'legitimate interest'.

The right to data portability – You have the right to request that Chainbalance transfers the data that we have collected to another organization, or directly to you, under certain conditions. Chainbalance will provide this in a structured and

commonly used format, which can easily be opened using commonly used digital systems.

Withdrawing consent - When the legal basis for a particular processing is your explicit consent, you have the right to withdraw that consent. This does not affect past processing but does mean that we will no longer be allowed to process this data in the future. It may also result in Chainbalance no longer being able to provide you with certain services.

A request can be sent to privacy@chainbalance.com. Chainbalance will comply with your request as soon as possible and in any case no later than one (1) month after Chainbalance has received such a request. If Chainbalance rejects your request, we will indicate in our reply why the request was rejected.

What are cookies and how do we use them?

Cookies are pieces of data, normally stored in text files that websites place on your computer, tablet or mobile phone (from now on: "Device") to store information. The cookies placed on your device cannot cause damage to your saved files.

Cookies allow websites to remember information about your visit, such as: login name or settings; language preferences; tailoring content and advertisements to your area of interest; click behavior to optimize websites for visitors. This information can make your next visit more convenient and will improve your overall experience on the Website. For further information, please see our Cookie Statement: <https://chainbalance.com/en/cookie-statement>

Privacy policies of other websites

The Website may contain links to websites which are owned and operated by third parties that do not operate in accordance with this Privacy Statement. When you visit other websites through the Website, this Privacy Statement and our privacy practices no longer apply. We encourage you to review each website's privacy statement before disclosing any personally identifiable information. Chainbalance is not responsible for the privacy practices of such third-party websites.

Changes to this Privacy Statement

Chainbalance may update this Privacy Statement from time to time. Chainbalance will take reasonable measures to notify you if there is a material change in our Privacy Statement with respect to the use of the information you have provided to Chainbalance. Chainbalance will post a message on the homepage of the Website that states that the Privacy Statement has been changed and will provide a link to the Privacy Statement.

How to contact us

If you have any questions about the Chainbalance Privacy Statement, the data we hold on you, if you want to file a complaint, or you would like to exercise one of your data protection rights, please do not hesitate to contact us.

Email us at: privacy@chainbalance.com

How to contact the appropriate authority

Furthermore, you always have the right to contact the competent national data protection authority. Should you wish to report a complaint or if you feel that Chainbalance has not addressed your concern in a satisfactory manner, you may contact the authorities. In the Netherlands, this is the [Autoriteit Persoonsgegevens](#).