

Privacy

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Who is responsible?

Inorm V.O.F. is responsible for personal data processed through GetReadyFor.ai. Address: Westeinde 4, 2969 BK Oud-Alblas, the Netherlands. Dutch Chamber of Commerce number 50868055; establishment number 000000915181. Contact us about privacy requests at legal@getreadyfor.ai.

Applicable privacy law

This notice describes how we process personal data under the General Data Protection Regulation (GDPR) and the Dutch GDPR Implementation Act (Uitvoeringswet AVG).

What data do we process?

For a scan, we process the submitted website address, email address, language preference, and a record that you accepted the terms. The scan processes publicly accessible website pages, content, and technical findings. Public pages may themselves contain personal data.

For a paid report, we also process the business name, report and payment status, amount, currency, and terms acceptance. The payment provider processes billing address and, where provided, business tax details for payment and tax calculations. Inorm does not store payment-card numbers.

We count limited events to understand service use and operation. Security logs may include connection and error information.

Why and on what legal basis?

We use data to perform requested scans, prepare and deliver reports, process payments and business orders, provide support, and investigate abuse or security issues. We process data needed for requested services and paid orders to perform the contract (Article 6(1)(b) GDPR); retain legally required financial records to meet legal obligations (Article 6(1)(c) GDPR); and use limited security and internal usage measurements based on legitimate interests (Article 6(1)(f) GDPR).

Newsletter messages are optional. A scan request, purchase, or acceptance of terms is not marketing consent. Only a separate affirmative newsletter sign-up provides the legal basis for newsletter marketing (Article 6(1)(a) GDPR); you can withdraw that consent at any time.

AI-assisted reports and service providers

For the free AEO assessment, we send a bounded selection of publicly available page content and scan findings to an external AI service. It helps select questions and corresponding source passages from the examined content. The requester's email address, payment data, and terms-acceptance record are not sent for this analysis. The result assesses examined website content; it does not measure mentions by external AI services.

For paid reports, we use the same external AI service to prepare a draft of the advice. It may process the submitted website address and relevant scan findings, but not the customer's email address, payment-card data, or terms-acceptance record. During the initial delivery phase, an employee reviews the paid report before it is sent.

We use Brevo for email delivery and contact management. Brevo's terms identify Sendinblue SAS, 9-17 rue Salneuve, 75017 Paris, France, registered with the Paris Trade and Companies Register under number 498 019 298, as the contracting entity.

We use Stripe for checkout and payments. For a Stripe account in the Netherlands, Stripe's Services Agreement identifies Stripe Payments Europe, Limited as the contracting entity. Stripe Technology Europe, Limited may also be involved for certain services. Depending on the processing activity, Stripe may act as a processor or an independent controller. For some orders, Stripe is also the seller; the checkout page and order confirmation identify the seller for your order.

We use an OpenAI service to help prepare reports with AI. OpenAI's Europe Terms identify OpenAI Ireland Ltd, company number 737350, 1st Floor, The Liffey Trust Centre, 117-126 Sheriff Street Upper, Dublin 1, D01 YC43, Ireland, as the service provider for users in the EEA. The website and application are hosted by STRATO GmbH, Otto-Ostrowski-Straße 7, 10249 Berlin, Germany (Berlin-Charlottenburg commercial register, HRB 270570 B). These providers and their subprocessors receive data needed for their respective roles.

Some service providers may process data outside the European Economic Area. Where that happens, we apply transfer safeguards required by law. You can request information about relevant safeguards at legal@getreadyfor.ai.

How long we keep data

We keep scan, report, and customer-contact data for twelve months after the service is completed. Technical security logs are kept for up to thirty days. Financial records that must be retained by law are kept for seven years. Data in backups is deleted within ninety days.

Cookies and measurement

We count visits and key service steps to understand overall use; these counts are not claims about unique people. We do not use advertising cookies. The payment page may use its own functional cookies for payment and security.

Your rights

Where permitted by privacy law, you can request access, correction, deletion, restriction or portability of your data, or object to processing based on legitimate interests. Contact legal@getreadyfor.ai. We may ask for information needed to securely locate your request or order.

You can also lodge a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens). We may retain information longer when needed to meet a legal obligation or handle a dispute.