

Privacy Policy



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The Fire Firm

Info [at] thefirefirm.com

Dutch Chamber of Commerce 59783486

The Fire Firm is aware that you put your trust in us. We take this trust seriously and we put everything into effect to ensure we do not betray this trust.

We see it as our responsibility to do everything we can to protect your privacy.

On this page you can read which data is collected when you use our website and services and why collecting this data is necessary to provide high quality services.

This privacy policy applies to the services of *The Fire Firm*.

The Fire Firm is not responsible for the privacy policy of other websites and sources. By using this website you agree to accept the privacy policy.

The Fire Firm respects the privacy of all users of its services and ensures that all personal information is treated confidentially.

Use of collected data

Use of our services

When you contract with The Firm Firm, we ask you to provide personal information. This data is used to perform the service. The data is stored on the secure servers of *The Fire Firm* or those of a third party. We will not combine this information with other personal information we have.

Communications

When you send emails or other social media messages (e.g. WhatsApp, Skype or Zoom) to us, it is possible that we will store those messages. Sometimes we ask you for personal details that are relevant to the situation in question. This makes it possible to process your questions and answer your requests. The data is stored on secure servers of *The Fire Firm* or those of a third party.

We will not combine this information with other personal information we have.

Cookies

The website <https://thefirefirm.com> uses "cookies" (text files placed on your computer) to help us analyze how users use the website. The information generated by the cookie about your use of the website can be transferred to secure servers of *The Fire Firm* or those of a third party. Cookies can be of a different nature:

Essential: Some cookies are essential for you to be able to experience the full functionality of our site. They allow us to maintain user sessions and prevent any security threats. They do not collect or store any personal information. For example, these cookies allow you to log-in to your account and add products to your basket and checkout securely.

Statistics: These cookies store information like the number of visitors to the website, the number of unique visitors, which pages of the website have been visited, the source of the visit etc. These data help us understand and analyze how well the website performs and where it needs improvement.

Functional: These are the cookies that help certain non-essential functionalities on our website. These functionalities include embedding content like videos or sharing contents on the website on social media platforms.

Preferences: These cookies help us store your settings and browsing preferences like language preferences so that you have a better and efficient experience on future visits to the website.

Different browsers provide different methods to block and delete cookies used by websites. You can change the settings of your browser to block/delete the cookies. To find out more out more on how to manage and delete cookies, visit [wikipedia.org](https://www.wikipedia.org).

The Fire Firm is not responsible for the actions of third parties, or how they use their cookies.

Contact forms

Personal information submitted in the contact form on the website may be stored for administrative purposes.

Embedded content from other websites

Articles on this site may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website.

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracking your interaction with the embedded content if you have an account and are logged in to that website.

Analytics

We are using selected third-party vendors, such as Google Analytics, to allow tracking technologies and re-marketing services on the *The Fire Firm* website through the use of first-party cookies and third-party cookies, to, among other things, analyze and track user's use of the website, determine the popularity of certain content and better understand online activity. By accessing the *The Fire Firm* website, you consent to the collection and use of your information by these third-party vendors. You are encouraged to review their privacy policy and contact them directly for responses to your questions. We do not transfer personal information to these third-party vendors. However, if you do not want any information to be collected and used by tracking technologies, you can visit the third-party

vendor or the [Network Advertising Opt-Out Tool](#).

Purposes

We do not collect or use information for purposes other than the purposes described in this privacy policy unless we have obtained your consent in advance, or the data are necessary for the correct delivery of services or products purchased by the customer.

Customers

Personal data of customers, such as contact details, are stored with the aim of making communication between *The Fire Firm* and customers as easy as possible. With the consent of the customer, this data is used to exchange information about our services and products, monitor progress, send invoices and process payment transactions.

Potential customers

Potential customers have the opportunity to request a quotation, information or seek contact via email and/or forms. The email addresses and/or telephone data of these people, as well as their request for help, can be used for research purposes.

This data can also be used for future offers or promotions, if the potential customer has explicitly given permission. It is possible for a customer, at any time, to indicate that they no longer wish to receive these messages. Requests to opt-out will of course be honored. The registered data of potential customers will not be shared with third parties and will not be used other than for the purposes described above.

Third Parties

The Fire Firm will never share your information with third parties, unless the information is necessary for services such as payment processing, data analysis, email delivery, hosting services, customer service, and marketing assistance, but only if necessary, and after the customer has given permission to do so, or, unless sharing of particular information falls under one of the fundamentals as formulated in the General Data Protection Regulation (GDPR).

The personal data may be transmitted outside the EU or to international organizations, when customers make use of international hosting providers. *The Fire Firm* is not responsible for the actions of these third parties, or how they use and protect your data.

In some cases the information can be shared internally. Our employees are obliged to respect the confidentiality of your data.

Personal Data Choices

You can also request that we erase any personal data we hold about you. This does not include any data we are obliged to keep for administrative, legal, or security purposes.

Customizing/unsubscribing Newsletter Service

At the bottom of every mailing you will find the possibility to change your details or to unsubscribe.

Adjusting/unsubscribing Communication

If you want to view, modify or remove yourself from our files, you can contact us via one of the contact details below.

Turning off cookies

Most browsers are set by default to accept cookies, but you can reset your browser to refuse all cookies or to indicate when a cookie is being sent. However, some features and services on our and other websites may not function properly if cookies are disabled in your browser.

Data Storage Period

The Fire Firm stores Tax data for at least 7 years in accordance with the Dutch Tax retention obligation.

Other personal data will be stored for at least 5 years and possibly archived for statistical and/ or scientific purposes, possibly anonymised if so desired.

If you leave a comment, the comment and its metadata are retained indefinitely. This is so we can recognize and approve any follow-up comments automatically instead of holding them in a moderation queue.

Changes

This privacy policy reflects the uses and possibilities of this website and the services provided. Any adjustments and/or changes to this site and the services provided, may result in changes to this privacy policy. It is therefore advisable to consult this privacy policy on a regular basis.

Complaints

Do you have a complaint about our processing of your data? Then you can submit it to the Dutch Data Protection Authority (AP).

Questions and feedback

We regularly check whether we comply with this privacy policy. If you have questions about this privacy policy, you can contact us via:

info [at] thefirefirm.com
or via the contact form on the website.