



# Privacy Policy

## Introduction

Welcome to AdviceRobo B.V. ("we," "our," or "us"). We are committed to protecting your personal data and your privacy. This Privacy Policy explains how we collect, use, disclose, and protect your personal data when you visit our website [www.advicero.com](http://www.advicero.com) ("Website").

By using our website, you consent to the data practices described in this policy.

### 1. Data Collection and Usage

We collect personal data from users for various purposes using the following services:

#### 1.1 Analytics

We use analytics services to monitor and analyse web traffic and improve user experience. The services we use include:

- HubSpot Analytics
- Google Analytics
- Hotjar Form Analysis & Conversion Funnels

Personal Data collected: Cookies, Usage Data

#### 1.2 Displaying Content from External Platforms

We use external content display services to enhance your experience, such as:

- Adobe Fonts

Personal Data collected: Usage Data, other data as specified in Adobe's privacy policy

#### 1.3 Hosting and Backend Infrastructure

Our website is hosted on:

- Microsoft Azure

Personal Data collected: Various types of data as specified in Microsoft Azure's privacy policy

#### 1.4 Infrastructure Monitoring



To monitor the website's stability and performance, we use:

- Sentry

Personal Data collected: Various types of data as specified in Sentry's privacy policy

### 1.5 Interaction with External Social Networks and Platforms

We allow interaction with external social media networks through:

- LinkedIn button and social widgets

Personal Data collected: Cookies, Usage Data

### 1.6 User Database Management

To manage our user database and communications, we use:

- HubSpot Lead Management

Personal Data collected: Various types of data as specified in HubSpot's privacy policy

## 2. Data Storage and Protection

We take appropriate security measures to protect personal data from unauthorized access, alteration, disclosure, or destruction. Data collected through third-party services is managed according to their respective privacy policies.

## 3. User Rights

You have the following rights regarding your personal data:

- Access: Request access to your personal data.
- Correction: Request correction of any incorrect or incomplete data.
- Deletion: Request deletion of your personal data (subject to legal obligations).
- Objection: Object to the processing of your personal data.
- Data Portability: Request transfer of your data to another service provider.

To exercise these rights, please contact us at [info@advicero.com](mailto:info@advicero.com).



#### 4. Cookies and Tracking Technologies

We use cookies and tracking technologies to enhance user experience and analyse website performance. You can manage cookie preferences through your browser settings.

#### 5. Third-Party Services

We integrate third-party services that process personal data. Please review their respective privacy policies for more details:

- [Google Analytics Privacy Policy](#)
- [HubSpot Privacy Policy](#)
- [Hotjar Privacy Policy](#)
- [Adobe Fonts Privacy Policy](#)
- [Microsoft Azure Privacy Policy](#)
- [Sentry Privacy Policy](#)
- [LinkedIn Privacy Policy](#)

#### 6. Contact Information

If you have any questions about this Privacy Policy or how we handle your data, please contact:

AdviceRobo B.V.  
Saturnusstraat 60  
2516 AH The Hague  
The Netherlands

Email: [info@advicero.com](mailto:info@advicero.com)

#### 7. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated revision date. We encourage you to review this policy periodically.

Last Updated: 16-02-2025