

GDPR Privacy Policy

Helixiora B.V. – Last updated: June 2026

Helixiora B.V. (hereafter referred to as Helixiora) is strongly committed to protecting your privacy and complying with your choices. Both personal and non-personal information collected is safeguarded according to the highest privacy and data protection standards adopted worldwide. We have always had a robust and effective data protection programme in place, which complies with existing law and abides by the data protection principles. However, we recognise our obligations in updating and expanding this programme to meet the demands of the GDPR (in the Netherlands known as AVG) and the EU Artificial Intelligence Act (EU AI Act).

Our Commitment

- Your information will not be shared, rented, or sold to any third party.
- We use state-of-the-art security measures to protect your information from unauthorised users.
- We give you the possibility to control the information that you share with us (opt-out).
- Helixiora is committed to processing data in accordance with its responsibilities under the GDPR and the EU AI Act.
- Where AI systems are used in our services, we are committed to transparency, human oversight, and the responsible use of personal data.

Article 5 of the GDPR requires that personal data shall be:

- Processed lawfully, fairly and in a transparent manner in relation to individuals;
- Collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes;
- Adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed;
- Accurate and, where necessary, kept up to date;
- Kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the personal data are processed; and
- Processed in a manner that ensures appropriate security of the personal data, including protection against unauthorised or unlawful processing and against accidental loss, destruction or damage.

1. Notice

We will clearly inform you when information that personally identifies you ("personal information") is asked for and you will have the choice to provide it or not. Generally, this information is requested when you subscribe to product updates, newsletters or other online services.

2. Usage

We use your personal information for the following purposes:

- To provide you with information that will allow you to use our services
- To automatically customise your documents with your information
- To alert you of service upgrades, updates or other services from Helixiora
- To deliver and improve our AI-powered services, including LorelAI

We collect your email when you become a customer in order to send you informational communications about the services we provide. We also collect your phone number in order to contact you if these emails cannot be delivered. We may also collect your name, language, currency, operating system, and country information for a better experience with Helixiora products and services.

3. Use of Artificial Intelligence

Helixiora provides AI adoption services and AI-powered solutions, including LorelAI, to small and medium-sized businesses. Where these services process personal data, we ensure this is done in accordance with the GDPR and, where applicable, the EU AI Act (Regulation (EU) 2024/1689).

Specifically:

- AI systems used in our services are designed with transparency and human oversight as core principles.
- We do not use AI systems that are prohibited under the EU AI Act (e.g. systems that manipulate behaviour, exploit vulnerabilities, or enable unlawful social scoring).
- Where our services involve AI systems that may be classified as high-risk under the EU AI Act, we apply the relevant conformity assessment, documentation, and oversight requirements.
- We do not make fully automated decisions about you that produce significant legal or similarly significant effects without human oversight, unless required by law and with appropriate safeguards.
- Personal data used to train, test, or operate AI systems is handled in accordance with GDPR data minimisation and purpose limitation principles.

If you have questions about how AI is used in relation to your personal data, please contact us at the address at the bottom of this policy.

4. Consent

When you provide your personal information, you consent to its use for the purposes described above, and confirm that Helixiora is an authorised holder of such information. If you choose not to register or provide personal information, you can still use our website but you will not be able to access certain services or areas that require registration. In each communication from us you will have the opportunity to unsubscribe from further communications; alternatively, you may contact us to express your choices at the address provided at the bottom of this page.

5. Access to Your Information

You are entitled to review the personal information you have provided us and ensure that it is accurate and current at all times. To review or update this information, simply contact us at the address below.

6. Security of Information

Helixiora is strongly committed to protecting your information and ensuring that your choices are honoured. We have taken strong security measures to protect your data from loss, misuse, unauthorised access, disclosure, alteration, or destruction. All sensitive data is stored behind multiple firewalls on secure servers with restricted employee access.

7. Retention of Information

We retain information as long as it is necessary to provide the services requested by you and others, subject to any legal obligations to further retain such information. Information associated with your account will generally be kept until it is no longer necessary to provide the services, or until you ask us to delete it or your account is deleted — whichever comes first. Additionally, we may retain information from deleted accounts to comply with the law, prevent fraud, resolve disputes, troubleshoot problems, assist with investigations, or enforce our Terms of Use. The information we retain will be handled in accordance with this Privacy Policy.

8. EU and EEA Users' Rights

If you are habitually located in the European Union or European Economic Area, you have the right to access, rectify, download, or erase your information, as well as the right to restrict and object to certain processing of your information. While some of these rights apply generally, certain rights apply only in certain limited circumstances:

- Right of access — you may request a copy of the personal data we hold about you.
- Right to rectification — you may ask us to correct inaccurate or incomplete data.
- Right to erasure — you may ask us to delete your data where there is no compelling reason for continued processing.
- Right to restriction — you may ask us to restrict processing of your data in certain circumstances.
- Right to data portability — in certain cases, you may receive your data in a structured, commonly used format.
- Right to object — you may object to processing based on legitimate interests or for direct marketing purposes.
- Rights related to automated decision-making — where we use AI or automated systems that produce decisions affecting you, you have the right to request human review, express your point of view, and contest the decision.

You can opt out of receiving marketing communications by following the opt-out instructions provided in those emails. Transactional account messages will be unaffected if you opt out from marketing communications.

9. What We Do with the Information You Share

Your information is never shared outside the company without your permission. Inside the company, data is stored behind multiple firewalls on secure servers with restricted user access.

When you register on our website, you are asked to provide contact information, including a valid email address. We use this information to send you updates about Helixiora, order confirmations, and information about our services.

We may occasionally require the help of other companies to provide limited services on our behalf, such as project support or technical infrastructure. We will only provide such companies with the information required for them to perform these services; these service providers are bound by strict privacy policies and are prohibited from using your information for any other purpose.

In very rare instances, Helixiora may disclose your personal information without notice, only if required to do so by law or in the good-faith belief that such action is necessary to: (a) comply with legal obligations or legal process; (b) protect and defend the rights or property of Helixiora; or (c) act in urgent circumstances to protect the personal safety of users, our websites, or the public.

10. How to Opt Out

We provide users with the opportunity to opt out from receiving updates on our services, newsletters, and other communications from us. You can opt out by clicking on the link provided in our electronic mailings or by contacting us at the address at the bottom of this page.

11. Third-Party Websites

Our Privacy Policy applies solely to information collected on our website or through direct interaction between customers and Helixiora. Our website may contain links to third-party websites. Helixiora is not responsible for the actions of these third parties, including their privacy practices and any content posted on their websites. We encourage you to review their privacy policies to learn more about how they collect and use personal information.

12. Changes to This Policy

If we make changes to our Privacy Policy, we will post these changes here so that you are always aware of what information we collect, how we use it, and under what circumstances we disclose it. If at any point we decide to use your information in a manner different from that stated at the time it was collected, we will notify you by email.

13. Enforcement of Policy

If for any reason you believe Helixiora has not adhered to these principles, please notify us and we will do our best to promptly make corrections.

14. Regulatory Framework

This policy is governed by the following applicable regulations:

- General Data Protection Regulation (GDPR / AVG) – Regulation (EU) 2016/679
- EU Artificial Intelligence Act – Regulation (EU) 2024/1689
- Dutch Implementation Act (UAVG) – national implementation of the GDPR

Helixiora is established in the Netherlands and subject to oversight by the Autoriteit Persoonsgegevens (AP) as the lead supervisory authority.

15. Questions or Comments

If you have questions or comments about this privacy policy, please contact us at:

Helixiora B.V.

info@helixiora.com

For information about how to contact Helixiora, please visit our [contact page](#).

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