



KVK PRIVACY STATEMENT

Objectives and principles in the
processing of personal data

KVK

Colophon

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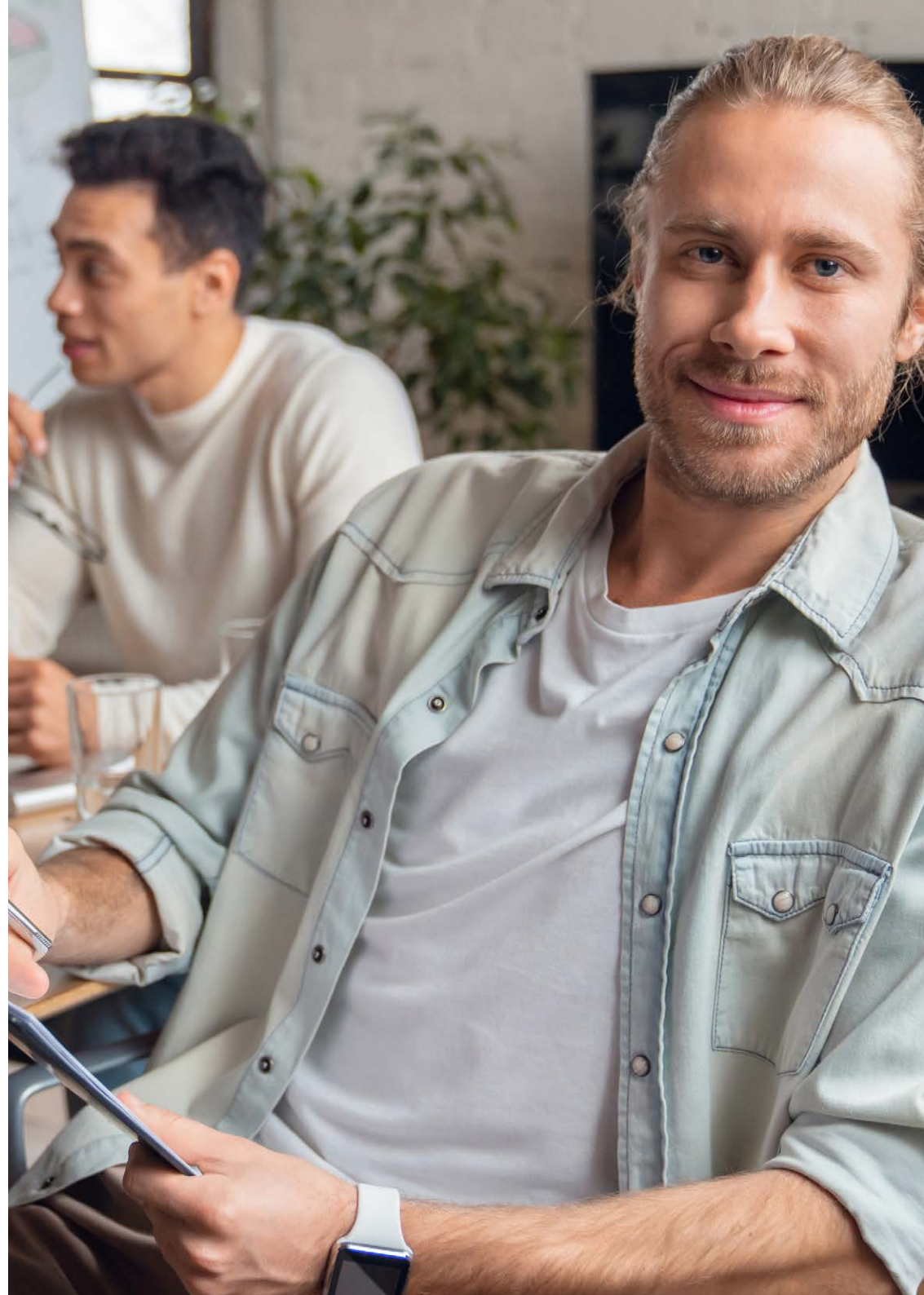
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Who are we?

The Netherlands Chamber of Commerce KVK (hereinafter: KVK) provides information, education, and support to entrepreneurs on key entrepreneurial topics. Our statutory tasks are aimed at registering, informing, and advising entrepreneurs. When carrying out these tasks, we process personal data for various purposes. In this privacy statement, you can read what data is involved, how we handle it, and how you can exercise your rights in relation to your personal data.



1 What is personal data?

Personal data is any data that reveals something about you or that can be used to identify you as an individual. Examples of personal data are your name, contact details, and citizen service number (BSN). Information relating to a company is sometimes also personal data, for example, the KVK number of an *eenmanszaak*.

KVK does not process any special categories of personal data, such as race, religion, or political affiliation. In carrying out our statutory duties, we do process more sensitive personal data, such as a citizen service number (BSN) and director disqualifications. This is done only to the extent required by law, and we delete this data when we no longer need it. We may also process details on birthplace and nationality for use in UBO registers.

What is processing?

Processing includes all operations that can be carried out with personal data, including recording, collecting, sharing, combining, consulting, and destroying.



2 What do we use your personal data for?

2.1 For registration in the Business Register

Registering your company, and the data associated with it, is a statutory task of KVK, set out in the Commercial Register Act.

This data includes

- Name
- Address details
- Gender
- Date of birth
- Place and country of birth
- Citizen service number (BSN)
- Email address
- Telephone number

What we use this data for

If you register a business in the Business Register, we process some data about you and your business to fulfil our statutory duties.

Your business must be registered in the Business Register, just like all Dutch companies. Based on the registration, you will receive a KVK number. This number is your unique company ID, enabling other entrepreneurs to check who they are dealing with, and allowing you to do business. Managing the Business Register is the statutory responsibility of KVK.

Some of the personal data in the Business Register is made public and provided to third parties upon request. More information can be found under the heading [For providing data from the Business Register](#).

The Business Register lists the registered business addresses* of businesses and the private addresses of officers. The business address* is the place where a company carries out its activities. It is public, unless the business address* is shielded upon request. The private address of officers is not public except for the private address of the keeper of books and records. As well as officers, the UBOs of companies and other legal entities are also listed.

2.2 For providing data from the Business Register

The Business Register is a public register. Managing the Business Register is a statutory task of KVK. The register is, amongst other things, intended to make entrepreneurs findable. To know whether the company they are doing business with exists, to find new customers, or to explore the market. This stimulates the economy.

This data includes the likes of

- Your name
- Date of birth
- Place of birth
- Trade name (name of your company)
- Address details of your company
- Legal structure
- Email address
- Phone number

* This includes the company's visiting and/or postal address

What will this data be used for?

By far the most data from the Business Register is used for the provision of public services. All public authorities, such as municipalities, provinces, and regional water authorities, use the Business Register to carry out their tasks. KVK also supplies data from the Business Register to private parties in return for payment. See the heading [With which third parties will KVK share my personal data?](#) for more information.

These parties use this data for compliance purposes, legal security, fraud prevention, or market analysis.

Recipients of data from the Business Register must comply with the General Data Protection Regulation and the Telecommunications Act when using your data. This means that they are not allowed to use your data for marketing or other purposes. Almost always, recipients must inform you about their use of your data.

KVK keeps a so-called Non-Mailing Indicator and shares it with persons or companies who request your data. If you activate this Non-Mailing Indicator, all recipients of Business Register data are informed that you do not want to receive unsolicited mail or unsolicited visits to your home. Recipients of Business Register data must comply with this requirement.

If you are confronted with unwanted marketing based on Business Register data, you can file a complaint with the Authority for Consumers and Markets (ACM), for direct marketing by email, or the Dutch Data Protection Authority (AP) for direct marketing by post or telephone, or any other unwanted use of your data.

2.3 For registering and publishing director disqualifications

KVK has a statutory duty to register and publish director disqualifications under civil law (*Bestuursverboden*). The courts are generally the source of this data. The law states which information must be registered and what is published by KVK in the context of a director disqualification.

The law states which personal data must be published:

- First name
- Surname
- Year of birth
- Place of birth
- Country of birth

In addition, KVK processes other personal data that is only visible to certain groups of authorised persons. For example, citizen service number (BSN), date of birth, and address.

2.4 UBO register for partnerships and other legal entities

Under European legislation, the Netherlands is required to have, manage, and centrally register information on the ultimate beneficial owners (UBOs) of companies and other legal entities incorporated in the Netherlands (hereinafter the 'UBO register'*). The UBO register is part of the Business Register.

The law stipulates what details of a UBO are included in the register (Commercial Register Act 2007, Article 15a). These include:

- Name
- BSN (citizen service number) or fiscal identification number
- Month and year of birth
- Date of birth
- Place and country of birth
- Nationality
- Country of residence
- Residential address
- Nature and extent of economic interest of the UBO
- Copies of documents in the context of the above data

Some of this data is only accessible to a limited group defined by law. This applies at least to the following data: BSN, fiscal identification number, date, place, and country of birth, residential address, and copies of documents.

* See www.uboregistertrusts.nl/privacy (in Dutch) for information on the processing of personal data for the purposes of the UBO register trusts and equivalent legal constructions.

2.5 For providing customer service

For example, when you call us or send us an email with a question. This is part of our statutory duty to provide entrepreneurs with information and advice.

This data includes

- Identification data
- Questions you have asked
- Contact history (when there was contact, with which department, through which channel)
- Information from a submitted complaint
- Email correspondence
- Contact details of your social media accounts (when we want to answer a question you ask via social media)

What do we use this data for?

- To be able to answer questions you have asked, we record the original question, any explanation, and any actions taken subsequently. We can also serve you better if we know what previous contact there has been. If we have arranged an appointment with you, we will also record this.
- In case of a complaint or complex question, information about the content is kept to ensure that your question is answered correctly. We also use this data to learn from and to improve our service.
- We respond to questions or other comments on social media.

2.6 To improve our products and services

To provide you with the best possible service, KVK continuously improves its products and services. This requires your input, and you may be approached. For example, because we want to know what you think about our products and services, and what could be improved next time. Your cooperation is always based on consent.

This data includes

- Identification details
- Questions you have asked
- Contact history (when there was contact, with which department, through which channel)
- Information from a submitted complaint
- Email address
- Email correspondence
- Contact details of your social media accounts

We record the content of the contact you had with us. For example, by recording telephone calls and online chats. We also store and read cookies when you visit the website. More information can be found on our [cookies page](#).

What do we use this data for?

- To better understand who uses our products, when they do so, and how often. With this information, we can make improvements so that our products better match the needs of entrepreneurs.
- To get a better understanding of our customer groups, which helps us to better identify to whom our products are relevant.
- To measure and evaluate customer satisfaction through customer satisfaction surveys by email, to determine which of our services and products are valued, and which ones need improvement.

2.7 For KVK marketing activities

This data includes

- Entrepreneur's name
- Email address
- Telephone number
- Date of birth
- Gender
- Postal address and postcode of the company

What do we use this data for?

- We like to keep you informed about our products or services.
- When we do this by email, we ask for your consent to do so (opt-in email).
- For example, you can subscribe to our newsletter and email subscriptions.
- To make emails as relevant to you as possible, we ask you a few questions to get to know you better. We also link your KVK data, favourite subjects, and preferences to your newsletter profile, so that we do not send you information on topics that do not interest you.
- Every email subscription/newsletter you receive includes an option to unsubscribe.
- In some cases, we will also contact you by post or telephone, for example, to invite you to a seminar or event, or to make you aware of products and services you have indicated an interest in.
- Whenever we contact you by post or telephone, we always give you the option to opt out of this means of contact.
- We further analyse your data to understand the needs of entrepreneurs and tailor our services accordingly.

Good to know

We will not use your email address for marketing purposes unless you have given us permission to do so. You can always stop marketing by email, post, and telephone using the method indicated in the communication. What we say here refers only to marketing by KVK itself. Third parties sometimes also use Business Register data for marketing. See the heading [For providing data from the Business Register](#).

2.8 For security reasons

This data includes

- Identification data (name, address, date of birth, et cetera)
- Identity documents
- Photos and camera recordings

What do we use this data for?

- Visitors at the office or an event organised by KVK will only be granted access after registration and must report to and identify themselves at the information desk.
- Security cameras are placed at every KVK entrance, filming visitors.

2.9 So that the website works properly

This data includes

- IP address
- Data on visits to our websites (time of visit, pages viewed, keywords)
- Devices used (PC, laptop, smartphone, tablet)
- Personal data processed in cookies

What do we use this data for?

- Your IP address is processed by default when you visit websites. KVK only uses the IP address to allow you to participate in a survey (for example, testing a new website) or to participate in events.
- By monitoring visits to, and use of the website, we can improve your user experience by making it easier to navigate between pages. Based on your search behaviour, we can also better tailor the information displayed to your needs.
- By making sure that the website responds to the device used, all content (text, images, video) is displayed in optimal form.
- In addition to your browsing behaviour on our website, cookies help to further personalise the information offered. Cookies can also be used to store your personal preferences.

KVK places different types of cookies on your computer. Cookies are small text files that websites place on your computer when you visit the site. Placing cookies may involve the processing of personal data if the information in the cookie can be traced back to a person. For example, by using your IP address. We place cookies to make the site work properly, to carry out statistical analysis, and to better serve you. For more information about the cookies we place, please refer to our [cookies page](#).

2.10 Data obtained from third parties

In some cases, KVK obtains your personal data from third parties. For example, from the *Belastingdienst* (Netherlands Tax Administration) for the purposes of fraud investigations, from the *Rechtspraak* (Judicial System Netherlands) in case of director disqualification or bankruptcy, or from the *Basis Registratie Personen* (Personal Records Database). This data is used, among other things, to reduce the risk of incorrect or incomplete registrations, or the registration of company names that are already in use. Sometimes data is sent to us if an inaccuracy in the Business Register is reported via a feedback obligation.

3 Whose personal data does KVK process?

KVK processes personal data of entrepreneurs and of end users who purchase products from KVK. Different rules apply to an entry in the Business Register than to informing clients about KVK's products and services. KVK also processes the personal data of visitors to KVK.nl.



4 With which third parties will KVK share my personal data?

4.1 End users of data from the Business Register

The Business Register is a crucial source of information for entrepreneurs. For example, to check who they are doing business with and to keep their customer database up to date. This includes banks, insurers, telecommunications and energy companies, and business service providers. Information brokers who supply address files to third parties also use KVK data as a source of information.

All end users must comply with the General Data Protection Regulation, the Telecommunications Act, and other laws and regulations when using Business Register data. End users themselves are responsible for this. We point this out to data end users via our terms of use, among other things. See [Terms of Use for Business Register Data | KVK](#).

4.2 Public authorities

All public authorities are connected to the Business Register. They are obliged to use the authentic data from the Business Register when carrying out their public tasks. These include, for example, granting a licence or collecting taxes.

4.3 LEI register

LEI stands for Legal Entity Identifier. It is a worldwide unique 20-digit identifying code, based on ISO standard 17442. It is for companies and legal entities owning or trading certain financial products (shares, bonds, or derivatives). The LEI covers key reference information that allows clear and unique identification of legal entities taking part in financial transactions. LEI data can be divided into 2 levels: level 1 - who is who, and level 2 - who owns whom. Level 1 data contains registration details of the entity such as legal name, KVK number, and the legal and head office address. Level 2 contains information about an entity's ownership structure and thus answers the question of who owns whom. The aim is to identify parent-subsidary relationships in the corporate structure.

4.4 International data transfer

In principle, your personal data will not be transferred to recipients in countries outside the European Economic Area (EEA). If this does happen, we will take appropriate measures, such as contractual arrangements, to ensure that your data is adequately protected. If you know that your data is being processed somewhere abroad, report this to KVK.

4.5 Open data and the Business Register

KVK has made datasets available as [open data](#) for reuse by third parties. The open datasets from the Business Register can be found via the central government's [data portal](#) and on [our website](#). Personal data in the Business Register [can be shielded in certain circumstances](#). For more information on how KVK handles open data, please refer to the [Press theme page](#) (in Dutch). There you will find information about open data and the Business Register.

4.6 Service providers processing data on behalf of KVK

We are assisted in our work by other service providers. We only share personal data if it is needed for a particular assignment. And we make proper arrangements with those service providers about what they are allowed to do with your personal data. We record these agreements in contracts.

This is what the companies and individuals who help us do, for example:

- They design, maintain, and improve our IT systems, internet tools, and applications.
- They organise events, send emails or post, create videos and brochures.
- They carry out customer research, such as surveys.

5 How do we ensure the security of your personal data?

KVK has put in place appropriate technical and organisational security measures to protect your personal data from misuse and unlawful or unauthorised use. For example, we apply an access and security policy and enter into confidentiality agreements with third parties who work with sensitive personal data.

Our staff handle processed personal data with care. To this end, our permanent staff swear an oath of office, and temporary employees must sign a confidentiality agreement. Only authorised employees have access to personal data and only when necessary for the performance of their duties.



6 How long will my data be stored?

KVK does not retain your personal data for longer than is necessary for the purpose for which it was collected. In doing so, KVK adheres to the time limits that are set out in the *Basis Selectiedocument Kamer van Koophandel* (Basic Selection Document Chamber of Commerce) as adopted and published in the Government Gazette of 23 June 2022.

The Basic Selection Document is based on the documentation requirement of the *Archiefwet* (Archives Act) 1995. In general, retention periods range between 1 and 10 years. KVK only deviates from this term when it is necessary for proper compliance with the GDPR privacy regulation or when a specific situation requires it.

Business Register records are kept indefinitely. More information on retention periods for government archives on [Rijksoverheid.nl](https://rijksoverheid.nl) (in Dutch).



7 How can I exercise my privacy rights?

The following sections describe the rights you can exercise over your personal data and in which cases. Do you want to invoke any of these rights? Go to '[Submitting a complaint](#)'. We will then provide you with a response within 1 month.

Please note that these rights do not apply to personal data in the Business Register. If you want to view your data in the Business Register, you can do so via [My business](#). Currently, this is only possible for sole proprietorships, but eventually, this option will be available for all registrations.

7.1 Right of inspection

You may have the right to get access from KVK to the personal data that KVK processes about you by submitting a request for access to personal data.

7.2 Right of rectification

If your personal data is incorrect, you can ask us to correct the data.

7.3 Right to data erasure

In certain cases (in Dutch), you have the right to have your personal data (or part of it) erased. For example, when the personal data are no longer necessary for the purposes for which they were obtained. Or when the data have been processed unlawfully.

7.4 Right to restriction of processing

In very exceptional cases, you have the right to have the processing of your personal data temporarily restricted. This applies in these cases:

- During the period KVK needs to check whether your report of inaccuracy of your data is correct.
- If KVK no longer needs the data (and it must therefore be deleted), but you indicate that you yourself still need the data for the establishment, exercise, or substantiation of a legal claim.
- If you have objected to processing by KVK and are awaiting a decision on this.
- If the processing of data is unlawful, but you do not want your data to be deleted altogether (because you want to prevent your data from being processed again, for example, your data is on an opt-out list).

7.5 Right to object to processing

You can object to the processing of your personal data for the provision of KVK products and services. You can exercise this right via the method indicated in the relevant KVK mailing.

8 Contact details

Contact details of the Data Protection Officer

KVK has appointed a Data Protection Officer (*Functionaris Gegevensbescherming*) whom you can contact at FG@kvk.nl.

Submitting a complaint

If you have a complaint about KVK's processing of your personal data, you can complain to us by filling in [this form](#) (in Dutch). It is also possible to file a report with the supervisory authority, the [Dutch Data Protection Authority](#) (in Dutch).

If you have a complaint about the use of your personal data by a party other than KVK, we encourage you to contact that party and/or file a complaint with the [Authority for Consumers and Markets](#) (in Dutch) for unwanted marketing by email, or the [Dutch Data Protection Authority](#) (in Dutch) for marketing by post or telephone, or any other unwanted use of your data.



9 About this Privacy Statement

This is the privacy statement of the Netherlands Chamber of Commerce KVK, registered in the Business Register with KVK under number 59581883, concerning the website [kvk.nl](https://www.kvk.nl). This privacy statement relates to data processing by KVK.

This statement was most recently amended on 5 June 2024.

KVK has drawn up this privacy statement based on the current situation. We constantly monitor relevant laws and regulations, on the basis of which we adjust the statement if necessary.

For more information, visit:
[KVK.nl/en/privacy](https://www.kvk.nl/en/privacy)