



Wayfound

Privacy Policy

LAST UPDATED JUNE 2026

1. Who we are

Wayfound is the trade name of the business operated by Laura van der Velden.

Trade name	Wayfound
Chamber of Commerce (KvK)	75654059
VAT (BTW)	NL001155540B68
Contact	hello@wayfound.nl

2. What data we collect

We only collect data you provide or that is needed to operate the website and deliver our services.

2a. Website and general enquiries

- Contact details submitted through our contact form: name, email address, company name, and the content of your message.
- Email address and any stated preferences when subscribing to our newsletter or downloading a guide (such as The Buyer's Six).
- Technical and usage data collected automatically via cookies and analytics tools (see section 8).

2b. Prospecting and outreach

Where we identify potential clients through publicly available sources (such as LinkedIn, company websites, or trade publications), we may record and use professional contact details, typically a name, business email address, and company name, for the purpose of making initial contact about our services.

The legal basis for this processing is our legitimate interest in conducting business development. You can object to this use of your data at any time by emailing hello@wayfound.nl. We will remove your details from our records promptly upon request.

2c. Client and engagement data

In the course of an engagement, clients share commercially sensitive information with us. This may include:

- Retail strategy, sales data, SKU assortment, and pricing information.
- Pitch materials, buyer correspondence, and negotiation context.
- Business plans, market entry objectives, and financial projections.
- Information about the client's competitors, suppliers, or retail relationships.

This information is used exclusively to deliver the agreed services. It is not shared with any third party, used for our own commercial purposes, or referenced in relation to other clients. Access is limited to Laura van der Velden as the sole operator of Wayfound.

Where an engagement involves an exclusivity or non-compete arrangement (see section 3c), the category or segment covered by that arrangement is recorded for the purpose of managing conflicts of interest. No commercially sensitive client data is shared with any other client.



3. Why we use your data and our legal basis

3a. To respond to enquiries and deliver services

When you contact us or engage our services, we process your personal data to respond to your enquiry, carry out pre-contractual steps, and fulfil our contractual obligations.

Legal basis: Performance of a contract, or steps taken at your request prior to entering into a contract.

3b. Newsletter and requested downloads

If you subscribe to our newsletter or download a guide, we send you the content you requested and, where you have consented, periodic updates.

Legal basis: Your consent. You may withdraw consent at any time by clicking the unsubscribe link in any email or by contacting hello@wayfound.nl.

3c. Exclusivity and conflict-of-interest management

As part of certain engagements (True North strategic partnerships), we offer clients exclusivity within a defined category or market segment. To honour this, we record the relevant category or segment for the duration of the agreement.

This processing allows us to assess potential conflicts before accepting new clients. The information is used solely for this internal purpose and is not disclosed to any third party.

Legal basis: Our legitimate interest in fulfilling contractual exclusivity obligations and maintaining professional integrity.

3d. Website operation and improvement

We process technical and usage data to keep the website running, ensure security, and understand how it is used.

Legal basis: Our legitimate interest in operating a functional and secure website.

3e. Legal and tax obligations

We retain financial records and certain client data as required by Dutch and EU law.

Legal basis: Legal obligation.

4. How long we keep it

- Enquiry data (no engagement follows): deleted or anonymised within 12 months of last contact.
- Prospect data (outreach, no response): deleted within 6 months if no engagement results.
- Client data from the course of an engagement: retained for 2 years after the end of the engagement, then deleted.
- Exclusivity and category records: retained for the duration of the agreement and deleted within 3 months of its end.
- Financial records (invoices, contracts): retained for 7 years in line with Dutch tax law (Belastingdienst).

- Newsletter subscribers: retained until you unsubscribe.

These periods may be extended where required by law or where a legitimate dispute requires us to retain relevant data.

5. Sharing with third parties

We do not sell your data. We share personal data only with service providers that help us operate, and only to the extent strictly necessary. Current categories of providers include:

- Website hosting provider.
- Email and newsletter platform (used to send newsletters and requested downloads).
- Analytics provider (see section 8).
- CRM and productivity tools used to manage client work and pipeline, including Notion. Notion may store data on servers outside the EEA; we rely on Standard Contractual Clauses for this transfer.
- Accounting and invoicing software (used to issue invoices and comply with tax obligations).

Where providers process personal data on our behalf, we have appropriate data-processing agreements in place. We do not share client data, including commercially sensitive engagement information, with any other client, contact, or third party. We may disclose personal data where required to do so by law or by a competent authority.

6. Use of AI tools

We may use AI-based tools to support our work, for example to help draft text, summarise documents, or analyse information. Where we do so, we apply the following principles:

- We do not enter commercially sensitive client data, including the engagement information described in section 2c, into publicly available or consumer AI tools.
- Where an AI tool processes personal data on our behalf, we select providers that offer appropriate security standards and a data-processing agreement, on the same basis as any other provider in section 5.
- We do not use AI to make automated decisions that produce legal or similarly significant effects about you. All decisions affecting a client or contact are made by Laura van der Velden.

7. International transfers

Some providers may process data outside the European Economic Area. Where that happens, we rely on appropriate safeguards such as the European Commission's Standard Contractual Clauses.

8. Cookies and analytics

Our website uses functional cookies needed to operate, and analytics cookies to understand how the site is used. For analytics we use Google Analytics with full IP anonymisation enabled: your IP address is truncated and anonymised before it is stored, so it cannot be used to identify you. Analytics and marketing cookies are

only placed with your consent via our cookie banner. You can adjust or withdraw your cookie preferences at any time through your browser or the cookie settings on the site.

9. Your rights

Under the GDPR you have the right to access, correct, delete, restrict or object to the processing of your data, to data portability, and to withdraw consent. To exercise any of these, email hello@wayfound.nl. You also have the right to lodge a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens).

10. Security

We take appropriate technical and organisational measures to protect your personal data. As Wayfound is operated solely by Laura van der Velden, access to all personal and client data is limited to one person.

Specific measures include:

- Client data and engagement materials are stored in password-protected environments with two-factor authentication enabled.
- Confidential client information is not stored in publicly accessible locations or shared via unsecured channels.
- Where third-party tools process personal data, we verify that appropriate security standards and data-processing agreements are in place before use.

No transmission of data over the internet is completely secure. While we take reasonable precautions, we cannot guarantee the absolute security of data transmitted to or from our website.

11. Changes

We may update this policy from time to time. The current version is always available on our website.

Last updated: June 2026 · Wayfound · KvK 75654059 · BTW NL001155540B68 · hello@wayfound.nl