

# Privacy Policy

Last updated: 15 June 2026

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## 1. Introduction

This Privacy Policy explains how YachtCloud B.V., trading as YachtCloud, collects, uses, stores, shares and protects personal data when you visit <https://yachtcloud.com/>, contact us, purchase products, use our software, use our apps, access customer accounts, interact with our support team, or use YachtCloud products and services.

YachtCloud provides luxury technology products including GEST, GEST Connect App, OMNIYON, ECHO, CrewBoard, LaundryBoard and YIS, related hardware, apps, server options, support services, documentation and integrations. Because these products may be used in superyachts, residences, hotels and other high-end environments, different categories of people may be involved, including customers, yacht owners, guests, crew, staff, visitors, contractors, service providers and device users.

## 2. Who we are

The company responsible for this Privacy Policy is YachtCloud B.V., Van Nelleweg 1-3521, 3044 BC Rotterdam, Netherlands (Chamber of Commerce (KVK) number: 59889829; VAT number: NL 8536 82 963). You can contact us at [info@yachtcloud.com](mailto:info@yachtcloud.com). For support-related enquiries, you may also contact [support@yachtcloud.com](mailto:support@yachtcloud.com).

## 3. Controller and processor roles

YachtCloud acts as a data controller when we process personal data for our own business purposes, including website operation, enquiries, sales, marketing, order handling, customer support, billing, account administration, product improvement and legal compliance.

YachtCloud may act as a data processor where we process personal data on behalf of a business customer through products such as OMNIYON, ECHO and CrewBoard, or where a customer determines the purposes and means of processing. In those cases, the customer is normally the data controller and our processing is governed by the applicable Data Processing Agreement or customer contract.

## 4. Personal data we may collect

Depending on how you interact with us, we may collect the following categories of personal data:

- Identity and contact details, such as name, email address, phone number, company name, role, billing address, shipping address and contact preferences.

- Commercial and transaction details, such as enquiries, quotes, proposals, invoices, purchase history, payment status, licence details, support plan, warranty status and delivery information.
- Account and access details, such as usernames, account roles, customer account details, admin access, invited users, device users and access permissions.
- Technical data, such as IP address, browser type, device type, operating system, approximate location, device identifiers, system data, application logs, error logs and usage information.
- Cookie, analytics and advertising data, such as cookie identifiers, consent preferences, Google Analytics identifiers, Microsoft Clarity identifiers, LinkedIn advertising identifiers, Meta/Facebook identifiers, Microsoft/Bing advertising identifiers, referral source, page interactions, and campaign measurement data.
- Product and operational data, such as service requests, visitor logs, crew or staff records, guest details, access logs, device data, integration data, images, videos, voice messages, location-related data, floor plan-related data, CCTV access-related data, uploaded files, signed forms, NDAs, security agreements and other operational records.
- Marketing and communication data, such as newsletter preferences, contact form messages, email communications, campaign interactions and social media interactions.
- Support and security data, such as support requests, diagnostics, logs, remote access records, incident details, customer approvals and troubleshooting information.

Our products are not designed to require special category data, but customers may choose to upload or process information that reveals sensitive or special category data. Where this happens in a customer-controlled environment, the customer is responsible for ensuring that a valid legal basis and any required safeguards are in place.

Where YachtCloud itself acts as controller and special category data is intentionally processed, we will rely on an appropriate Article 9 GDPR condition or another lawful basis required by applicable law.

## **5. How we collect personal data**

We may collect personal data directly from you, from your organisation, from authorised users, from dealers, integrators, management companies or project representatives, from website forms, online checkout, email communications, support requests, product use, apps, software systems, third-party integrations, analytics tools, payment processors, logistics providers and customer-controlled product environments.

## **6. Purposes of processing**

We may process personal data for the following purposes:

- Responding to enquiries and preparing proposals, quotes and customer communications.
- Creating and managing customer accounts, product access, software licences and user access.
- Processing orders, payments, invoices, shipping, warranty claims, returns and refunds.
- Providing, operating, deploying, configuring, supporting, maintaining and improving our products and services.
- Providing customer support, diagnostics, troubleshooting, remote support and technical assistance.
- Managing software updates, security, monitoring, logs, integrations, hosting, server environments and product performance.
- Maintaining business records, legal records, tax records, accounting records and compliance records.
- Sending service messages, product updates, security notices and operational communications.
- Sending marketing communications where permitted by law or where consent has been provided.
- Analysing website and product usage, improving our website, products, services and customer experience.
- Protecting our rights, enforcing agreements, preventing misuse, detecting security issues and complying with legal obligations.

## **7. Legal bases under GDPR**

Where GDPR or UK GDPR applies, we rely on one or more lawful bases depending on the context, including performance of a contract, steps before entering into a contract, legitimate interests, consent, compliance with legal obligations, and, where applicable, processing necessary for legal claims or vital/public interest grounds only where legally appropriate.

Our legitimate interests may include operating and improving our products, responding to customers, securing our systems, managing business operations, preventing misuse, supporting customers, marketing to business contacts where permitted, maintaining records and protecting our legal rights.

## **8. Customer-controlled data and end-user responsibility**

Where a customer uses YachtCloud products to process data about guests, crew, staff, visitors, contractors, suppliers, service teams, device users or other end users, the customer is responsible for providing any required privacy notices, obtaining any necessary consents or legal bases, managing user permissions, ensuring the accuracy and lawfulness of data, and responding to end-user obligations unless otherwise agreed in a Data Processing Agreement.

## 9. Cookies and similar technologies

We use cookies and similar technologies on our website to operate the site, remember cookie choices, support checkout and website functionality, understand website performance, measure marketing activity, and improve our content and services.

Our latest cookie banner scan identified essential, functional, analytics and advertising cookies on the website. Examples include CookieConsent for cookie preference management, Google Analytics cookies, Microsoft Clarity cookies, LinkedIn cookies, Meta/Facebook cookies, and Microsoft/Bing advertising cookies.

- **Essential cookies:** required for website security, basic website operation, cookie preference storage, checkout support and similar core functions.
- **Functional cookies:** used to remember choices and support selected website features, including cookie preference management.
- **Analytics cookies:** used to understand website traffic, visitor behaviour, page performance, errors, usage trends and the effectiveness of website improvements.
- **Advertising and targeting cookies:** used to measure marketing campaigns, understand audience engagement, support remarketing or conversion measurement, and improve the relevance of communications where permitted by law.

Where required by law, we ask for consent before setting non-essential analytics, advertising or targeting cookies. You can manage cookie preferences through the cookie banner or your browser settings.

The cookie scan is a point-in-time assessment. Cookies and similar technologies may change as our website, embedded content, analytics tools, advertising tools or consent settings change.

## 10. Third parties and subprocessors

We may share personal information with third-party providers that help us operate our website, sell products, provide support, deliver services, process payments, manage customer relationships, monitor systems, measure website performance and conduct marketing activities.

Key third-party tools and providers may include Google Analytics, Google advertising services, Microsoft Clarity, Microsoft/Bing advertising services, LinkedIn, Meta/Facebook, Mailchimp, Monday.com, Jira, VLDM, SharePoint, PayPal and Icpay, as well as hosting, IT, support, analytics, security, payment, communications and professional service providers.

Some third-party providers may place or read cookies and similar technologies when you use our website. Their processing may be governed by their own privacy and cookie notices where they act independently.

We do not sell personal information. Where required, we use contractual safeguards and appropriate data protection measures when engaging third-party providers.

## **11. International transfers**

YachtCloud is based in the Netherlands and generally stores or accesses customer data within the EU/EEA where possible. Some third-party providers may process data in other countries or provide global support infrastructure. Where personal data is transferred outside the EU/EEA, we will use appropriate safeguards where required, such as adequacy decisions, standard contractual clauses, contractual protections or other legally recognised transfer mechanisms.

## **12. Data retention**

We retain personal data only for as long as needed for the purposes described in this Privacy Policy, including to provide services, maintain accounts, comply with legal obligations, resolve disputes, enforce agreements, keep financial and tax records, maintain security records and support customers.

Where customer-controlled product data is held in a SaaS or cloud environment, customer data may be retained for 30 days after account closure, licence expiry, contract termination or product deactivation, unless a longer period is required by law, agreed in contract, needed for backup cycles, or requested by the customer. For local server deployments, customers may be responsible for retrieving or deleting data from their own environment.

## **13. Security**

We use technical and organisational measures designed to protect personal data, including encryption, backups, access controls, confidentiality obligations, staff and contractor NDAs, secure support processes, approval-based remote access, and monitoring or logging where appropriate. No method of electronic transmission or storage is completely secure, and we cannot guarantee absolute security.

Customers are responsible for maintaining secure passwords, secure local devices, local networks, user permissions, administrative access, third-party accounts, onboard systems and local environments.

## **14. Remote support**

Where remote support is required, YachtCloud may access customer systems with customer approval. Customers may restrict, approve or revoke access depending on the product and technical setup. Some products allow customers to control access directly, while others may require YachtCloud support to make changes upon request.

## **15. Children**

Our website, products and services are not directed at children. We do not knowingly collect personal data from children for our own direct marketing or website services. Some customer-controlled product environments may include data about minors if the customer enters or manages such data. In those situations, the customer is responsible for ensuring that the processing is lawful and appropriately protected.

## 16. Your privacy rights

Depending on your location and the applicable law, you may have rights to access, correct, delete, restrict, object to, transfer or receive a copy of your personal data. You may also have the right to withdraw consent where processing is based on consent, and to lodge a complaint with a data protection authority.

To make a privacy request, contact us at [info@yachtcloud.com](mailto:info@yachtcloud.com). We may need to verify your identity before responding. If your request relates to data controlled by one of our business customers, we may direct you to that customer or support the customer in handling the request where required by a Data Processing Agreement.

Where GDPR applies, we aim to respond to valid privacy requests within one month unless an extension is permitted by law due to complexity or volume.

## 17. Marketing communications

You can opt out of marketing communications at any time by using the unsubscribe link in our emails or contacting us. We may still send non-marketing messages, including service, support, legal, operational, security, licence, warranty, billing or product-related communications.

## 18. Data breaches

If a personal data breach occurs, we will investigate and respond in accordance with applicable law. Where a breach affects personal data processed on behalf of a customer, we will notify the customer without undue delay and, where applicable, within the timeframe agreed in the Data Processing Agreement, which may be within 72 hours where required.

## 19. Complaints

If you have concerns about how we handle personal data, please contact us first at [info@yachtcloud.com](mailto:info@yachtcloud.com). If you are located in the Netherlands, you may also contact the Dutch Data Protection Authority, Autoriteit Persoonsgegevens. If you are located in another jurisdiction, you may have the right to contact your local data protection authority.

## 20. Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes to our business, products, technology, legal obligations or data processing practices. The updated version will be published on our website or otherwise made available through appropriate channels.

## 21. Contact

For privacy questions or requests, contact YachtCloud at [info@yachtcloud.com](mailto:info@yachtcloud.com). Our business address is Van Nelleweg 1-3521, 3044 BC Rotterdam, Netherlands.