

Privacy Policy MoveMatch

Last updated: July 28, 2025

1. Introduction and Our Promise

At MoveMatch, we highly value your trust. We are committed to protecting your personal data and being transparent about how we collect, use, store, and share it. Privacy is not just a legal obligation for us but a core principle in the way we build our services. Whether you use our app or website, your privacy is our priority.

2. Who We Are

MoveMatch

Chamber of Commerce (KvK) Number: 97282545

Address: Kwartsiet 8, 2719 TC, Zoetermeer, Netherlands

Email: contact@movematch.nl

3. Scope of This Policy

This privacy policy applies to all products and services offered under the MoveMatch brand. This includes our mobile applications, websites, promotional activities, events, and other features, regardless of the platform you use to access our services. Where additional terms apply (e.g., for specific promotions or features), we will clearly indicate this.

4. Data We Collect

We collect information about you in various ways:

Information you provide:

- Contact details such as name, email address, and phone number
- Date of birth, gender, location, interests, and preferences
- Profile information such as photos, biographies, preferences for potential matches
- Payment information when you use paid services

- Information provided when participating in promotions, surveys, or contacting support
- Third-party data you share with us (e.g., referred friends)

Automatically collected information:

- Technical data such as device type, operating system, IP address, browser settings, and crash reports
- Usage data including session duration, clicks, profile views, user interactions, pages visited, and preferences
- Cookies, web beacons, and tracking technologies as explained in our cookie policy

Location data:

- With your consent, we may collect your exact location for features like showing nearby matches

Data from other sources:

- Other users may provide information about you (e.g., through reports or interactions)
- Partners or third-party services may share data where legally permitted

5. Use of Data

We use your personal data for the following purposes:

Service delivery

- Managing accounts, displaying profiles, and enabling user interactions
- Providing customer service and technical support
- Performing verification processes (e.g., photo verification)

Personalization and experience enhancement

- Customizing features and content to match your preferences
- Improving user recommendations and features based on behavior
- Conducting A/B testing and product development

Marketing and communication

- Offering promotions and deals based on your interests

- Sending email campaigns, push notifications, or SMS messages (always optional)
- Evaluating and optimizing ad campaigns (on and off our platform)

Security and oversight

- Detecting and preventing inappropriate behavior
- Identifying fraud, spam, and abuse
- Blocking users who violate our guidelines

Legal obligations

- Meeting tax, legal, and administrative requirements
- Responding to requests from authorized authorities

6. Legal Bases for Processing

We process your data based on:

- Fulfilling the contract with you
- Compliance with legal obligations
- Our legitimate interest in improving services and ensuring security
- Your explicit consent where required (e.g., for location data or marketing messages)

7. Sharing Data with Third Parties

We only share personal data when necessary:

- With other users when you make information public on your profile
- With service providers acting on our behalf (e.g., hosting, analytics, support, payments)
- With advertising partners (in anonymized/hashed form only)
- In case of merger, acquisition, or restructuring
- With authorities when legally required or during criminal investigations
- With your explicit consent

8. Data Storage Location

We use Amazon Web Services (AWS) to securely store your data. Your data may be stored inside or outside the European Economic Area (EEA). For transfers outside the EEA, we ensure appropriate safeguards (e.g., standard contractual clauses) are in place.

9. Data Retention

We retain your personal data only as long as necessary for legitimate business purposes and in accordance with the law. If you stop using our services, you can close your account. From that moment, your profile will no longer be visible to other users. If your account remains inactive for two years, it will be closed automatically.

After closing, we delete your data based on the following rules:

1. For security and integrity reasons:

- We retain data for up to 3 months after account closure to ensure platform safety.
- In case of bans, data may be kept for up to 1 year to investigate inappropriate or illegal behavior.
- This is based on our legitimate interests and those of potentially affected third parties.

2. After this period, we retain data only for:

a) Legal obligations:

We retain certain data to comply with legal requirements. For example, we retain:

- Transaction data: up to 10 years (tax and accounting purposes)
- Credit card data: as long as needed to resolve payment disputes
- Connection logs: up to 1 year (in line with data retention laws)
- Consent records: up to 5 years (to prove regulatory compliance)

b) Legitimate business interests:

We store some data to protect our services, rights and legal position:

- Customer service history and support data: up to 5 years
- Non-precise location data from purchases/downloads: up to 5 years
- Data on past accounts and subscriptions: 3 years post-closure (e.g., for financial analysis)

- Profile data: 1 year (in case of potential legal proceedings)
- Data necessary to prevent banned users from rejoining: as long as needed for community safety

c) **Pending issues or disputes:**

In case of ongoing or potential legal disputes, we retain relevant data as long as necessary. This includes legal requests (e.g., subpoenas) or mandatory data retention under applicable law

10. Your Rights

You have the right to:

- Access your personal data
- Correct, delete, or transfer your data
- Object to or restrict processing
- Withdraw consent where applicable

You can exercise your rights through the app or by sending us a request. We respond within the legal timeframe and may request identity verification.

11. Minors

Our services are intended only for individuals aged 18 and over. We delete accounts of minors as soon as we detect them. If you suspect someone under 18 is using our services, please report this via the app or customer service.

12. Applicants, Contractors, and Suppliers

For job applicants, freelancers, or suppliers, we collect data for contract management, communication, and legal obligations. This data is retained only as long as needed and is shared internally or with relevant external service providers.

13. Changes to This Policy

MoveMatch reserves the right to update this policy. In case of material changes, you will be notified in advance. Please review our privacy policy regularly to stay informed.

14. Contact

Questions, comments, or complaints about this policy? Contact us via:

Email: contact@movematch.nl

You may also file a complaint with the Dutch Data Protection Authority via
www.autoriteitpersoonsgegevens.nl