

Privacy Statement – Sales Improvement Group

1. Introduction

Sales Improvement Group places great importance on the careful handling of personal data. In this privacy statement, we explain which data we process, for what purposes we do so, how we protect this data, and which rights you have as a data subject. We respect the privacy of all visitors, clients, and partners, and we process personal data in accordance with the General Data Protection Regulation (GDPR).

2. Who We Are

Sales Improvement Group and its subsidiary are responsible for the processing of personal data as described in this statement. You can contact us at info@salesimprovementgroup.com or by phone at 088-7722300. For privacy-related questions, please reach out to a.romijnsen@salesimprovementgroup.com.

3. Personal Data We Process

We process personal data that you provide to us directly when you contact us, complete a form on our website, register for consultancy, training, or e-learning, request a quotation via Offorte, become a customer, or visit our website. Data may also be processed when you use our online systems, including Efficy CRM, SalesFeed, and ANS e-learning.

Depending on your interactions with us and the services you use, we may process your name, email address, telephone number, company name, job title, messages submitted through contact forms, IP address, browser and device information, and data regarding your website behaviour. For clients and course participants, we may also process details related to quotations, assignments, e-learning progress, purchased services, and administrative records such as invoices and contracts.

4. Purposes of Processing

We use personal data solely to provide our services effectively and efficiently. This includes responding to inquiries, preparing and executing consultancy and training assignments, processing quotations via Offorte, maintaining customer and project records in Efficy CRM, and providing access to e-learning modules in ANS.

Additionally, we process data to optimise our website, analyse website traffic using tools such as SalesFeed, and improve the overall user experience. Administrative purposes—such as invoicing and compliance with legal obligations—are also part of our processing activities.

5. Legal Basis for Processing

The processing of personal data is based on several legal grounds. In some cases, we rely on your consent, for example when you submit a contact form or accept certain cookies. In other situations, we process data because it is necessary for the performance of a contract or to comply with legal obligations, such as statutory retention requirements. Processing may also occur based on a legitimate interest, such as business communication, system security, or the improvement of our website.

6. Data Retention

We do not retain personal data longer than necessary for the purposes for which it was collected. Data submitted through contact forms is stored for a maximum of two years. Quotations and assignment-related information are retained for seven years due to legal obligations. Data stored in Efficy CRM is kept for as long as a customer relationship exists or when future contact is reasonably expected. E-learning data is retained for up to one year after completion of the training. Cookie-related data is stored in accordance with applicable cookie legislation.

7. Sharing Personal Data with Third Parties

We only share personal data with parties that support us in delivering our services. These include Efficy CRM for customer and project management, SalesFeed for website analysis, Offorte for digital quotations, ANS for e-learning, and our IT and hosting partners. Our accounting service provider may also process certain data. We have data processing agreements in place with all these parties to safeguard your privacy. Sales Improvement Group does not sell personal data to third parties.

8. Cookies and Tracking

Our website uses functional and analytical cookies and, where necessary, third-party cookies such as those used by SalesFeed. When you visit our website for the first time, a cookie notification is displayed, allowing you to provide or withhold consent where required by law. A detailed cookie policy is available on our website: salesimprovementgroup.com.

9. Security of Personal Data

We apply appropriate technical and organisational measures to protect personal data. These measures include secure SSL connections, access and authorisation management, strong password policies, and—where possible—two-factor authentication. We also use encrypted data storage and carry out periodic security updates and system monitoring.

10. Your Rights

You have the right to access the personal data we process about you, as well as the right to have this data corrected, restricted, or deleted. You may also object to certain forms of processing, withdraw previously given consent, or request the transfer of your data. Requests can be submitted via privacy@salesimprovementgroup.com. If you believe that we are processing your personal data unlawfully, you may file a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens).

11. Amendments

We may update this privacy statement from time to time. The most recent version is always available on our website.