

TAMtracker Privacy & Data Protection Agreement

(version 1.0)

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the market**

Privacy Policy & Data Handling

Digital Bricks B.V., trading under the name **TAMtracker** (“TAMtracker”), respects the privacy of its Agency Partners (“Partner”) and their Clients (“Clients”). This Privacy Policy explains how TAMtracker handles, stores, and protects personal and business data in compliance with applicable data protection laws, including the General Data Protection Regulation (GDPR).

1. Data Controller

- **Digital Bricks B.V.** (Amsterdam, The Netherlands) is the data controller for all data processed within the TAMtracker platform.
 - Partners may act as **independent controllers** for the personal data of their own Clients, when uploading or providing such data into the TAMtracker platform.
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2. Types of Data Collected

TAMtracker may collect and process the following categories of data:

- **Business data:** company names, sectors, firmographics, IP recognition data, and website visit behavior.
 - **User data:** names, email addresses, and account login details of Partner users and Client users.
 - **Usage data:** platform activity, log files, analytics data, and campaign interactions (e.g., LinkedIn Ads, HubSpot CRM, web forms).
 - **Payment data:** limited billing information, processed securely through Stripe (TAMtracker does not store credit card details).
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3. Purposes of Processing

TAMtracker processes data solely for the following purposes:

- To deliver and improve the TAMtracker platform.
 - To enable Partner to measure Total Addressable Market (TAM) penetration, category entry points, and demand signals.
 - To provide customer support and training.
 - To ensure secure authentication and account management.
 - To calculate and pay commissions to Partners.
 - To comply with legal obligations.
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4. Legal Basis for Processing

Data is processed under the following legal bases:

- **Contractual necessity:** to provide the TAMtracker services to Partners and Clients.
 - **Legitimate interest:** for analytics, fraud prevention, and service improvement.
 - **Consent:** when required (e.g., for optional marketing communication).
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5. Data Storage & Security

- All data is stored on secure servers within the European Union or with providers that are GDPR-compliant.
 - TAMtracker implements appropriate technical and organizational measures (encryption, access control, audit logs) to protect data.
 - Access to personal data is restricted to authorized TAMtracker staff and service providers.
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6. Data Sharing

- TAMtracker does not sell or rent personal data.
- Data may be shared with trusted third-party processors (e.g., hosting providers, analytics tools, Stripe for payments) under strict Data Processing Agreements.
- Where Partners connect third-party integrations (e.g., HubSpot, LinkedIn Campaign Manager), data handling is also subject to the privacy policies of those providers.

7. Data Retention

- Partner and Client data is retained for as long as necessary to provide the TAMtracker service and meet legal obligations.
 - After termination, data will be anonymized or securely deleted within a reasonable period, unless otherwise required by law.
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8. Rights of Data Subjects

Under the GDPR, individuals have the right to:

- Access their personal data.
 - Request rectification or erasure.
 - Restrict or object to processing.
 - Data portability.
- Requests can be sent to: **privacy@tamtracker.io**.
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9. Responsibilities of the Partner

- Partner is responsible for ensuring that any Client data shared with TAMtracker has been lawfully obtained.
 - Partner must provide its Clients with transparent information about TAMtracker's role in processing their data.
 - Partner agrees not to upload sensitive or special categories of personal data unless strictly necessary.
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10. Changes to this Policy

TAMtracker may update this Privacy Policy & Data Handling document from time to time. The latest version will always be available via the Partner dashboard.

Data Processing Agreement (DPA)

This Data Processing Agreement (“DPA”) forms part of the **Partnership Agreement** between **Digital Bricks B.V., trading under the name TAMtracker** (“Processor”) and the undersigned **Agency Partner** (“Controller”).

1. Roles of the Parties

- **Controller (Partner):** determines the purpose and means of processing Client personal data.
 - **Processor (TAMtracker):** processes personal data on behalf of Partner, strictly in accordance with documented instructions.
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2. Subject Matter

TAMtracker processes Client personal data as part of delivering its SaaS platform, including but not limited to:

- CRM data integrations (e.g., HubSpot, LinkedIn Campaign Manager).
 - User account data and login details.
 - Interaction data (website visits, campaign signals, IP recognition).
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3. Duration

This DPA remains in effect for as long as TAMtracker provides services to Partner and until all personal data has been returned or securely deleted.

4. Obligations of TAMtracker (Processor)

TAMtracker agrees to:

- Process personal data only on documented instructions from Partner.
 - Ensure confidentiality of all persons authorized to process personal data.
 - Implement appropriate technical and organizational security measures (encryption, access control, logging).
 - Assist Partner in responding to data subject requests (access, rectification, erasure, restriction, portability, objection).
 - Notify Partner without undue delay of any personal data breach.
 - Make available all necessary information to demonstrate compliance and allow audits (on reasonable notice).
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5. Sub-Processors

- TAMtracker may engage sub-processors (e.g., hosting providers, analytics tools, Stripe) for delivering its services.
 - A current list of sub-processors is available upon request.
 - TAMtracker shall inform Partner of any intended changes to sub-processors, giving Partner the opportunity to object.
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6. Obligations of the Partner (Controller)

Partner agrees to:

- Ensure a valid legal basis for processing Client personal data in accordance with GDPR.
 - Provide Clients with transparent information about TAMtracker's role as Processor.
 - Not upload sensitive or special categories of personal data unless strictly necessary.
 - Remain responsible for the accuracy, quality, and legality of Client data provided to TAMtracker.
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7. Data Transfers

- Personal data is stored within the European Union.
 - Where sub-processors transfer data outside the EU, appropriate safeguards (e.g., Standard Contractual Clauses) will be in place.
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8. Termination & Data Deletion

Upon termination of services, TAMtracker shall, at Partner's choice, return or securely delete all personal data, unless storage is required by law.

9. Liability

Liability under this DPA follows the provisions set out in the **Partnership Agreement**.

10. Governing Law

This DPA is governed by the laws of the Netherlands, and disputes shall be subject to the competent courts of Amsterdam.

By accepting this DPA, Partner acknowledges that Digital Bricks B.V. (TAMtracker) acts as Processor and agrees to the data protection terms set out herein.

Contact Information

TAMtracker is an activity operated under license by **Digital Bricks B.V.**

Contact (general & support):

support@tamtracker.io

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to your ICP**

