

Privacy Policy on MevaDevelopment.com

Last Updated: 24 April, 2026 | In Effect: 25 April, 2026

Meva Development highly values your privacy. We take great care to obtain, process, and use your data in a secure and responsible manner, in accordance with the General Data Protection Regulation (GDPR). In this privacy policy document, we intend to provide you with an understanding of what data we collect, why we collect it, how we use it and who has access to it.

For all questions concerning this document or privacy, do not hesitate to contact us at the following email address: privacy@mevadevelopment.com.

Who is responsible for your data?

Meva Development is a sole proprietorship (eenmanszaak) registered in the Netherlands in the Chamber of Commerce under the KVK number 42033811. We are the controller of your data. The postal address is [redacted for AI assessment] Noord Holland, Netherlands.

What data do we collect?

When you have completed the quiz and consented to your data being processed, we create a personalised report for your website. We collect the following data for the report:

Data	Source	Purpose
First Name	Your quiz answers	Personalise the report

Data	Source	Purpose
Email Address	Your quiz answers	Deliver the report, and, if you consent, newsletter.
Business Type	Your quiz answers	Personalise the report
Website URL	Your quiz answers	Personalise the report through automated technical checks.
Primary goal of your website	Your quiz answers	Personalise the report
Main client acquisition source	Your quiz answers	Personalise the report
Inbound inquiry frequency	Your quiz answers	Personalise the report
Confidence score	Your quiz answers	Set report tone
Hesitation to share URL	Your quiz answers	Personalise the report

Aside from the data you enter, servers hosting our web application receive and log the following information when you visit the quiz page:

- IP Address;
- Browser type and version;
- Device type;
- Referring URL;
- Time and date of visit;

This technical data passes through Cloudflare's network for DNS routing and security, and is served via Google Firebase infrastructure. Neither is used for advertising or profiling purposes.

We do not collect any special category data (e.g. health, political views, religion) and do not knowingly collect data from persons under 16 years of age.

Why do we collect it?

We process your data in accordance with the legal basis outlined in GDPR Article 6:

Processing Activity	Legal Basis
Delivering the personalised report	Contract / Pre-contractual steps (Art. 6(1)(b)) – Data processing is necessary to deliver the report the user requests.
Running automated URL checks	Legitimate interest (Art. 6(1)(f)) – URL check for publicly available data is necessary to deliver the report the user requests.
Delivering a newsletter	Consent (Art. 6(1)(a)) – When you consent to begin receiving our newsletter, we will begin distributing it to you via your inputted email address. At any point, you may unsubscribe.

Who has access to your data?

We use the following processors to help us deliver our services to you:

Processor	Purpose	Location	Safeguard
Resend (resend.com)	Sending the personalised report and follow-up emails to the user, and notifications to the site owner	USA	Standard Contractual Clauses (SCCs)

Cloudflare, Inc. (cloudflare.com)	DNS resolution, DDoS protection, and traffic routing for the quiz website	USA	Standard Contractual Clauses (SCCs)
Google Firebase / Google LLC (firebase.google.com)	Hosting and serving the quiz web application	EU	Standard Contractual Clauses (SCCs)

How do we use your data?

The data you input is used for the following purposes:

- Generating and delivering your personalised website diagnosis report;
- Contacting you;
- Improving quiz questions and report quality over time (using anonymised and aggregated data).

We do **not**:

- Sell your data to third parties;
- Use your data for automatic profiling or decision-making that produces legal or similarly significant effects;
- Share your data with advertisers and brokers;
- Use your website URL or business information for any other purpose other than generating your report and contacting you.

Email delivery is handled by Resend, Inc. (resend.com). Your name and email address are transmitted to Resend solely for the purpose of delivering emails you requested. Resend does not use this data for any other purpose.

How long do we keep your data?

Data	Retention Period
Name and email address	12 months from the date you submit the quiz, unless you subscribe to our mailing list or book a consultation (in which case standard client record retention applies).
Quiz answers	12 months from the submission. The data may be anonymised and used to improve our services.
Technical visit data (anonymised)	1 month.
Email engagement data	12 months.

After the retention period your data is irreversibly deleted from our systems. We may anonymise your data for the purposes of improving our services. You may request an earlier deletion at any time (see next section)

Your rights under GDPR

You have the following rights under GDPR:

- Right of access (Art. 15): Request a copy of all personal data held about you
- Right to rectification (Art. 16): Request correction of inaccurate data
- Right to erasure (Art. 17): Request deletion of your data ("right to be forgotten")
- Right to restriction (Art. 18): Request that processing be paused while a dispute is resolved
- Right to data portability (Art. 20): Receive your data in a structured, machine-readable format
- Right to object (Art. 21): Object to processing based on legitimate interests at any time

- Right to withdraw consent: Where consent is the legal basis, withdraw it at any time without affecting the lawfulness of prior processing

To exercise any of these rights, email privacy@mevadevelopment.com with the subject line "Data Request." We will respond within 30 days as required by GDPR Article 12.

You also have the right to lodge a complaint with the Dutch data protection authority:

Autoriteit Persoonsgegevens (AP)

autoriteitpersoonsgegevens.nl

Telefoon: 0900 – 2001 201

Disclosures

Meva Development has not appointed a Data Protection Officer (DPO) as it is unnecessary for our operations.

Changes to this policy

This policy may be updated from time to time. The "Last updated" date at the top of this page will reflect any changes. Significant changes will be communicated by email to anyone currently in the follow-up sequence.