

Privacy policy.

A short, clear explanation of how we process personal data. No fine print — just what you need to know.

LAST UPDATED — 15 MAY 2026

1. Who we are

VM Visuals is a trade name of VMvisuals V.O.F., based in Zwolle, the Netherlands. We are registered with the Dutch Chamber of Commerce under number 97187070 and VAT number NL867943087B01.

Contact: info@vmvisuals.nl · +31 6 851 554 17.

We are the controller for the processing of personal data via this website and our services, in the meaning of the EU General Data Protection Regulation (GDPR).

2. Data we process

We only process data we need to do our work well:

- Name, email and (optionally) phone number when you submit the contact form.
- Budget indication and project description you choose to share.
- Photo and video material we produce for you on a project.
- Basic technical visit data (IP, browser, visited pages) via standard server logging.

We do not use marketing cookies, tracking pixels or ad profiles.

3. Why we process data

We use your data only for:

- Replying to your message and preparing a quote (contractual or legitimate interest).
- Delivering a project (production, delivery, invoicing).
- Legal obligations such as keeping invoices for the tax authorities.
- Securing and improving this website (legitimate interest).

4. How long we keep data

We don't keep your data longer than necessary:

- Contact form messages: up to 24 months after our last exchange.
- Client data and project files: while we have an active relationship, plus 24 months after the last

project.

- Invoices and bookkeeping: 7 years (legal retention period).
- Photo and video material: as long as it fits our archive, unless otherwise agreed in the project.

5. Who we share data with

We don't share your data for commercial purposes. We do work with a small set of trusted partners:

- Our hosting provider, to run this website and store messages.
- Our accountant and the Dutch tax authority, for legal admin.
- Freelancers (sound, color, production) we engage under NDA for your project.

Where applicable we sign a data-processing agreement. We do not transfer your data outside the EEA without proper safeguards.

6. Visuals and portrait rights

For projects where we film or photograph people, we agree on the intended usage in advance. For our own channels (portfolio, social) we only publish material we have permission for.

Want us to take material down? Email us, we'll resolve it together.

7. Security

We apply appropriate technical and organisational measures, including HTTPS, restricted CMS access, and password hashing.

8. Your rights

You have the right to:

- Access the data we process about you.
- Have inaccurate data corrected.
- Have your data erased when no legal retention applies.
- Object to processing based on legitimate interest.
- File a complaint with the Dutch Data Protection Authority at autoriteitpersoonsgegevens.nl.

Email info@vmvisuals.nl and we'll respond within 30 days.

9. Changes

This policy may be updated when our services or the law change. The latest version is always at vmvisuals.nl/privacy, with the date below.

VMvisuals V.O.F.

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