

## **Privacy statement**

**Effective date: 12 June 2025**

At Paro, consisting of Paro Software and Paro Engineering (hereafter collectively referred to as “Paro”, “we”, “us”, or “our”), we are committed to protecting your personal data and respecting your privacy. This Privacy statement outlines how we collect, use, disclose, and safeguard your personal information when you interact with our website, products, or services.

It’s important to us that your data is handled carefully and transparently. If you have any questions, feel free to contact us at [info@paro.nl](mailto:info@paro.nl).

### **1. Who we are**

Paro is made up of two sister companies based in The Netherlands:

- Paro Software develops specialized software packages for hydraulic engineers, including HydroSym, HydroMan, and HydroCam.
- Paro Engineering provides hydraulic manifold design services.

Our office is located at:

De Trompet 1135, 1967 DA Heemskerk, The Netherlands

### **2. What personal data we collect**

We collect personal data when you use our website, trial our software, request a quote, purchase a subscription, or contact us.

We may collect:

- Name
- Email address
- Company name
- VAT number
- Address (Street, City, Postal Code, Country)
- Phone number
- Payment details (via our payment providers)
- License and activation data
- Communication history

- Website usage data (IP address, browser type, visit duration, etc.)

### **3. How we collect your data**

We collect your data when:

- You fill in a form on our website
- You sign up for a trial, demo, or subscription
- You make a payment
- You contact our support team
- You use our software
- You browse our website

We also collect certain technical data automatically through cookies and analytics tools (see Section 6).

### **4. Why we process data**

We process your personal data for several reasons, depending on how you interact with us. When you sign up for a free trial or demo, purchase a subscription, or use our software, we process your information to fulfill our contractual obligations, for example, to create your account, deliver access to our software or services, or provide technical support.

We also use your data to process payments, issue invoices, and comply with legal requirements such as tax regulations. When you reach out to us with a question or support request, we process your information to respond appropriately and maintain communication records.

With your explicit consent, we may also use your data to send newsletters or marketing emails about product updates, offers, or events that we believe may be relevant to you. You can withdraw this consent at any time.

In addition, we may process certain data — such as website usage, support queries, or trial activity — to analyze how our website and software are used. This helps us improve our services, develop new features, and ensure a smooth and secure experience for all users. We base this type of processing on our legitimate interests as a business, while always respecting your rights and privacy.

If you have questions about any of these purposes, we're happy to clarify. Just reach out to us at [info@paro.nl](mailto:info@paro.nl).

### **5. Who we share your data with**

We share your personal data with trusted third parties to help us deliver our services. These partners process your data under strict agreements and in compliance with the General Data Protection Regulation (GDPR).

Service Provider	Purpose	Type of Data Shared
ActiveCampaign	Email marketing and automation	Name, email address
Postmark	Transactional email delivery	Email address
Google Ads	Advertising campaigns and remarketing	IP address, device ID
Google Analytics	Website usage analytics	IP address, device ID
Feedback Company	Collecting user reviews and ratings	Name, email (if provided)
Help Scout	Customer support and communication	Name, email address
Cryptlex	Software licensing and activation	License key, device ID
WyDay	Software licensing and protection	License key, device ID
Stripe	Payment processing	Name, email, payment information
Mollie	Payment processing	Name, email, payment information
Microsoft	Cloud infrastructure and hosting	Potentially all data

These providers may store and process data outside the EU. Where necessary, we implement appropriate safeguards (such as Standard Contractual Clauses).

## 6. Cookies and tracking technologies

We use cookies and similar technologies to:

- Operate our website
- Save your preferences
- Analyze traffic
- Track marketing campaign effectiveness

You can manage your cookie preferences via your browser settings. For more details, see our [Cookie Statement](#).

## 7. How long we retain your data

We retain your personal data only as long as necessary to fulfill the purposes for which it was collected or to comply with legal obligations.

Typical retention periods:

- Account and billing data: 7 years (legal requirement)
- Trial user data: up to 2 years after last interaction (no fixed retention period as per GDPR)
- Support communications: up to 3 years (no fixed retention period as per GDPR)
- Analytics data: up to 14 months (GA4)

## **8. Your rights**

Under the General Data Protection Regulation (GDPR) you have the right to:

- Access your personal data
- Correct inaccurate or incomplete data
- Request deletion of your data
- Restrict or object to processing
- Withdraw your consent, where processing is based on consent
- Data portability, where applicable

To exercise your rights, email us at [info@paro.nl](mailto:info@paro.nl).

## **9. How we protect your data**

We take appropriate technical and organizational measures to protect your data, including:

- Encrypted data transfers (HTTPS)
- Secure cloud infrastructure
- Access controls and authentication
- Staff confidentiality agreements
- Regular audits and software updates

## **10. International data transfers**

Some of our service providers are based outside the EEA. When we transfer data internationally, we rely on appropriate safeguards such as:

- Adequacy decisions by the European Commission
- Standard Contractual Clauses (SCCs)

We take these steps to ensure your data remains protected, no matter where it's processed.

## **11. Changes to this Privacy Statement**

We may update this Privacy Statement from time to time. Any changes will be published on our website with the effective date clearly noted.

## **12. Contact us**

If you have any questions, concerns, or want to exercise your rights, you can contact us at:

- [info@paro.nl](mailto:info@paro.nl)
- [+31 \(0\) 251 233 785](tel:+31251233785)
- De Trompet 1135, 1967 DA Heemskerk, The Netherlands

## **13. Company details**

Paro Software

Chamber of Commerce (KvK) number: 34192874

VAT: NL820184548B01

Address: De Trompet 1135, 1967 DA Heemskerk, The Netherlands

Email: [info@paro.nl](mailto:info@paro.nl)

Phone: [+31 \(0\) 251 233 785](tel:+31251233785)

Paro Engineering

Chamber of Commerce (KvK) number: 62553577

VAT: NL854863758B01

Address: De Trompet 1135, 1967 DA Heemskerk, The Netherlands

Email: [info@paro.nl](mailto:info@paro.nl)

Phone: [+31 \(0\) 251 233 785](tel:+31251233785)