

## PRIVACY STATEMENT THE REVENUE RUN

Version October 2026

### 1. Who we are

The Revenue Run, established in Amsterdam and registered with the Netherlands Chamber of Commerce under number 99027623, is the controller for the processing of personal data described in this statement. Contact: [peter@therevenuerun.com](mailto:peter@therevenuerun.com), [www.therevenuerun.com](http://www.therevenuerun.com).

### 2. What data we process, why and for how long

We only process the data necessary for the purposes below.

| Purpose                                                 | Data                                                                       | Legal basis (Art. 6(1) GDPR)                                                  | Retention period                   |
|---------------------------------------------------------|----------------------------------------------------------------------------|-------------------------------------------------------------------------------|------------------------------------|
| Contact, demos and quotations                           | name, company, job title, email, phone number, content of messages         | legitimate interest (f): responding to enquiries                              | 2 years after last contact         |
| Organising and facilitating Sessions                    | name, job title and organisation of participants, input during the Session | performance of the contract with the client and legitimate interest (b and f) | 1 year after the Session           |
| Licences and licence administration                     | name and contact details of licensees, reports of Sessions played          | performance of the contract (b)                                               | 2 years after the licence ends     |
| Invoicing and payment                                   | name, company, billing address, VAT number, payment details                | legal obligation (c)                                                          | 7 years (tax retention obligation) |
| Protecting the Business Strategy Game and the trademark | data needed to establish and address infringement                          | legitimate interest (f)                                                       | until the matter is resolved       |

| Purpose                            | Data                                                             | Legal basis (Art. 6(1) GDPR)                                | Retention period      |
|------------------------------------|------------------------------------------------------------------|-------------------------------------------------------------|-----------------------|
| Newsletter and commercial messages | name, email                                                      | consent (a) or legitimate interest for existing clients (f) | until you unsubscribe |
| Website analytics and improvement  | IP address (shortened), browser and device data, click behaviour | consent (a)                                                 | up to 14 months       |

We only take or use photos or video recordings of a Session with the consent of the participants. We do not process special categories of personal data and do not take decisions based solely on automated processing (Art. 22 GDPR).

### 3. Sharing with others

We do not sell your data. We only share it with parties that help us provide our services, such as our hosting provider, our payment service provider, our accountant and suppliers of email, calendar and software services. Where required, we have a data processing agreement with these parties. We disclose data to authorities where required by law.

Some suppliers are located outside the European Economic Area, for example in the United States. We only transfer data there if an appropriate safeguard is in place, such as an adequacy decision or the European Commission's standard contractual clauses (Arts. 45 and 46 GDPR).

Licensees play the Business Strategy Game with their own clients. The licensee is the controller for the data of those clients.

### 4. Cookies

We use functional cookies that are necessary for the website to work. We only place analytics and marketing cookies with your consent. You can change your choice at any time via the cookie settings on the website.

### 5. Security

We take appropriate technical and organisational measures to protect your data, such as encrypted connections, secured accounts and restricted access.

### 6. Your rights

You may ask us for access to, rectification or erasure of your data, restriction of processing and data portability (Arts. 15 to 20 GDPR). You may object to processing based on legitimate interest and to direct marketing (Art. 21 GDPR). You may withdraw your consent

at any time. Please send your request to [peter@therevenuerun.com](mailto:peter@therevenuerun.com). We will respond within one month.

## **7. Complaints**

If you have a complaint, please contact us first. You may also lodge a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens, [autoriteitpersoonsgegevens.nl](http://autoriteitpersoonsgegevens.nl)).

## **8. Changes**

We may amend this statement. The current version is always available at [www.therevenuerun.com](http://www.therevenuerun.com).