

PRIVACY POLICY

Version : A03

Date : 2026-04-15

Article 1 – General

WebAuditPlus is a service of Belitum BV.

Belitum BV attaches great importance to the protection of business contact data and acts in accordance with

- the General Data Protection Regulation (GDPR)
- Belgian privacy legislation

This privacy policy explains

- which business contact data are processed
- for what purposes
- on what legal basis
- what rights data subjects have

This policy applies to

- the WebAuditPlus website
- order forms (including via Jotform)
- payments (including via Stripe)
- the implementation of website audits

This privacy policy applies to the use of the website webauditplus.com, to the completion of forms, to payments and to all processing in the context of the WebAuditPlus service, including the preparation and delivery of audit reports.

Article 2 – Controller

The controller within the meaning of the GDPR is: Belitum BV, a company under Belgian law, with registered office at Terlindenstraat 41, 1790 Affligem, Belgium, VAT number BE 0779.270.185.

Belitum BV determines the purpose and means of processing business contact data within the framework of WebAuditPlus.

In the context of these processing operations, Belitum BV uses external service providers who also act as processors (Articles 7, 8 and 9) or, in certain cases, as separate controllers, in accordance with the provisions of this privacy policy.

Article 3 – Which business contact data are processed?

WebAuditPlus only processes business contact data that are necessary for the performance of the service

1. data provided by the customer
 - name of contact person
 - company name
 - email address

- phone number (if provided)
- billing information
- website URL(s) to be audited

Belitum BV by email after form submission and used for administration and billing purposes.

Business contact data provided via the application form (Jotform) is entered voluntarily by the customer. The customer is responsible for the accuracy, relevance, and proportionality of the data provided. If business contact data is occasionally visible, it will not be processed for identification purposes and, where technically feasible, will be ignored or anonymized.

WebAuditPlus does not analyze business contact data of website visitors as data subjects. The audit focuses on technical configurations and publicly visible web signals from the website itself.

2. technical and operational data

- IP address (for form submission or technical logging)
- timestamps of requests and audits
- audit-related metadata (crawl results, scores, logs)

In addition, technical server logs of the website webauditplus.com may be processed (such as IP address, date and time) solely for security, stability and misuse prevention purposes.

During website audits, WebAuditPlus may gain technical insight into data publicly displayed by the audited website. This data is not used to identify individuals and is analyzed solely for technical and functional purposes.

This technical data is used exclusively for security, troubleshooting and accountability of the service performed.

WebAuditPlus is not intended for processing or analyzing special categories of business contact data as referred to in Article 9 GDPR, including but not limited to health data, biometric data, political data or religious beliefs.

If such data would be exceptionally publicly visible, they will not be processed in a targeted manner and will not be used for identification purposes.

In audit reports, any email addresses, telephone numbers, or other identifying information found will be anonymized or masked where technically possible.

WebAuditPlus does not collect, combine or enrich business contact data of website visitors and does not create profiles of natural persons.

3. role definition in website audits

When conducting website audits, Belitum BV does not act as a processor or joint controller for business contact data processed by the audited website itself.

The responsibility for the processing of business contact data of website visitors remains entirely with the owner or administrator of the audited website.

4. payment details

- payment status
- transaction IDs
- payment method

Belitum BV does not process or store full payment card information itself. This processing is done via Stripe.

Article 4 – Purposes of the processing

Business contact data are processed for the following purposes

1. implementation of the WebAuditPlus service
 - carrying out the audit
 - preparing and delivering the report
2. administration and invoicing
 - payment processing
 - accounting obligations
3. customer communication
 - confirmations
 - status updates
 - support
4. legal obligations
 - compliance with tax and accounting legislation
5. security and abuse prevention
 - logging
 - fraud detection

Article 5 – Legal basis for processing

The processing of business contact data is based on one or more of the following legal grounds (Art. 6 GDPR)

- contractual necessity: the processing is necessary for the performance of the agreement
- legal obligation: for accounting and tax obligations
- legitimate interest: for security, logging and improving services

Article 6 – Direct marketing and business communications

Belitum BV may contact companies and organizations to inform them about the WebAuditPlus website audit services.

In this context, Belitum BV may process contact data such as business email addresses that are publicly available or provided via the WebAuditPlus request form.

This processing is based on the legitimate interest of Belitum BV (Article 6(1)(f) GDPR) and is carried out in accordance with applicable ePrivacy and national legislation, including Article XII.13 of Book XII “Law of the Electronic Economy” of the Belgian Code of Economic Law (introduced by the Act of 15 December 2013) and Article 1, 2° of the Royal Decree of 4 April 2003 regulating the sending of advertising by electronic mail.

Communications are directed to legal entities using business-related email addresses, with a focus on generic or functional addresses. Email addresses that identify natural persons are not intentionally used for unsolicited communications without prior consent.

Recipients may object at any time or unsubscribe via the link provided in the email (opt-out) or by contacting Belitum BV.

Contact data are retained for a maximum of 12 months or until objection or unsubscribe, after which they will no longer be used for such communications.

Article 7 – Use of forms (Jotform)

To collect business contact data, WebAuditPlus may use Jotform

1. role of Jotform
 - Jotform acts as a processor
 - form data is passed on to Belitum BV
2. processing via Jotform
 - entered form data
 - IP address
 - time of submission

Form data may be stored or processed by Jotform on servers within or outside the European Economic Area, including potentially the United States. In such cases, processing will be carried out solely with appropriate safeguards, such as Standard Contractual Clauses (SCC) or other mechanisms permitted by the GDPR.

Jotform processes data in accordance with its own privacy and security measures.

Article 8 – Payments via Stripe

For payments, WebAuditPlus uses Stripe

1. role of Stripe
 - Stripe is an independent payment processor
 - Stripe acts as a (sub)processor or separate controller, depending on the context
 - Belitum BV has no control over the manner in which Stripe processes business contact data within its own legal obligations.
2. data processed by Stripe
 - payment details
 - transaction information
 - fraud prevention data

Belitum BV does not have access to full payment card details.

Article 9 – Recipients of business contact data

Business contact data will not be sold and will only be shared with third parties if necessary

- Jotform (forms)
- Stripe (payments)
- accountant or legal authorities (if required)

Appropriate agreements have been made with these parties regarding data protection.

International transfer: If business contact data is processed outside the European Economic Area, this will only be done with appropriate safeguards, such as Standard Contractual Clauses (SCC) or other guarantees accepted by the GDPR.

Article 10 – Automated decision-making

WebAuditPlus does not use automated decision-making or profiling within the meaning of Article 22 GDPR. The audit results, scores, and recommendations have no legal effect and serve solely as supporting information. Decisions based on the report always require human interpretation and customer responsibility.

Article 11 – Retention periods

Business contact data will not be kept longer than necessary:

- billing and accounting data: minimum 7 years (legal obligation)
- audit reports and associated metadata: maximum 5 years, unless otherwise agreed
- contact details: as long as necessary for the provision of services

Article 12 – Security of business contact data

Belitum BV takes appropriate technical and organizational measures to protect business contact data against

- unauthorized access
- loss
- abuse
- change

Examples

- limited access
- logging
- secure connections (HTTPS)
- use of reliable third parties

Article 13 – Data leaks

In the event of a business contact data breach (data leak), Belitum BV will, if legally required, inform the competent supervisory authority and/or data subjects within the statutory time limits.

Article 14 – Rights of data subjects

The customer or contact person has the following rights

- right of access
- right to rectification
- right to erasure (to the extent legally possible)
- right to restriction of processing
- right to object
- right to data portability

Requests can be sent to Belitum BV via the email address info@webauditplus.com

In the context of WebAuditPlus, the data subject is usually the customer's contact person and not the visitors of the audited website.

Article 15 – Complaints

If a data subject believes that his or her rights are being violated, he or she may

- contact Belitum BV via info@webauditplus.com
- a complaint with the Data Protection Authority (GBA)

Article 16 – Changes to this privacy policy

Belitum BV reserves the right to amend this privacy policy. The most recent version always applies.

Article 17 – Final provision

This privacy policy forms an integral part of the general terms and conditions of WebAuditPlus.

Article 18 – Contact

For questions about this privacy policy : info@webauditplus.com