

Go be Smart

Version 1.0 · Valid from April 2026 · www.gobesmart.io/privacy

You retain ownership of your data. Go be Smart does not sell your personal data to third parties. Measurement data is used solely to give you insight into your heat pump. Anonymised, aggregated analyses are never traceable to individual persons or homes.

INTRODUCTION

Go be Smart B.V. attaches great importance to the protection of your personal data. This privacy policy explains what data we process, why we process it, how long we retain it, and what rights you have. This policy has been drawn up in accordance with the General Data Protection Regulation (GDPR) and Dutch implementing legislation.

RESPONSIBILITY & APPLICABILITY

1. Who is responsible for your data?

Go be Smart B.V. is the controller of your personal data.

Go be Smart B.V.

KvK-nummer: 99084945

E-mail: info@gobesmart.nl · Website: www.gobesmart.io

2. Who does this policy apply to?

This privacy policy applies to:

- Users of the Go be Smart dashboard;
- Visitors to our website;
- Persons who contact us.

DATA PROCESSING

3. What data do we process?

In addition to data required for essential functionality of the website and dashboard, we only process data that you explicitly provide to us. This may include:

3.1 Personal data

- Name, email address and phone number;
- Home address and postcode;
- Correspondence with Go be Smart.

3.2 Measurement data

Measurement data received via the heat pump and connected equipment, including:

- Energy consumption and output of the heat pump;
- Temperature measurements (indoor temperature, outdoor temperature, supply/return temperature, domestic hot water);
- Flow rate measurements;
- Compressor frequency;
- System status, error messages and fault codes;

3.3 Metadata

- Information about the installation setup (e.g. presence of a buffer tank, hybrid configuration, heat pump type and brand).
- Property data (property type, year of construction, floor area, insulation values);

3.4 Data via the website

- IP address and device data;

4. Why do we process your data?

PURPOSE	LEGAL BASIS (GDPR)
Technical monitoring and optimisation of your heat pump	Performance of contract (Art. 6(1)(b) GDPR)
Improvement of our services via anonymised, aggregated analyses	Legitimate interest (Art. 6(1)(f) GDPR)
Compliance with legal obligations (e.g. tax administration)	Legal obligation (Art. 6(1)(c) GDPR)

5. You retain ownership of your data

Go be Smart respects your privacy and handles your personal data with care. This means:

- We do not sell your personal data to third parties;
- You can always request, correct or have your data deleted (see Article 9);
- Measurement data is used to monitor your heat pump and, with your explicit consent, to optimise it;
- Aggregated, fully anonymised data may be used for sector-level insights into heat pump performance (e.g. comparison of brands, configurations with or without a buffer tank, hybrid versus fully electric). These analyses are not traceable to individual persons or homes.

SHARING OF DATA

6. With whom do we share your data?

Go be Smart only shares your data with:

- **Certified installers:** for the coordination of installation and maintenance, only on request and to the extent necessary;
- **Technical service providers:** for hosting, database and software management (processors), with whom we have concluded data processing agreements;

We conclude a data processing agreement with all processors that ensures the same level of protection as this policy.

7. International transfers

Your data is stored on servers in the EU (EEA). We process your data in principle exclusively within the EEA. Where external service providers are used whereby data may technically be accessed outside the EEA, we ensure appropriate safeguards in accordance with the GDPR (such as EU standard contractual clauses) to protect your privacy.

RETENTION & YOUR RIGHTS

8. How long do we retain your data?

After termination of your subscription, you have 30 days to download your data via the API.

CATEGORY	RETENTION PERIOD
Account data and personal data	For as long as the account is active, plus 2 years after termination; deleted earlier on request
Installation data (measurement data)	For as long as the account is active; deleted earlier on request

9. Your rights

Under the GDPR you have the following rights:

- **Access:** you can request a copy of the personal data we process about you;
- **Rectification:** you can have inaccurate or incomplete data corrected;
- **Erasure:** you can request that your data be deleted, unless statutory retention obligations apply;
- **Objection:** you can object to processing based on legitimate interest, in particular for direct marketing;
- **Portability:** you can receive your data in a structured, machine-readable format;
- **Restriction:** you can in certain cases request that processing be restricted;
- **Withdrawal of consent:** you can withdraw previously given consent at any time.

To exercise these rights, please contact us at info@gobesmart.nl. We will respond within 30 days. In complex cases this period may be extended by up to 60 days, after which we will inform you. We may ask you to verify your identity before processing your request.

SECURITY & OTHER

10. Security

Go be Smart takes appropriate technical and organisational measures to protect your personal data against loss, unauthorised access or misuse. This includes encrypted connections (TLS/HTTPS), access controls and regular security audits.

11. Cookies

Our website uses:

- **Functional cookies:** necessary for the operation of the website and logging in to the Dashboard;

12. Complaints

Do you have a complaint about the way we process your data? Please contact us at info@gobesmart.nl. You also have the right to lodge a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens, AP) at www.autoriteitpersoonsgegevens.nl.

13. Changes

We may update this privacy policy from time to time. The "Last updated" date at the top of this document indicates when the most recent change was made. For material changes, we will notify you by email.

14. Contact

Questions about this privacy policy?

E-mail: info@gobesmart.nl · Website: www.gobesmart.io
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