

Privacy and cookie statement

How Postbiota handles the personal data of the people we work with, and how this website uses cookies.

Last updated: October 2026

In short

- We only collect the business contact details we need to answer your enquiry, send samples and work with you.
- We never sell your data, and we only share it with service providers that help us run our business.
- Analytics and third-party cookies are only placed with your consent.
- You can ask us at any time to see, correct or delete your data.

1 Who we are

Postbiota is a trade name of WW Health Technology B.V., a private limited company registered in the Netherlands. We supply natural postbiotic ingredients to manufacturers and brands in human nutrition, animal nutrition and skincare.

WW Health Technology B.V. is the controller for the processing of personal data described in this statement.

WW Health Technology B.V.

Hulsenboschstraat 9

4251 LR Werkendam, The Netherlands

Chamber of Commerce (KvK): 59393475

VAT: NL853457761B01

Email: info@postbiota.com

2 Scope

This statement applies to personal data we process when you visit postbiota.com, contact us by email, phone or through our website, request a sample, meet us at a trade show or event, or work with us as a customer, supplier or partner.

Our services are aimed at businesses. In most cases the personal data we process is the business contact information of the people who represent those businesses.

3 Data we process and why

The table below shows which personal data we process, for what purpose, on which legal basis under the General Data Protection Regulation (GDPR), and how long we keep it.

Situation	Personal data	Purpose	Legal basis	Retention
Contact form, email and phone enquiries	Name, company, job title, email address, phone number, country, area of interest, your message	Answering your question and following up on it	Legitimate interest; steps prior to entering into a contract	Up to 2 years after our last contact
Sample requests	As above, plus delivery address and intended application	Preparing and shipping samples, following up on your evaluation	Steps prior to entering into a contract	Up to 2 years after our last contact
Customers, suppliers and partners	Contact details of contact persons, order, delivery and invoicing details, correspondence	Performing our agreement, administration, complying with legal obligations	Performance of a contract; legal obligation	7 years, in line with Dutch tax retention requirements
Trade shows and events	Details from business cards or badge scans, notes from our conversation	Following up on the conversation we had with you	Legitimate interest	Up to 2 years after our last contact
Business updates by email	Name, company, email address	Sending news about our ingredients, research and company	Consent, or legitimate interest for existing customers	Until you unsubscribe
Website visits	IP address, browser and device type, pages visited, time of visit	Operating and securing the website, understanding how it is used	Legitimate interest; consent for analytics cookies	See Cookies

You can unsubscribe from our business updates at any time using the link in each email or by contacting us.

We do not use automated decision-making or profiling that has legal or similarly significant effects for you. Our website is not intended for children and we do not knowingly collect their data.

4 Who we share data with

We do not sell or rent your personal data. We only share it where this is necessary for the purposes described above:

- IT service providers, such as our website hosting, email and customer relationship management providers
- Our production and logistics partners within the EU, to prepare and ship samples and orders
- Our accountants and professional advisers
- Government authorities, where we are legally required to do so

Service providers that process personal data on our behalf do so under a data processing agreement and only on our instructions.

5 Transfers outside the EEA

We aim to process personal data within the European Economic Area. Where personal data is transferred to or accessed from a country outside the EEA, we make sure appropriate safeguards are in place, such as an adequacy decision of the European Commission or the Standard Contractual Clauses approved by the European Commission. You can contact us for more information about these safeguards.

6 Security

We take appropriate technical and organisational measures to protect your personal data against loss, misuse and unauthorised access. These include encrypted connections (SSL), access controls and two-factor authentication on our business systems. Only people who need your data for their work have access to it.

7 Your rights

Under the GDPR you have the right to:

- access the personal data we hold about you
- have incorrect data corrected
- have your data deleted
- restrict the processing of your data
- object to processing based on our legitimate interest, including direct marketing
- receive your data in a structured, commonly used format (data portability)
- withdraw your consent at any time, without affecting processing that took place before

To exercise these rights, email info@postbiota.com. We will respond within one month. We may ask you to verify your identity before we process your request.

If you are not satisfied with how we handle your data, please let us know first. You also have the right to lodge a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens) via autoriteitpersoonsgegevens.nl, or with the supervisory authority in your own country.

8 Cookies

What cookies are

Cookies are small text files that a website stores on your device. Some are needed for the website to work, others help us understand how visitors use it.

Which cookies we use

Functional cookies are always placed, because the website cannot work properly without them. Analytics cookies and cookies from third parties are only placed after you have given your consent through the cookie banner.

Type	Purpose	Provider	Consent	Retention
Functional	Remembering your cookie preferences and making the website and contact forms work securely	Postbiota	Not required	Up to 12 months
Analytics	Measuring visits and page use to improve the website, based on anonymised IP addresses	Google Analytics 4	Required	Up to 2 years
Embedded content	Showing videos or social media content from third parties	YouTube, LinkedIn	Required	As set by the provider

We do not use cookies for advertising or to follow you across other websites.

Managing your preferences

You can change or withdraw your consent at any time via Cookie settings at the bottom of each page. You can also delete cookies or block them in your browser settings. If you block functional cookies, some parts of the website may not work properly.

9 Changes

We may update this statement when our services, systems or the law change. The latest version is always published on this page, with the date of the last update at the top.

10 Contact

Questions about this statement or about your personal data? Get in touch.

Email

info@postbiota.com

Phone

+31(0)20 245 6336

Post

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4251 LR Werkendam
The Netherlands