

Privacy & GDPR Statement

Effective Date

12 March 2024

Company

YB Inspire

Registered Address

Chemin des Charmettes 9, c/o RSM Switzerland AG, 1003 Lausanne (Suisse)

Company Identification Number


CHE-403-502-257


1. Introduction

At YB Inspire, we are committed to safeguarding your privacy and ensuring the protection of your personal data in compliance with the General Data Protection Regulation (GDPR – Regulation (EU) 2016/679). This statement explains how we collect, use, store, and share your personal information when you interact with our services, platforms, and tools.

2. Data Controller

YB Inspire is the data controller responsible for your personal data. You may contact us regarding any privacy concerns at:

 Email: hello@ybinspire.com

 Postal Address: Chemin des Charmettes 9, c/o RSM Switzerland AG, 1003 Lausanne (Suisse)

3. What Data We Collect

We may collect and process the following categories of personal data:

- Identity data: Full name, title, and company name
- Contact data: Email address, phone number, mailing address
- Usage data: How you interact with our website, tools, and services
- Marketing data: Communication preferences and responses
- Technical data: IP address, browser type, device ID, and access logs

We do not collect sensitive personal data unless explicitly provided and consented to.

4. Tools and Platforms

4.1 Website & CRM

Our website is hosted on WordPress, and we use HubSpot as our customer relationship

management (CRM) and marketing automation platform. Both platforms adhere to GDPR and industry best practices for data security and processing. Data you submit through our website is handled according to the respective data handling policies.



4.2 Proprietary Tools

We use a set of proprietary tools including:

- RIASEC
- OIFA (Open Innovation Framework Assessment)
- 42MTRX
- ESGenius
- ICI (Innovation Capability Index)

These tools are used exclusively during client projects and data is retained only for the project duration or as long as the customer remains active.

5. How We Use Your Data

We use your data to:

- Provide services and insights
- Deliver customer support
- Improve our offerings
- Comply with legal obligations
- Send communications, where permitted

6. Legal Basis for Processing

We process personal data on one or more of the following legal bases:

- Your consent
- Performance of a contract
- Compliance with legal obligations
- Our legitimate interests

7. Data Sharing & Transfers

Your data may be shared with:

- Trusted processors (WordPress, HubSpot, IT providers)
- Legal or tax authorities
- Third-party experts

Transfers outside the EEA are safeguarded by Standard Contractual Clauses.

8. Data Retention

We retain your data only as long as necessary. For client/project data, retention is limited to the project duration unless otherwise agreed.

9. Your Rights Under GDPR

You have the right to:

- Access
- Correct
- Delete
- Restrict
- Object
- Port
- Withdraw consent
- Lodge a complaint

Contact: privacy@ybinspire.com



10. Cookies and Tracking

We use cookies and analytics tools. You'll be asked for consent on your first visit, in accordance with GDPR.

11. Changes to This Statement

We may update this Privacy Statement. The current version is always available on our website.