

Ostora – Privacy Policy

Oct 12, 2026 · @haseeb ceo ostora group

Ostora respects your privacy and processes personal data in line with the GDPR (Regulation (EU) 2016/679) and Belgian law. This policy covers our website and our own commercial contacts.

1. Who is responsible?

Ostora, Antwerp, Belgium, VAT BE0795.294.585 Email: info@ostora.be · Phone: +32 486 84 77 86

Ostora is the data controller for the data described in this policy. When Ostora processes data on behalf of a customer (for example conversations an AI agent has for that customer), Ostora acts as processor and the Data Processing Agreement applies. The customer is then the controller.

2. What data do we process and why?

Data	Purpose	Legal basis
Name, email, phone, company, message (contact form, demo request)	Answer your request and prepare a call or quote	Steps prior to a contract; legitimate interest
Booking details (Cal.com or similar)	Schedule appointments	Steps prior to a contract
Customer, billing and contact person data	Perform the contract, invoice, accounting	Performance of a contract; legal obligation
Conversations with our demo agent ("Talk to AI"): voice or text, transcript	Provide the demo, improve the service, prevent misuse	Consent or legitimate interest
Website usage: IP address, device, pages, cookies	Operation, security and statistics	Legitimate interest (necessary cookies); consent (analytics and marketing cookies)
Business contact details of prospects (B2B)	Commercial outreach to companies	Legitimate interest, with right to object

Data	Purpose	Legal basis
Newsletter and marketing sign-up	Send news and offers	Consent

We do not collect special categories of personal data (such as health data) through our website and ask that you do not share them.

3. Who do we share data with?

Only with parties we need to deliver our services, under data processing agreements where required:

- Hosting, database and website providers
- Telephony, messaging and AI providers (for voice, text and transcription)
- Booking, CRM, email and accounting tools
- Analytics and advertising platforms (only with your consent where required)
- Accountant, legal and tax advisers
- Authorities when required by law

We do not sell your data.

4. Transfers outside the EEA

Some providers are located or process data outside the European Economic Area (for example in the US). In that case we ensure appropriate safeguards, such as an adequacy decision (including the EU-US Data Privacy Framework for participating companies) or EU standard contractual clauses.

5. How long do we keep data?

Data	Retention
Contact form and enquiries	Up to 24 months after last contact
Prospect data	Up to 24 months, unless you become a customer
Customer and billing data	7 years (statutory accounting duty)
Demo conversations and transcripts	Up to 90 days
Analytics cookies	See cookie banner (usually up to 13 months)

After that we delete or anonymise the data.

6. Your rights

You have the right to:

- access your data
- rectification and erasure
- restriction of processing
- data portability
- object to processing based on legitimate interest, including direct marketing
- withdraw your consent at any time

Email info@ostora.be. We reply within 1 month. We may ask you to confirm your identity.

7. Making a complaint

You can complain to the Belgian Data Protection Authority (Drukpersstraat 35, 1000 Brussels, contact@apd-gba.be, www.dataprotectionauthority.be) or to the supervisory authority in your own EU country.

8. Cookies

- **Necessary cookies:** needed for the site to work. No consent required.
- **Analytics cookies:** measure site usage. Only with consent.
- **Marketing cookies (such as Meta Pixel):** for advertising. Only with consent.

You can change your choice at any time via the cookie banner or your browser settings.

9. Security

We take appropriate technical and organisational measures, such as encrypted connections (HTTPS), access restriction and backups. We report a data breach that poses a risk to you in line with the GDPR.

10. AI and automated decisions

Our AI agents hold conversations and book appointments. We do not make decisions with legal or similarly significant effects based solely on automated processing. You are informed when you communicate with an AI.

11. Changes

We may update this policy. The latest version is on our website with the date of last change.

Last updated: 12 October 2026