

Privacy Statement – House of Karolina

House of Karolina values your privacy and processes personal data in accordance with the General Data Protection Regulation (GDPR / AVG).

1. Contact details

House of Karolina
Kotter 84, 1186WL, Amstelveen, The Netherlands
E-mail: howell.karolina11@gmail.com
Phone: +31-655537433
KvK: 42004984

House of Karolina is the data controller responsible for the processing of your personal data.

2. Personal data we process

We may process the following personal data:

- Name and contact details (email address, phone number, address)
 - Company details (if applicable)
 - Project-related information (preferences, style, budget)
 - Property details (address, type of property)
 - Visual materials (photos and videos of your home/project)
 - Payment and invoicing details
 - Communication history (emails, messages)
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3. Purpose and legal basis

We process personal data based on the following legal grounds:

Contractual necessity

- Delivering home staging and interior styling services
- Preparing proposals and advice
- Communication related to your project

Legal obligation

- Financial administration and tax requirements

Legitimate interest

- Responding to inquiries
- Improving services

- Maintaining client relationships

Consent

- Sending newsletters (if subscribed)
 - Using photos for portfolio and marketing
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4. Use of photos and portfolio

Photos and visual materials may be created during projects.

These may be used for:

- Website and portfolio
- Social media (e.g. Instagram, Pinterest)
- Marketing materials

House of Karolina reserves the right to use visual materials from completed projects for portfolio and promotional purposes.

If you prefer that your property is not featured, you can object or withdraw your consent at any time by contacting us. We will respect your request and remove the material where reasonably possible.

5. Sharing personal data with third parties

We may share your data with third parties where necessary, such as:

- Photographers
- Suppliers and contractors
- IT, email, and cloud service providers
- Accounting services

Where required, data processing agreements are in place to ensure adequate protection.

Your data is never sold to third parties.

6. International data transfers

If external service providers are used, personal data may be transferred outside the European Economic Area (EEA).

In such cases, appropriate safeguards are applied, such as Standard Contractual Clauses approved by the European Commission.

7. Retention periods

We do not retain personal data longer than necessary:

- Client and project data: up to 2 years after completion
 - Financial records: 7 years (legal obligation)
 - Inquiries without agreement: up to 12 months
 - Newsletter data: until you unsubscribe
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8. Your rights

You have the right to:

- Access your personal data
- Correct or update your data
- Request deletion of your data
- Restrict or object to processing
- Withdraw consent at any time
- Request data portability

Requests can be sent to: howell.karolina11@gmail.com

To protect your privacy, we may ask you to verify your identity.

We respond within 30 days.

9. Automated decision-making

House of Karolina does not use automated decision-making that has significant consequences for individuals.

10. Children's data

Our services are not intended for individuals under the age of 16.

We do not knowingly collect personal data from minors without parental consent.

11. Security

We take appropriate technical and organisational measures to protect your data, including:

- Secure devices and password protection
- Limited access to personal data
- Use of reliable service providers

12. Cookies

The website may use functional and analytical cookies to improve performance and user experience. Where required, a cookie banner will request your consent.

13. Complaints

If you have a complaint about how your data is handled, please contact us first.

You also have the right to lodge a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens).

14. Changes

This privacy statement may be updated from time to time.

The latest version will always be available on the website.

Last updated: April, 2026