

Privacy statement

The short version: we only use what we need to reach you or talk to you, we never sell it, and if you do not want to hear from us, saying so once is enough.

Last updated 7 September 2026.

Who we are

Alpaca AI, run by Wouter Altepost. Vrijheidslaan 18, 1078 PJ Amsterdam. KVK 42024441. Email wout@alpacaai.nl. We are responsible for the personal data described on this page. Questions go to that address.

If you book a call through this site

- **What we collect:** your name, your email address and the time you pick, plus your company name and what you want to discuss if you fill those in.
- **What for:** to plan and hold the call and to send you the confirmation. Nothing else.
- **Legal basis:** you asked for the call, so these are steps at your request before a possible agreement (article 6(1)(b) GDPR).
- **How long:** 12 months after the call. If we start working together, your details become part of our client records instead.
- **Where it is stored:** in our booking database (Supabase) and our email (Google Workspace). The booking is processed by our automation tool (n8n).

If we approach your business without prior contact

We build websites for Dutch businesses, and we sometimes approach a business ourselves when its website looks like it could be better. If you receive such an email from us, this is what we know about you, where it comes from and what you can do about it.

- **What we collect:** your company name, the business address, the public business phone number and email address, the address of your website, and the technical results of an automated check of that website, such as loading speed, how it works on a phone and whether the security certificate is valid.
- **Where it comes from:** public business listings on Google Maps, which we retrieve through the service Outscraper, and your own public website. We collect nothing you have not published yourself.
- **What for:** to judge whether we could improve your website, and to send you a personal proposal.

- **Legal basis:** our legitimate interest in offering our services to businesses (article 6(1)(f) GDPR). We weigh that against your interests: we only use business contact details you made public in order to be reachable, and we stop the moment you say so.
- **How long:** 12 months after our last contact. If you object, we delete your details immediately.
- **Sharing:** we do not sell this data and do not pass it on. It sits in the same systems as above.
- **No automated decisions:** the website check is a technical scan. Whether we contact you is decided by a person.

Cookies and statistics

This site sets no tracking cookies. We use Vercel Web Analytics to count visits. It works without cookies and stores no personal data: it records the page, the referring site, the country and the device type, all in aggregate. Fonts are loaded from Google Fonts, which means Google receives your IP address when the font file is requested. Our hosting provider briefly records technical data such as your IP address and the pages requested, for security. Legal basis for both: our legitimate interest in a secure, working website.

Who processes data for us

These providers help us run the site, the bookings and our email. They may only use the data on our instructions:

- **Vercel**, hosting of the website and visitor statistics.
- **Supabase**, our database.
- **n8n**, the automation that handles bookings and sends email.
- **Google Workspace**, email.

Where a provider processes data outside the European Economic Area, it does so under the European Commission's standard contractual clauses.

Your rights

You can ask us at any time to:

- show you the data we have about you (access)
- correct it (rectification)
- delete it
- limit how we use it
- hand it to you in a usable file (portability)
- stop using it (objection)

Objecting to direct marketing is absolute. You never need to give a reason, and we act on it immediately. Replying "nee" or "no" to any email from us is enough: you will not hear from us again

and your details are deleted.

For everything else, email wout@alpacaai.nl. You get an answer within a month. Not happy with how we handle your data? You can complain to the Dutch data protection authority, the [Autoriteit Persoonsgegevens](#).

Changes

We update this statement when the site or the way we work changes. The date at the top tells you when it was last revised.