

ReviewNow

Privacy Policy

Last updated: June 2026

1. Who We Are

ReviewNow is a Belgian SaaS platform that helps local businesses collect more online reviews automatically via WhatsApp. ReviewNow is operated by Teele Tamme (sole trader), based in Belgium.

Contact: info@reviewnow.be · reviewnow.be · Stuivenberg 20, 3140 Keerbergen, Belgium

2. What Data We Collect

From merchants (businesses using ReviewNow):

- Business name and contact email address
- Language preference (Dutch or French)
- Review platform URLs (e.g. Google, Trustpilot)

From end customers (via the merchant):

- First and last name
- Mobile phone number
- Date and time of their visit or appointment
- Content of any reply messages sent in response to review requests (used only to detect opt-outs and forward interested replies to the merchant)

We do not collect payment card data, national ID numbers, or any sensitive personal data.

3. Why We Collect It and Our Legal Basis

We collect and process personal data for the following purposes:

- To send automated WhatsApp review request messages to end customers on behalf of merchants — legal basis: performance of a contract with the merchant, and legitimate interest of the merchant in building their online reputation.
- To monitor incoming replies from end customers in order to detect opt-out requests and forward interested responses to the relevant merchant — legal basis: legitimate interest and compliance with opt-out obligations.
- To manage opt-outs and ensure customers who replied STOP are never contacted again — legal basis: compliance with legal obligations and our legitimate interest in respecting user preferences.

- To send weekly performance reports to merchants — legal basis: performance of a contract.
- To maintain message logs for troubleshooting and compliance — legal basis: legitimate interest.

4. Third-Party Services We Use

We share data with the following trusted third parties, solely to operate the service:

- Twilio (Ireland/USA) and Meta (WhatsApp) — used to deliver automated WhatsApp messages to end customers. Customer phone numbers are transmitted solely for message delivery. Twilio is GDPR-compliant and processes data under a Data Processing Agreement. WhatsApp messages are delivered via Meta's platform, which has its own terms of service.
- Google (Ireland) — Google Workspace infrastructure is used to store and process merchant data. Google is GDPR-compliant and processes data under a Data Processing Agreement.
- Cloudflare (USA) — used for website infrastructure and performance. No personal data is stored by Cloudflare in this context.

We do not sell personal data. We do not share data with advertisers or any other third parties.

5. How Long We Keep Data

- End customer data (name, phone, visit date): deleted after 90 days from the date of entry.
- Message logs and reply content: retained for 90 days for operational and compliance purposes, then deleted.
- Opt-out records: retained indefinitely to ensure opted-out customers are never contacted again.
- Merchant account data: retained for the duration of the merchant's subscription plus 12 months.

6. Your Rights Under GDPR

If you are an end customer who received a WhatsApp message from ReviewNow, you have the following rights:

- Right to opt out: Reply STOP to any WhatsApp message at any time. You will never be contacted again.
- Right of access: Request a copy of any personal data we hold about you.
- Right to erasure: Request deletion of your personal data.
- Right to object: Object to processing based on legitimate interest.
- Right to lodge a complaint: You can complain to the Belgian Data Protection Authority (Gegevensbeschermingsautoriteit / Autorité de protection des données) at www.dataprotectionauthority.be.

To exercise any right, contact us at: info@reviewnow.be. We will respond within 30 days.

7. Cookies

Our website (reviewnow.be) uses only essential cookies necessary for the site to function. We do not use tracking, advertising, or analytics cookies without your consent. No personal data is collected through cookies.

8. Security

We take reasonable technical and organisational measures to protect personal data, including access controls, encrypted connections (HTTPS/TLS), and restricting data access to authorised personnel only.

9. Changes to This Policy

We may update this Privacy Policy from time to time. The latest version will always be available at reviewnow.be/privacy. Merchants will be notified of material changes by email.

10. Contact

For any privacy-related questions or requests:

- Email: info@reviewnow.be
- Website: reviewnow.be
- Address: Stuienberg 20, 3140 Keerbergen, Belgium
- KBO: 1015.052.738