Privacy policy

Last updated on 28/10/2026

This is an automatic translation of the Dutch original. In case of any discrepancy, the Dutch version is legally binding.

Privacy policy

1. General

JAAN BV, hereinafter “JAAN”, with registered office at Zelzatestraat 61, 9960 Assenede and with company number 0894.248.245, is responsible for the processing of your personal data on the websites www.jaan.be,

www.smsbox.be, www.www4.be and www.2mail.eu, hereinafter “Websites”.

When you provide us with your personal data, you agree that these data will be processed in JAAN’s databases.

We always take the greatest care of your personal data and undertake to comply with all applicable Belgian legal rules in this regard.

JAAN as processor

Where you, as a customer, process personal data of your own customers, contacts or users through our services (for example via web hosting, a VPS, Smsbox or 2mail), you are the controller and JAAN acts as processor. Such processing takes place exclusively in accordance with your instructions and JAAN's Data Processing Agreement, available at jaan.be/verwerkersovereenkomst. This privacy policy only describes how JAAN itself, as controller, handles the data of its customers, website visitors and contact persons.

2. Personal data collected

2.1 You may, among other things, provide us with the following data via a registration form on our Websites:

- E-mail address
- Surname and first name
- Address details

2.2 The following data may possibly be collected automatically during your visit:

Certain data are collected via cookies; see below for more information about our Cookie Policy.

Certain data may be collected without being stored in cookies. They can only be read by JAAN during your visit to our Websites. This concerns the TCP/IP address, browser type and last visited internet page.

3. Purposes of the processing

3.1 General purposes

Your personal data are collected in order to:

- Create and manage your account on our Websites,
- Improve the technical quality and content of the Websites,
- Send e-mails or other electronic or paper messages containing relevant information,

- Deliver newsletters,
- Serve, in the form of anonymised data, as a basis for compiling statistics.
- Prevent fraud and secure our services (legitimate interest): JAAN records the IP address, time and result of logins and API calls on its platforms, continuously monitors the use of its systems, blocks suspicious access and keeps lists of fraudulent transactions and users. Cases detected automatically are always reviewed by a staff member before a final decision is taken; you can contest a block via support@jaan.be.

3.2 Direct marketing and disclosure to third parties

Your personal data are kept strictly confidential and are not used for direct marketing purposes, unless we have obtained your explicit prior Consent to do so (“opt-in”) upon your registration.

JAAN does not sell or rent out your data and does not share them with third parties for their own purposes. JAAN does, however, use processors that act exclusively on JAAN's behalf: the LCL data centre (Diegem) for the physical hosting of our servers, our payment provider Mollie B.V. (Amsterdam) for processing payments, and Google Ireland Limited for Google Analytics, only where you give your consent for this via the cookie banner. Google Analytics processes usage data that are not fully anonymous; you can withdraw that consent at any time.

Transfers outside the EEA

JAAN does not transfer your data to countries outside the European Economic Area. Only where you, as a customer, use the Smsbox WhatsApp Business service are message data processed by WhatsApp Ireland Limited, which transfers data to the United States on the basis of the EU-U.S. Data Privacy Framework. This is described in Annex C to the Data Processing Agreement.

You have the right to unsubscribe from marketing communications that we may send you at any time. You can exercise this right by clicking on the “update your preferences”, “unsubscribe” or “opt-out” link in the marketing e-mails we send you. If you wish to opt out of other forms of marketing, you can contact us by e-mail at privacy@jaan.be.

This Consent may also be withdrawn at any time, without justification and free of charge, by sending an e-mail to privacy@jaan.be.

3.3 Complaint

You can lodge a complaint with the Belgian Data Protection Authority (GBA/APD), Persstraat 35, 1000 Brussel, contact@apd-gba.be, www.gegevensbeschermingsautoriteit.be.

4. Data retention period and legal basis (bases) of the processing

JAAN does not retain your data for longer than necessary for the purpose for which they were collected, and for as long as a legal, tax or accounting obligation so requires. The specific retention periods per service and data type can be found at jaan.be/data-retentie.

5. Updating or deleting data

You have the right to access your personal data at any time free of charge, to modify or delete them, by sending an e-mail to privacy@jaan.be or by letter to the address stated in article 1 of this Privacy Policy.

To protect your privacy and security, we may also take reasonable steps to verify your identity before you update or delete information. The information you provide to us may be periodically archived or stored by us in accordance with the backup processes carried out in the ordinary course of business for disaster recovery purposes.

The ability to access or correct your information may be temporarily restricted:

- Where it would inhibit JAAN’s ability to investigate, make or defend legal claims. This may result in the disclosure of personal information about a third party (e.g. judicial authorities)

- In the event of a breach of contract or disclosure of trade secrets or other business information of JAAN.

You are entirely free to decide whether or not to provide us with your personal data. You should, however, be aware that certain services may be refused if you do not complete your personal data on the registration form, and that you alone are responsible for the accuracy of the data you provide to us.

You may exercise your right to object to the processing of your personal data on serious and legitimate grounds by sending an e-mail to privacy@jaan.be

You may not, however, object to the processing of your personal data if this is necessary for the performance of the contractual obligations.

You also have the right to restriction of processing, to data portability and to object to the processing. JAAN will respond to your request within one month of receipt; that period may be extended by two months in the case of complex or numerous requests, in which case you will be informed thereof within the first month. JAAN may ask you to prove your identity.

6. Security and confidentiality

JAAN processes all data on its own servers in Belgium, at LCL Datacenter in Diegem and in JAAN's data centre in Zelzate. Connections to our websites and services are encrypted (TLS). Access to systems is restricted to authorised staff members with personal accounts and is subject to a duty of confidentiality. Databases are replicated across two locations and backed up daily. The technical and organisational measures are described in detail in Annex B to the Data Processing Agreement. No transmission over the internet is completely secure; JAAN therefore cannot guarantee absolute security.

Under no circumstances can we be held liable for any direct or indirect damage resulting from erroneous or unlawful use of the personal data by a third party.

In the event of a personal data breach that poses a risk to your rights and freedoms, JAAN will notify you personally. Customers for whom JAAN acts as processor will be notified within twenty-four (24) hours of the incident being identified, as provided for in article 12.2 of the general terms and conditions and article 10 of the Data Processing Agreement.

We wish to inform you that the Websites may contain links, hyperlinks or references to other sites, which we do not control and to which this Privacy Policy does not apply. These sites are not managed by us.

7. Applicable law and jurisdiction clause

This Privacy Policy shall be governed by, interpreted and performed in accordance with Belgian law, which shall apply exclusively to any potential dispute.

The courts of Ghent shall have exclusive jurisdiction to rule on any dispute that may arise from the interpretation or performance of this Privacy Policy.

8. Acceptance

By visiting the Website and/or creating a profile, you accept all provisions of this Privacy Policy and agree that we collect and process your personal data in accordance with this Privacy Policy.

9. Amendments

JAAN reserves the right to amend this Privacy Policy. Amendments will always be published on our Websites prior to their entry into force. It is advisable to consult this Policy regularly so that you are aware of these amendments.

COOKIE POLICY

1. General

JAAN BV, hereinafter “JAAN”, with registered office at Zelzatestraat 61, 9960 Assenede and with company number 0894.248.245, is responsible for the content of the websites www.jaan.be, www.smsbox.be, www.www4.be and www.2mail.eu, hereinafter “Websites”.

2. Cookies

2.1. Information about our use of Cookies

Our Websites use cookies and similar technologies to distinguish your usage preferences from those of other users of our Websites. This helps us to provide you with a better user experience when you visit our Websites and also allows us to optimise our Websites.

As a result of recent legislative changes, all Websites are required to ask for your consent for the use or storage of cookies and similar technologies on your computers or mobile devices. This Cookie Policy provides you with clear and complete information about the cookies we use and their purpose. Please read our Cookie Policy carefully to take note of the privacy & cookie rules applicable to the Websites.

For further information about this Cookie Policy, you can contact us via privacy@jaan.be.

2.2. What is a cookie?

A cookie is a small text and number file that we store in your browser or on your computer’s hard drive. In this way, we can remember your preferences when using our Websites.

As soon as you visit our Websites, your consent will be requested for the placement of the various cookies we use.

2.3. Your consent

On your first visit to our Websites, you will be asked to accept the cookies we place.

2.4. Changing your browser settings

We would point out that web browsers allow you to change your cookie settings. These settings can usually be found in the ‘Options’ or ‘Preferences’ menu of your web browser. To better understand these settings, the following links may be useful. Otherwise, you should consult the ‘Help’ function in your web browser for more details.

2.5. Which cookies do we use on our Websites:

Necessary cookies enable users to navigate through a website and use the website’s functions, for example when logging in to your account.

Performance cookies collect data about the use of a website, such as the number of visitors, the time visitors spend on a web page and error messages. We use, among others, Google Analytics (ensures the collection of data about the use of our website and the compilation of visitor statistics - How Google uses data when you use our partners’ sites or apps).

Functional cookies increase the user-friendliness of a website by remembering your choices (e.g. language preferences, region, login).

3. Applicable law and jurisdiction clause

This Cookie Policy shall be governed by, interpreted and performed in accordance with Belgian law, which shall apply exclusively to any potential dispute.

The courts of Ghent shall have exclusive jurisdiction to rule on any dispute that may arise from the interpretation or performance of this Cookie Policy.

4. Acceptance

By the simple fact of visiting the Websites, you accept all provisions of this Cookie Policy and agree that we collect and process your personal data in accordance with this Cookie Policy.