

Privacy & Cookie Policy

Last updated: 08-05-2026

1. Introduction

Welcome to [Qualytic](#)

Qualytic is a software platform designed to support qualitative research and Gioia methodology analysis. This Privacy & Cookie Policy explains what information we collect, how we use it, how we protect it, and how we use cookies on the platform.

By using Qualytic, you agree to this policy.

2. Who We Are

Qualytic
Based in the Netherlands
Email: jan@qualytic.app

3. Information We Collect

Account Information

When creating an account, we may collect:

- Name
- Email address
- Password (stored securely in hashed form)

Research & Project Data

Users may upload or create:

- Interview transcripts
- Documents
- Codes, themes, and dimensions
- Notes and research materials
- Exported visuals and reports

Technical & Usage Data

We may automatically collect:

- IP address
- Browser type
- Device information

- Session data
- Login timestamps
- Error logs
- Usage analytics

Payment Information

If payments are introduced in the future, payment processing may be handled by third party providers such as Stripe or Mollie.

Qualytic does not store full payment card details on its own servers.

4. How We Use Information

We use collected information to:

- Provide and maintain the platform
- Authenticate users
- Store and manage projects
- Generate exports and visualizations
- Improve platform performance and stability
- Detect abuse, fraud, or technical issues
- Respond to support requests
- Improve the user experience

5. Legal Basis for Processing

Under the General Data Protection Regulation (GDPR), we process data on the basis of:

- Performance of a contract
- Legitimate interests
- Legal obligations
- User consent where required

6. Research Data & Confidentiality

Research data uploaded to Qualytic remains the property of the user.

Qualytic does not sell research data and does not use uploaded research materials to train public AI models.

Uploaded projects and documents are treated as private and confidential.

Users are responsible for ensuring that uploaded materials comply with applicable privacy laws, research ethics requirements, and anonymization obligations where necessary.

7. Data Sharing

We do not sell personal data.

We may share limited data with trusted third party providers required to operate the platform, including:

- Hosting providers
- Database providers
- Analytics providers
- Email providers
- Payment providers (if enabled in the future)
- AI or transcription providers (if enabled)

These providers only process data as necessary to deliver their services.

8. Data Storage & Security

We implement reasonable technical and organizational security measures, including:

- HTTPS encryption
- Secure password hashing
- Access restrictions
- Server security protections
- Monitoring and logging
- Regular backups

While we take security seriously, no online service can guarantee absolute security.

9. Data Retention

We retain data only as long as necessary for the purposes described in this policy.

This may include:

- Account data while the account remains active
- Project data until deleted by the user
- Temporary backups after deletion
- Security and technical logs for a limited period

Users may request deletion of their account and associated data.

10. User Rights

Under GDPR, users may have the right to:

- Access their personal data
- Correct inaccurate data
- Request deletion of data
- Restrict processing
- Object to processing
- Request data portability
- Withdraw consent where applicable

Requests can be submitted to:

jan@qualytic.app

Users also have the right to file a complaint with their local data protection authority.

11. Cookies

Qualytic uses cookies and similar technologies to ensure the platform functions correctly and to improve the user experience.

What Are Cookies?

Cookies are small text files stored on your device when visiting a website.

They help websites remember preferences, maintain sessions, and analyze usage.

Types of Cookies We Use

Essential Cookies

These cookies are necessary for the platform to function properly.

Examples include:

- Login/session authentication
- Security protection
- Saving user preferences

Without these cookies, parts of the platform may not work correctly.

Analytics Cookies

We may use analytics tools such as Google Analytics to understand:

- Website traffic
- Visitor behavior
- Platform performance
- Usage trends

This information helps improve Qalytic.

Analytics data may include:

- Pages visited
- Session duration
- Browser/device type
- Approximate geographic region

Cookie Consent

By continuing to use Qalytic and clicking “Accept” on the cookie banner, you consent to the use of cookies described in this policy.

You can also manage or delete cookies through your browser settings.

Managing Cookies

Most browsers allow users to:

- View stored cookies
- Delete cookies
- Block cookies
- Configure cookie preferences

Disabling certain cookies may affect functionality of the platform.

13. Changes to This Policy

We may update this Privacy & Cookie Policy from time to time.

Updates will be posted on this page with a revised date.

Continued use of the platform after updates become effective constitutes acceptance of the revised policy.

15. Contact

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