Privacy statement

Last updated: 30 October 2026

The Collection is the rental collection of The Citydressers BV. This statement explains which personal data we collect through thecollectionrental.com and our rental process, why we do that, who helps us, and what you can ask of us.

Who we are

The Citydressers BV, Pazzanistraat 11, 1014 DB Amsterdam, the Netherlands. Chamber of Commerce (KvK) 96195312.

We are the controller for the personal data described here. Questions about privacy go to **hello@thecollectionrental.com**.

What we collect and why

When you send a rental request

Your name, email address, phone number, whether you book as a business or a private client, your company name, your address, the delivery address and time slot if you want delivery, your message, and the objects and dates you chose. We use this to check availability, prepare a quote and contact you about your request. Legal basis: taking steps at your request before entering into a contract.

When you receive and sign a quote

We send the quote by email with a personal link. We record when the quote is first opened. When you sign, we store the name you type, your drawn signature, the date and time, your IP address and your browser type, so we can show who signed what and when. Legal basis: performing the contract, and our legitimate interest in being able to prove an agreement.

When you rent from us

Booking details, delivery and pick-up arrangements, deposits, invoices and payments, and any damage reports on returned objects. For business clients we look up public company details in the Dutch Chamber of Commerce register. Legal basis: performing the contract, and our legal obligation to keep financial records.

When you email or call us

What you send us and our replies. Legal basis: our legitimate interest in answering you.

When you visit the website

See Cookies and similar technology below.

We don't sell personal data, and we don't make decisions about you by automated means alone.

Cookies and similar technology

When you first visit, we ask what you allow. Nothing optional is placed until you choose. "Reject all" is as easy as "Accept all", and you can change your choice at any time under **Cookie settings** in the footer. We ask again after twelve months.

Necessary (always on)

These are stored in your own browser and never sent to anyone else.

- tc:consent (local storage): remembers your cookie choice. Kept for 12 months.
- tc-request-cart:v1 (local storage): keeps the objects in your request between visits. Kept until you send the request or clear your browser.

- tc:intro-seen (session storage): plays the opening animation once per visit. Kept until you close the tab.

Analytics (only with your consent)
Visit statistics through Google Analytics, loaded via Google Tag Manager, so we can see which pages work.

- _ga, _ga_* (Google): tell visits apart and count pages viewed. Kept for up to 2 years.

Marketing (only with your consent)
Measuring and tailoring our ads on Google and Meta (Facebook and Instagram). We share which objects you viewed, which you added to a request, and that a request was sent. When you send a request with marketing allowed, your email address and phone number go along in scrambled form (a SHA-256 hash, made in your browser), so Google and Meta can match the request to an ad without receiving the readable values. Our advertising partners Wildebeast Media and NITRO Amsterdam manage these campaigns for us.

- _gcl_au, _gcl_aw (Google Ads): link a visit to an ad click and measure conversions. Kept for 90 days.
- _fbp, _fbc (Meta): link a visit to an ad and measure conversions. Kept for 90 days.

Without your consent, Google Tag Manager still loads, but Google Consent Mode tells every tag that storage is denied, so no analytics or advertising cookies are set and personal data is redacted.

Without cookies
- **Umami** counts page views without cookies and without storing your IP address or any other identifier. Nothing in it can be traced back to you, so it runs without asking.
- **Videos** play through Mux with its cookies and viewer tracking switched off.
- **Fonts** are served from our own site, not from Google.

Who helps us
We use these services to run the website and the rental process. Each one processes data only on our instructions, under a data processing agreement.

- **Vercel** hosts the website (EU, Frankfurt).
- **Supabase** stores requests, bookings, quotes and photos of objects (EU, Frankfurt).
- **Sanity** manages the website's texts and images and holds no visitor data (EU / US).
- **Resend** sends emails such as request confirmations and quotes (US).
- **Moneybird** handles invoicing and bookkeeping (Netherlands).
- **KvK** (Chamber of Commerce) supplies public company details of business clients (Netherlands).
- **Umami** provides cookieless visit statistics (EU).
- **Mux** streams videos (US).
- **Google** (Tag Manager, Analytics, Ads) handles analytics and ad measurement, only with your consent (EU / US).
- **Meta** (Facebook, Instagram) handles ad measurement, only with your consent (EU / US).

Google and Meta also act as controllers for what they do with ad data themselves; their own privacy policies apply to that. Where data goes to the United States, the provider is certified under the EU-US Data Privacy Framework or we rely on the European Commission's standard contractual clauses.

How long we keep data
- **Requests that don't become a booking:** 2 years after the last contact, then deleted.
- **Bookings, signed quotes, invoices and payment records:** 7 years, the Dutch statutory period for financial records.
- **Emails:** as long as needed to handle your question, or as part of the booking record above.
- **Cookies:** see Cookies and similar technology above.

Your rights

Under the GDPR (in Dutch: AVG) you can ask us to:

- show you the personal data we hold about you;
- correct it;
- delete it, unless we have to keep it by law;
- restrict how we use it, or object to its use;
- give it to you, or to another party, in a common file format.

You can withdraw consent at any time under Cookie settings; that doesn't affect what happened before. Send requests to **hello@thecollectionrental.com**. We reply within one month and may ask you to confirm who you are first.

If you're unhappy with how we handle your data, please tell us. You can also file a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens), autoriteitpersoonsgegevens.nl.

Security

Data travels encrypted (HTTPS), access to our booking system is limited to our own staff with personal logins, and our providers store data encrypted.

Changes

We update this statement when our website or processes change. The date at the top shows the latest version. If a change affects what you agreed to, we'll ask you again.