ROLLUPEUROPE CUSTOMER PRIVACY NOTICE

Controllers: Buy and Hold Limited and Buy and Hold Latvia SIA

This privacy notice tells you what to expect us to do with your personal information.

It applies when you visit our website, subscribe to our content, attend our events or webinars, apply for or participate in the Rollup Bootcamp (Bootcamp), interact with our community spaces, or otherwise use our products and services.

For Bootcamp participants, the controller is the entity you contract with under the Bootcamp Terms. Other Group Companies may support delivery of the Bootcamp and may process your personal data as processors. For newsletters, website use, webinars, the controller is Buy and Hold Latvia SIA. For events, the controller is the entity that sold the tickets.

Contact details

Email: info@rollupeurope.com

Who we are / controllers

- Buy and Hold Limited, a company incorporated in England with company number 14848394 and registered office at Piccadilly Business Centre, Aldow Enterprise Park, Manchester, England, M12 6AE.

- Buy and Hold Latvia SIA, a Latvian company with registration number 40203585854 and registered office at Krāslavas nov., Krāslava, Lielā iela 18 - 50, LV-5601, Latvia.

- For the Bootcamp, part of the course may be delivered by our Swiss group company, Cauma Group GmbH, which may receive participant information and Bootcamp materials where needed to deliver teaching, mentoring, feedback, operations or administration.

In this notice, “Group Companies” means Buy and Hold Limited, Buy and Hold Latvia SIA, Cauma Group GmbH, and any other company under common ownership or control with them.

What information we collect, use, and why

We collect or use the following information to provide and improve products and services for customers, subscribers, event attendees and Bootcamp applicants/participants, including for organising events and enabling networking, assessing applications, delivering the Bootcamp and improving our services:

- Names and contact details
- Professional information, including role, company or project, LinkedIn page, company website, professional biography and relevant experience
- Application and assessment information, including Bootcamp application answers, interview notes, eligibility information, cohort-fit assessments and approval/rejection records
- Bootcamp participation information, including attendance, questions, comments, chat messages, feedback, Slack/Notion/community profile information and peer-group participation

- Participant materials if these include data that qualify as personal data, including pitch decks, business plans, acquisition theses, investor materials, and other materials you submit or discuss during the Bootcamp
- Transaction data, including details about payments to and from you, location of payment and details of products and services you have purchased
- Technical and usage data, including information about how you interact with and use our website, email communications, products, Bootcamp platforms, recordings, community spaces and services
- Participation in events, webinars, interviews, sessions, peer groups and Bootcamp activities
- Interests and preferences
- Communication information, including messages, meeting notes, call notes, compliments, complaints and other feedback about our events, Bootcamp and services
- Marketing preferences
- Video recordings, including recordings of events, webinars, Bootcamp sessions and participant calls
- Audio recordings, including calls, webinars and Bootcamp sessions
- Photos and screenshots, including those taken at events, webinars or Bootcamp sessions
- Records of meetings, interviews, feedback, decisions and introductions
- Website user information and cookie/analytics information where applicable

We collect or use the following personal information for marketing purposes, including to send newsletters, promote events, promote the Bootcamp, promote Group Companies' services and products, and, where permitted, promote relevant services and products of marketing partners and sponsors. You can unsubscribe from marketing emails by using the unsubscribe link or by emailing info@rollupeurope.com:

- Names and contact details
- Professional information, including role, company/project and LinkedIn profile
- Marketing preferences
- Participation in events, webinars and the Bootcamp
- Communication information, feedback and areas of interest
- Photos, screenshots, video and audio recordings where we have an appropriate lawful basis or consent for marketing use

We collect or use the following personal information for research, service improvement and community analysis purposes:

- Names and contact details
- Professional information, company/project details and website
- Purchase, subscription, event and Bootcamp participation history
- Application, interview and feedback information
- Communication information, complaints and support requests
- Records of meetings, decisions, course engagement and service outcomes

We collect or use the following personal information to comply with legal requirements:

- Name
- Contact and billing information
- Customer, subscription, event or Bootcamp account information
- Payment, tax, accounting and invoicing records
- Records needed to respond to data subject requests, complaints, disputes, regulatory requests or legal claims
- Any other personal information required to comply with legal obligations

We do not intentionally collect or process special category personal data. Please do not provide special category personal data.

Lawful bases

We rely on different lawful bases depending on why we use your personal information.

- **Bootcamp applications and enquiries:** we rely on pre-contractual steps, contract, and our legitimate interests in assessing applications, managing admissions and creating suitable cohorts.
- **Bootcamp delivery, customer services, events and webinars:** we rely on contract where processing is necessary to provide the relevant service, event or Bootcamp, and on legitimate interests where processing is necessary for administration, operations, safety, service improvement, community management and record-keeping.
- **Payments, tax, accounting and legal compliance:** we rely on contract and legal obligation.
- **Newsletters and marketing:** we rely on consent where required by law. Where permitted by applicable law, we may rely on legitimate interests.
- **Photos, recordings and public marketing use:** we rely on contract or legitimate interests for recordings needed to deliver or improve events, webinars and the Bootcamp. We rely on consent via event or Bootcamp Terms where required for public marketing use of identifiable images, audio, video or testimonials.
- **Research, analytics and service improvement:** we rely on legitimate interests, and on consent where required for non-essential cookies or similar technologies.
- **Legal claims, disputes and regulatory matters:** we rely on legitimate interests and legal obligation.

Where we get personal information from

- Directly from you
- Publicly available sources
- Our Group Companies, their marketing partners, event sponsors and partners, and referral partners
- Create it ourselves (e.g. by taking photos or videos at events, recording webinars or Bootcamp sessions, taking notes of interviews and meetings, assessing applications, creating attendance records and generating platform usage records)

How long we keep information

We will only retain your data for as long as necessary to fulfil the purposes for which it is collected under this privacy notice, including providing events and the Bootcamp, maintaining appropriate records, resolving disputes, complying with legal, accounting, tax and reporting requirements, and enforcing our terms.

As a general guide, we keep marketing records until you unsubscribe or object, plus a limited suppression record to make sure we respect your choice. We keep Bootcamp application and participation records for as long as needed to deliver the Bootcamp and manage alumni, legal, tax and dispute records. Accounting, payment and tax records are normally kept for the period required by applicable law. Recordings are kept for the period needed to provide access to participants and for legitimate business purposes, unless a longer period is required for legal, dispute or compliance reasons.

Who we share information with

- Group Companies, including Buy and Hold Limited, Buy and Hold Latvia SIA and Cauma Group GmbH
- Bootcamp cohort participants, where we may share names, professional details, Slack/community profiles, LinkedIn profiles, short bios, project/company details and information you choose to share for networking and peer-learning purposes
- Speakers, mentors, advisers, operators and supporting investors involved in events or the Bootcamp, where reasonably needed to deliver sessions, feedback, introductions, mentoring, assessment or community activities
- Data processors and service providers, including Google, Airtable, Stripe, Slack, Notion, Zoom, email tools, analytics tools and other third-party processors we use to collect, store, analyse, communicate, deliver and administer our services
- Professional and legal advisers of Group Companies
- Marketing partners and event sponsors (you can opt out of this on the registration form)
- Event attendees, if you have consented to this
- Ticketing providers and event platforms
- Payment processors
- External auditors, accountants and tax advisers
- Organisations we are legally obliged or permitted to share personal information with, including law enforcement agencies, regulators, courts and public authorities
- Publicly on our website, social media or other marketing and information media, only where we have an appropriate lawful basis and, where required, your consent
- Professional consultants and operational contractors
- Transaction partners in connection with a sale, merger, reorganisation, investment or transfer of all or part of our business or assets
- Potential employers or opportunity providers only where you have asked us to make an introduction or have consented to the sharing
- We may also share participant materials, such as pitch decks, acquisition theses, target criteria and questions, with speakers, mentors, advisers, supporting investors and relevant Group Companies where this is reasonably needed to deliver Bootcamp teaching, feedback, mentoring or introductions

International transfers of personal data

We may transfer personal information between the UK, the EEA, Switzerland and the US, including where Group Companies, speakers, mentors, investors or service providers are located in those countries.

When doing so, we comply with applicable UK GDPR and EU GDPR requirements and make sure appropriate safeguards are in place where required.

How the transfer complies with data protection law: the country may be covered by UK adequacy regulations, an EU adequacy decision or another recognised transfer mechanism; otherwise we use appropriate safeguards such as the UK International Data Transfer

Agreement/Addendum, EU standard contractual clauses, processor terms, transfer risk assessments and other measures required by applicable law.

Where necessary, our data processors and platforms may process personal information outside the UK, EEA or Switzerland, including in the US. We require them to use appropriate safeguards where required.

Your data protection rights

Under UK data protection law and EU GDPR, we must have a lawful basis for collecting and using your personal information. You can see further information about that above in this document.

Which lawful basis we rely on may affect your data protection rights. Depending on the circumstances and applicable law, your rights may include:

- Your right of access - You have the right to ask us for copies of your personal information and certain information about how we process it.
- Your right to rectification - You have the right to ask us to correct personal information you think is inaccurate or incomplete.
- Your right to erasure - You have the right to ask us to delete your personal information in certain circumstances.
- Your right to restriction of processing - You have the right to ask us to limit how we use your personal information in certain circumstances.
- Your right to object to processing - You have the right to object to processing based on legitimate interests and to direct marketing.
- Your right to data portability - You have the right to ask that we transfer certain personal information you gave us to another organisation, or to you, in a structured, commonly used and machine-readable format.
- Your right to withdraw consent - Where we use consent as our lawful basis, you have the right to withdraw your consent at any time. This will not affect the lawfulness of processing before withdrawal.
- Rights relating to automated decision-making - We do not currently make decisions based solely on automated processing that produce legal or similarly significant effects for you.

If you make a request, we must respond to you without undue delay and in any event within one month, subject to any permitted extensions or exemptions.
To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

Cookies and similar technologies

We use cookies and similar technologies on our website and in some email communications. Some are necessary for the website to work; others help us understand usage, improve services and measure marketing performance. Where required by law, we will ask for your consent before using non-essential cookies or similar technologies.

Third party links

We may include links to third-party websites, platforms and applications, including Slack, Notion, Zoom, Google, Stripe, Eventbrite and other tools. By clicking on third-party links or using third-party platforms, you may allow third parties to collect or share data about you. We do not control those third parties and you should review their privacy notices and terms.

How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us by emailing info@rollupeurope.com.
If you remain unhappy after raising a complaint with us, you can complain to the supervisory authority relevant to the controller and your location. For the UK, this is the ICO. For Latvia, this is the Data State Inspectorate. If you are in another EEA country, you may also complain to your local supervisory authority.

Websites for more information: https://www.ico.org.uk/make-a-complaint and https://www.dvi.gov.lv/en/rights-data-subject

Changes to this notice

We may update this privacy notice from time to time. When we make material changes, we will take reasonable steps to bring them to your attention, for example by posting the updated notice on our website or notifying affected users. We will not rely on your continued use of our website or services as consent where consent is required by law.

Last updated
20 May 2026