Data retention

Last updated on 30/10/2026

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

a) Official mailing sent to our subscribed customers on Thursday 17 May 2018

Dear customer,

As part of our GDPR readiness, we are implementing a data retention scheme at Smsbox.be. ‘Data’ means personal data collected and / or generated by Smsbox.be for the provision of communication services, including detail record data, etc. Our aim is to ensure that we only retain data long enough to give customers access to it in order to enable their business activities, but not for any longer period when it no longer serves any purpose.

Storing data and providing access to it for our customers serves a number of purposes:

- Diagnosing problems (for example the delivery of an SMS message)
- Viewing/downloading bulk communication records for statistics or reconciliation
- Simplifying the implementation of data retention for our customers

We are introducing a retention period of thirteen months for all communication files containing personal data.

Please note that while your data is retained on the Smsbox.be platform, you can access it in the following ways:

- The Smsbox.be customer dashboard: https://www.smsbox.be/cp

This takes effect on Monday 21 May 2018. All records **older than thirteen months** will be automatically deleted/anonymised from/on the Smsbox.be platform and the above methods can no longer be used to access the data.

If you believe that your records should be retained for a longer period, please contact us before 21 May 2018 for advice at support@smsbox.be

b) Official mailing sent to our subscribed customers on Thursday 24 May 2018

Dear customer,

As of 25 May, we will only keep the “active” users in our database in order to comply with the new GDPR legislation.

What do we mean by active users?

By “active user” we mean an account that has used our services or made a purchase in the past 24 months on our websites www.jaan.be or www.smsbox.be

The concept of 'active user' applies to every type of account (whether normal accounts, super accounts) , reseller or sub-account).

When does an account become inactive and when is it deleted?

Accounts that have not purchased any service within 24 months after the last SMS credit or purchased subscription expires are considered inactive.

With regard to the sub-accounts and customers of resellers, the users are considered "inactive users" after 24 months from the last SMS or e-mail sent and / or the last activation of a service.

All accounts and sub-accounts that are considered inactive will be automatically deleted from the database. You will receive an e-mail 30 days before the deletion and may request an export of your data until then.

What do you need to do?

It is important that super accounts or resellers immediately inform their sub-accounts or customers of the introduction of this legislation affecting their accounts.

In the event that one of your accounts or sub-accounts is deleted but you wish to keep it active, it is sufficient to simply continue using our services. If your account is inactive and you want it to be permanently deleted, you do not need to do anything.

c) Retention periods per service

The periods below apply for as long as your service is active. After a service ends, JAAN erases all data of that service, including back-ups in accordance with their normal rotation, within 90 days, unless you request their return in writing in advance or a statutory retention obligation applies.

Service / data type	Retention period	Afterwards
Smsbox – message content, numbers, delivery reports	13 months, or earlier at your request	Automatically erased or anonymised (number, name and content irreversibly removed; only technical and statistical data remain)
Data erased by you (recovery period)	7 days after erasure; recoverable on request	Permanently erased or anonymised
Smsbox and 2mail database back-ups	Daily; retained for 30 days	Overwritten by rotation; back-ups are not modified upon erasure, the data disappear through the rotation
Smsbox – STOP/block list (reply option via shortcode 8676)	For as long as the service is active	Erased when the service ends; can be exported beforehand
2mail – contact lists	Until you delete them	Erased immediately; removed from back-ups in accordance with the rotation
2mail – campaigns, sending logs, opens and clicks	13 months	Statistics anonymised
2mail – bounce and unsubscribe list	For as long as the service is active	Erased when the service ends
Web hosting – website, databases, mailboxes	For as long as the account is active	Erased when the service ends
Web hosting – back-ups made by JAAN	Daily; retained for 60 days	Overwritten by rotation; not an archive
Web hosting – your own back-ups in InterWorx (max. 2, fair use policy)	For as long as you keep them	Erased when the service ends
VPS or dedicated server – disk contents	For as long as the service is active	VM erased, or disks securely wiped or destroyed, respectively, when the service ends
VPS or dedicated server – back-ups (option)	Daily or weekly, the most recent 4 retained each time	Overwritten by rotation
VPS – disk snapshots (option)	1× or 2× per day, the most recent 4 retained each time	Overwritten by rotation

Server, web, mail and security logs	Limited per application to what is necessary for security, troubleshooting and legal obligations; a few days for shared hosting, never longer than 12 months	Automatically rotated and erased
Smsbox – API and gateway logs, incl. IP address of the caller	13 months	Erased or anonymised
Customer accounts and sub-accounts, incl. contact lists and block lists	24 months after last use or purchase; you will receive an e-mail 30 days in advance	Automatically erased; back-ups through rotation within 90 days
Invoices and accounting records	Statutory period (VAT and accounting legislation)	Erased once expired