

## Privacy Policy January 2025

The Academy of Understanding is a subsidiary of the BegripsAcademie BV, situated in Utrecht, The Netherlands. The BegripsAcademie BV can be reached through phone: +31(0)681001374 or e-mail: info@begripsacademie.nl and is located on Brugsteeg 24, 3582AZ Utrecht, the Netherlands. The Data Protection Officer is ms Miriam Zwaan, phone: +31-(0)653813896.

Users can be students, employees, members of a community or any other person interested in or making use of our online and offline courses or visiting our websites.

Effective Date: 01-05-2024

### 1. Introduction

The Academy of Understanding ("we," "us," "our") is committed to protecting your privacy. This Privacy Policy outlines how we collect, use, disclose, and safeguard your personal data in compliance with the [General Data Protection Regulation \(GDPR\)](#), the [Dutch General Data Protection Regulation Implementation Act \(UAVG\)](#), and other applicable data protection laws.

### 2. Scope of this policy

This Privacy Policy applies to all personal data we collect from individuals who interact with our services, including our online and offline educational and training programs and our websites.

### 3. Data we collect

We collect the following categories of personal data:

- Identification Data: Name and contact details for educational and training programmes (email, phone number) and for our webshop (email, address).
- Educational Data: Enrollment details, course progress, certifications, and assessment results.
- Payment Data: Payment and billing information for course enrollment.
- Technical Data: we do not collect technical data which is relatable to unique visitors (only to country)
- Communication Data: Emails, messages, or other communications with us.

#### 4. How we use your data

We process personal data for the following purposes:

- To provide educational and training services.
- To manage enrollments and certifications.
- To process payments and invoices.
- To improve our programs and services.
- To communicate with participants regarding courses, updates, and support.
- To communicate with customers of our web shop regarding sales and support.
- To comply with legal obligations.

#### 5. Legal basis for processing

We process your personal data based on the following legal grounds:

- Contractual necessity: When processing is required to fulfill our agreement with you.
- Legal obligation: When we are required by law to process your data.
- Legitimate interests: When processing is necessary for the improvement of our services.
- Consent: When you provide explicit consent for certain uses of your data (e.g., marketing communications).

#### 6. Data sharing and third parties

We do not sell or rent your personal data. We may share your data with:

- Service Providers: IT, payment processing, and educational platform providers.
- Legal Authorities: When required by law.
- Affiliated Institutions: In cases where course accreditation or certification requires data sharing.

#### 7. Data Retention

We retain personal data only for as long as necessary to fulfill the purposes outlined in this policy or as required by law. After this period, data will be securely deleted or anonymized.

## 8. Data security

We implement appropriate technical and organizational measures to protect personal data from unauthorized access, loss, or misuse.

## 9. Your Rights

Under the GDPR, you have the following rights:

- Access: Request a copy of your personal data.
- Rectification: Request corrections to inaccurate data.
- Erasure: Request deletion of your data under certain conditions.
- Restriction: Request restriction of data processing.
- Objection: Object to data processing based on legitimate interests.
- Data Portability: Request transfer of your data to another entity.

To exercise these rights, contact us at [info@academyofunderstanding.com](mailto:info@academyofunderstanding.com).

## 10. Cookies and tracking

Our website uses cookies to enhance user experience.

## 11. International data transfers

If we transfer personal data outside the European Economic Area (EEA), we ensure appropriate safeguards are in place to comply with data protection laws.

## 12. Updates to this policy

We may update this Privacy Policy from time to time. The latest version will always be available on our website.

## 13. Contact Information

For any questions regarding this Privacy Policy, please contact us:

Academy of Understanding

Address: Brugsteeg 24, 3582AZ, Utrecht

Email: [info@academyofunderstanding.com](mailto:info@academyofunderstanding.com)

If you believe your data protection rights have been violated, you have the right to lodge a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens).

Last Updated: 29-01-2025