

## Privacy Statement and Cookie Policy

Creating Insights, headquartered at Nassauplein 25 in The Hague, is responsible for the collection of personal information as laid down in this privacy statement.

### Contact details

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### Which personal information do we collect?

Creating Insights collects, processes and retains your personal information because you use our services and/or provide services to us. Herein below you will find an overview of the personal information which we collect:

- Your given and family name
- Sex
- Date of birth
- Address
- E-mail
- Telephone
- Bank account number and credit card details
- Information about your activities on our website
- IP address and device

### For which purposes do we collect personal information?

Creating Insights collects your personal data for the following purposes:

- Registration and payment for our services;
- Administering training progress and results and other administrative activities;
- Processing the requested training information, explanations and publications;
- In order to enhance the learning experience and the provision of our services;
- To provide information about (new) services and products and changes to current products for example via our newsletter;
- Collecting information about website use;
- Securing and improving our website in order to fulfil our legal obligations.

### How long do we store your personal information for?

Creating Insights does not retain your personal data for longer than necessary to complete the goal for which we collected your personal information.

### Sharing your personal data with third parties

Creating Insights does not sell your personal data to third parties and retains it exclusively for as long as it is needed to service our agreement with you or to fulfil a legal obligation. We conclude a personal data processing agreement with companies, which process your personal data on our behalf to ensure the same level of security and privacy of your information. Creating Insights University remains responsible for the processing.

### **Cookies or comparable technologies used by us**

Creating Insights uses functional, analytics and tracking cookies. A cookie is a small text file which is stored in the browser of your computer, tablet or smartphone, when you visit our website for the first time. Creating Insights University uses cookies with a purely technical function. They improve the website's functioning and make sure that for example your preferences are saved. Cookies are also used to enhance the online experience. Furthermore, we use cookies which track your browsing behaviour so that we can offer you personalised contents and adverts.

When you visit our website for the first time, we inform you about the cookies we use and ask your consent for their use. You can block cookies by changing your browser settings so that cookies from our website will not be stored on your device. Furthermore, you can remove all the information stored in the settings of your browser. For more information, please see further: [www.youronlinechoices.eu](http://www.youronlinechoices.eu).

#### Overview of cookies

Type of cookie	Function	Storage term
Facebook (tr)	The Facebook cookie tells us which pages are visited by the user, so that relevant adverts could be placed on Facebook.	3 months
Facebook (fr)	The Facebook cookie tells us which pages are visited by the user, so that remarketing adverts could be placed on Facebook.	Internet session
Google (ads/ga- audiences)	De Google AdWords cookie tells us which pages are visited by the user so that relevant and personalised adverts could be placed on external websites.	Internet session
Google analytics (collect)	The Google Analytics cookie tells us how our website is used. Information about the use is used to offer other services related to the internet use.	Internet session

Access, update or remove your personal information

You have a right to access, update or request the removal of all personal data we hold about you. Furthermore, you have a right to withdraw your consent for the processing of your personal data or to complain against the processing of your personal data by Creating Insights University and you also have the right to data portability. This means that you can send us a request to send all your personal information, which we have on file, to you or an organisation chosen by you. All requests for access, update, removal or data portability of your personal information, withdrawal of your consent or complaints against the collection of your personal data could be sent to [opleiding@ciu.nl](mailto:opleiding@ciu.nl). This is to protect your privacy. We strive to answer all requests as quickly as possible, ultimately within four weeks.

#### **How do we secure your personal data?**

Creating Insights takes the protection of your personal data seriously and adopts suitable technical and organisational measures to prevent misuse, loss, unauthorised access, unwanted disclosure and unauthorised changes. Should you be under the impression that your personal data is not secure or there are indication of misuse, please contact us at [opleiding@ciu.nl](mailto:opleiding@ciu.nl)

#### **Updating or changing the Privacy Statement and Cookie Policy**

Creating Insights has the right to make changes or update its privacy statement and cookie policy. Therefore, we recommend to check our website on a regular basis for any changes or updates.