



**BEAR AT WORK**

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**PRIVACY POLICY**

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## **Privacy Policy Bear at Work and Bear at Work Academy**

In this privacy statement I inform you how Bear at Work & Bear at Work Academy processes and uses personal data. I also inform you what data is collected when my website is used and why this is done.

Bear at Work respects the privacy of all its clients, participants and all users of her website. I therefore ensure that the personal information you provide is treated confidentially. This privacy statement applies exclusively to the services of Bear at Work. Please be aware that Bear at Work is not responsible for the Privacy Policies of any other organizations, sites and resources mentioned on the Bear at Work / Bear at Work Academy websites. By using these websites you indicate your acceptance of the Privacy Policy.

### **What kind of Personal Information does Bear at Work collect?**

Bear at Work also makes use of personal data to be able to do the work that Bear at Work is meant to do. In order to do this, the following data is processed:

First and last name;

Company name;

Address;

E-mail;

IP address;

Other personal data that you have provided (e.g., by telephone, electronically, in correspondence, newsletter, request for a telephone call).

The above-mentioned information you have actively provided to Bear at Work, for example by making a request through this website by filling in the contact form, registration and access to an online training course, in correspondence and by telephone, and for the realization of work assignments.

The information collected in that way will be used to meet your request for correspondence, information, proposal, agreement, subscription, billing, receipt of newsletter, etc. The data will be stored in a database for internal use.



*Specific to the Bear at Work - Academy, the following personal information applies to clients who register:*

First and last name (required); to identify and address the contact person.

Company name (if applicable); to identify the client, for record keeping purposes, to meet legal record keeping obligations.

Address information (required); to identify the client, for record keeping purposes, to fulfill legal record keeping obligations.

Email address (required); to send confirmation of website registration and orders made, to provide access to training courses, to send you the invoice, to send email newsletters if you have signed up for them or when an appointment is made for further correspondence.

Password (required); to secure your account and that only you can access your account.

Phone number (not required); to contact you with any questions. There may also be the possibility of a text message being sent to you before the start of any (free) online training sessions so that you won't miss it.

Other Data:

Order history (products ordered and downloaded); to keep track of which products have been ordered and downloaded, for billing purposes, for Bear at Work's records.

Invoice data (products ordered and costs thereof, name person, name company, address company); for the administration of Bear at Work, to comply with legal administration obligations.

Content of any (email) correspondence with the customer and other persons, including through a social media account of Bear at Work/ Bear at Work Academy; to correspond with you.

### **Special and/or sensitive (confidential) personal data processed by Bear at Work**

Bear at Work does not process any special and/or sensitive (confidential) personal data about visitors or clients, unless you have actively provided these data. For example, Bear at Work posts pictures accompanying texts on her website related to presentations, workshops, discussions or topical issues, only when you have given approval.

Bear at Work does not intend to collect information about website visitors younger than 16 years of age. Unless they have permission from their parents or guardian. However, it is not possible for me to verify whether a visitor is over 16 years of age. Therefore, it is important that parents are involved in their children's online activities in order to prevent the collection of information about children without parental consent. If you are convinced that I have collected personal information about a minor without that permission, please contact me at [info@bearatwork.org](mailto:info@bearatwork.org). I will then delete this information.



## **How does Bear at Work obtain your data?**

If you contact me, I will process your personal data. I use this personal information to be able to contact you, make you an offer, prepare an agreement or send you an invoice. This usually involves name and address details, e-mail addresses and telephone numbers.

It is also possible that I receive your details from a third party, such as an organization that is looking for speakers. All this, however, always within the above described purpose limitations (data are relevant and not excessive in relation to the purposes for which they were collected or for which they are further processed).

Specifically, the Bear at Work - Academy requires additional information to allow you to access the online training and secure your account.

## **No automated decision making or profiling**

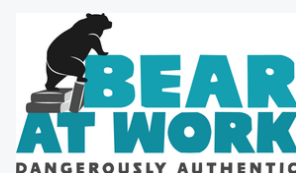
Bear at Work does not make decisions based on automated processing (decisions made by computer programs or systems, without human intervention) on matters that may have (significant) consequences for individuals. Bear at Work also does not use profiling of persons.

## **Sharing personal data with third parties**

Bear at Work will not sell your data to third parties and will only provide them if this is necessary for the realization of an agreement with you or to comply with a legal obligation. I make use of a processor agreement with companies that process your data on my behalf in order to ensure the same level of security and confidentiality of your data.

Bear at Work remains responsible for these processing operations. Bear at Work shares data with the following third parties:

- Antagonist (web host provider)
  - o Category: Processor
  - o Reason: For website and e-mail
  - o Data: Name and email address
- Accountant
  - o Category: Responsible party
  - o Reason: For the Income Tax declaration
  - o Data: Purchase and Sales Invoices



- Supplement for the Bear at Work - Academy, newsletter and E-book requests  
Suppliers (including “processors”) are used for the learning environment. Suppliers include website administrators and hosting companies for hosting the learning environment website. The hosting provider hosts your data in the Netherlands, the website administrator only occasionally has access to your data as necessary to perform the administration. additional data are required to allow you to access the training courses and secure your account.
- Legal advisors  
In the event of a legal dispute, I may be required to disclose your information to legal counsel and use it in legal proceedings. In doing so, I will only pass on the data necessary in connection with the legal proceedings.
- Government authorities  
If I am required by law to do so, I must pass on your data to government agencies, for example to the tax authorities.

### **For what purpose and on what basis does Bear at Work process personal data?**

I can process your personal data, because you use the services of Bear at Work and/or because you have provided these data directly to Bear at Work (e.g. by filling in the online contact form).

The objectives of the data processing with the corresponding principles are:

- o To be able to contact you (by telephone, in written form, by e-mail, by Whatsapp), if this is necessary in order to be able to carry out the relevant tasks. Personal data is necessary for the realization of an agreement;
- o To inform you about new similar offers or possible changes in the offered activities. Personal data is necessary for the realization of an agreement;
- o To be able to contact you in response to a question ( through the website, telephone, letter, e-mail, Whatsapp). Personal data are necessary for this purpose and for which you have granted permission;
- o To process your payment. Personal data are necessary for the realization of an agreement;
- o To send a newsletter and / or for advertising. For this purpose you have given permission to process your personal data;
- o To deliver goods and services to you, including access to a (online) training course. Personal data are necessary for the realization of an agreement;
- o Bear at Work also processes personal data if I am legally obliged to do so, such as data I need for tax declarations. Personal data are necessary to fulfill or comply with a legal obligation.



## How long are your personal data stored?

Bear at Work will not store your personal data, including other relevant data I need to perform my business or realize an agreement with you. This storage is no longer than strictly necessary to fulfill the purposes for which your data have been collected. I use the following general storage periods:

- During the course of an agreement and as much longer as necessary for example for a pending legal case;
- If a file is kept longer because it is relevant or interesting in terms of content, such as the content of a book I have written, the data of this file will be made anonymous and kept after the storage period;
- In addition, there are legal time periods, e.g. from the tax authorities, which stipulate that certain information must be kept.

Bear at Work operates the following specific storage periods for the following (categories) of personal data:

- Personal details (Company name, invoice details, name/address/place of residence, e-mail address, other personal details you have provided):
  - A storage period of 10 years if there is no further contact after a request, download, etc. This includes a legal obligation of 7 years for tax legislation;
  - The reason is to complete payments, to comply with legislation as well as to be able to retrieve any information about you, e.g. related to a book I have written.
- Data when entering into an agreement:
  - A storage period as long as the agreement is in effect, plus 10 years;
  - The reason is that this is necessary for a successful realization of the agreement and my business operations.
- Data about your website activities (see also article '*Cookies, or similar techniques, used by Bear at Work*):
  - A storage period of 5 years;
  - The reason is that this is necessary for the purpose of analysis and marketing. The data will be reset in case of new activity.

## Newsletter and tips

If you are a member of my blog/newsletter then you stay a member as you wish. You can unsubscribe at any time at the bottom of any email you receive.



## **Courses**

Are you taking a Bear at Work Academy course? You will receive feedback and notifications about the progress of the course via email.

We keep track of your progress within the course as a student.

Your data will be added to the learning environments of the trainings when we start at a fixed time each year.

If you start the training independently, you can register yourself via the learning environments after payment.

## **Data access, modification, deletion, objection and data portability**

You have the right to examine, correct or delete your personal data. In addition, you have the right to withdraw your approval for the data processing, if any, or to object the processing of your personal data. You also have the right to data transfer. This means that you can submit a request to Bear at Work to send your personal data that she holds in a computer file to you or another company specified by you. You cannot request to remove data that is subject to a legal storage period.

You can send a request to examine, correct, remove, transfer of your personal data or send a request to withdraw your approval or object to the processing of your personal data to [info@bearatwork.org](mailto:info@bearatwork.org). Bear at Work will respond to your request as soon as possible, but at least within four weeks.

In order to make sure that the request to examine your personal data has been submitted by you, I ask you to send a copy of your proof of identity along with the request. Please redact (black-out) in this copy your passport photo, MRZ (machine readable zone, the strip with numbers at the bottom of the passport), passport number and Social Security number. This to protect your privacy. I will respond to your request as soon as possible, but within four weeks.

## **Hyperlinks**

In the newsletters and on the website of Bear at Work / Bear at Work - Academy is regularly referred to other websites. Bear at Work cannot be made liable for the content and privacy aspects of these websites. However, they will be checked for reliability. This Privacy Policy only applies to the Bear at Work / Bear at Work - Academy website.



## Submitting a complaint

Bear at Work would like to draw your attention to the fact that you have the possibility to submit a complaint to the Dutch Data Protection Authority (DPA), the national Personal Data Authority, if you judge that Bear at Work does not comply with the privacy regulations as referred to in the Dutch Personal Data Protection Act (DPA), the Dutch Telecommunications Act, and the General Data Protection Regulation (GDPR) from the EU. This can be done through the following URL: <https://autoriteitpersoonsgegevens.nl/nl/contact-met-de-autoriteit-persoonsgegevens/tip-ons> or <https://autoriteitpersoonsgegevens.nl/en>

## Cookies, or similar techniques, used by Bear at Work and Bear at Work – Academy

A cookie is a small text file that is stored on your computer, tablet or smartphone the first time you visit the Bear at Work website. They ensure that the website works properly and remember, for example, your preferred settings. It can also be used to optimize the website. You can opt out of cookies by setting your internet browser so that it no longer stores cookies. In addition, you can also delete all information that was previously saved via the settings of your browser. The cookies used by Bear at Work are necessary for the technical functioning of the website, to make the website user friendly and profiling. Bear at Work uses functional, analytical and marketing or tracking cookies. On your first visit to [bearatwork.org](https://bearatwork.org), you have already been informed about these cookies and you have given or not given permission to place them. That permission is stored with a cookie, so that you won't receive a cookie notification with every visit. To find out more about cookies and how to control and delete them visit e.g. [AboutCookies.org](https://www.aboutcookies.org).

### - *Functional or technical cookies*

Bear at Work only uses functional (technical) cookies that do not violate your privacy. Functional (technical) cookies ensure that the website works properly on all devices and in all browsers. These cookies do not store any personal data. The cookie that stores your cookie permission also fits this category.

### - *Analytical cookies*

Bear at Work only uses analytical cookies that do not violate your privacy. Analytical cookies provide insight into the use of the Bear at Work website. For example, Bear at Work can track how visitors use the website, indicate popular pages, and track how (via what channel) people end up on the website. Services such as Google Analytics use analytical cookies. And, the web host provider Bear at Work has a contract with provides statistics. However, these are not traceable to people.





Google Analytics uses the IP addresses of website visitors for statistics. In theory it is possible to find out more information about someone based on a full IP address, even if this is not permitted. However, Bear at Work uses IP masking to be as safe as possible. Google removes the last digits of IP addresses before they are used and stored. This means that the data does not end up with Google.

As with other cookies, I will inform you about the placement of analytical cookies the first time you visit my website. This means you are asked permission or not to the processing of data about you by Google Analytics in the manner and for the purposes set out above. In addition, you can find more information about enabling and disabling and deleting cookies in the instructions and/or using the Help function of your browser.

- *Marketing or tracking cookies*

Marketing cookies, also known as tracking cookies, keep track of your surfing behavior so that it is possible to offer customized content.

Bear at Work uses an email marketing system ConvertKit when requesting e.g. an e-book. Your data will then be sent to this external party. Your personal data is stored in my e-mail marketing system and this is done through the servers of ConvertKit.

Bear at Work also uses some social media channels, including YouTube, Vimeo, SoundCloud, LinkedIn and Facebook. For example, tracking cookies are used to view the content I have on YouTube. If you want to know how the social media channels handle data, please check the relevant Privacy Policies.

## **Security**

I take the protection of your data seriously and takes appropriate measures to prevent abuse, loss, unauthorized access, unwanted disclosure and unauthorized changes.

The Bear at Work / Bear at Work Academy website use a reliable SSL Certificate to ensure that your personal data does not fall into the wrong hands.

If you have the impression that your data is not properly secured or there are indications of misuse, or if you would like more information about the security of personal data collected by Bear at Work/ Bear at Work – Academy, please contact me via [info@bearatwork.org](mailto:info@bearatwork.org)



## **Changes**

Bear at Work may modify, add to or amend its Privacy Policy from time to time for a variety of reasons. The most recent Privacy Policy can be viewed at all times on the website [www.bearatwork.org](http://www.bearatwork.org) / [www.bearatwork-academy.com](http://www.bearatwork-academy.com).

The information on the website of Bear at Work ([www.bearatwork.org](http://www.bearatwork.org)) is exclusively intended as general information. No rights can be derived from this information. Bear at Work is not liable for damages that may arise as a result of incorrect or incomplete information on its website.

## **Contact details**

Bear at Work is a one-person company with the following data:

Website: <https://www.bearatwork.org> and [www.bearatwork-academy.com](http://www.bearatwork-academy.com)

Email: [info@bearatwork.org](mailto:info@bearatwork.org)

Telephone: + 31 6 30449575

Chamber of Commerce No.: 68682956

VAT No.: NL001704293B46

**This Privacy and Cookie statement is from 01-03-2025.**

