



## Privacy & Cookie Policy

November 26, 2023

We could keep this privacy policy very simple by stating that we handle your data with care. Of course, we do not do anything unusual with your data. In this policy, we explain to website users and impact coaches in more detail why we process your data and what your rights are.

### Who Are We?

The Passion Profile (a trade name of Maak Jouw Impact BV, registered in the Netherlands, is responsible for all data processing. If you have a question about the processing of your data, please contact us at:

Industrieweg 9  
2254 AE Voorschoten  
Email: [support@hetpassieprofiel.nl](mailto:support@hetpassieprofiel.nl)  
Chamber of Commerce Netherlands: 78341396

### Why Do We Process Your Data?

#### Downloading the Study Guide and Information Material:

To receive our study guide and other information materials, we need your email address and name to send you the guide and any follow-up emails.

Basis: Consent.

#### Registering for (online) Information Sessions:

You can sign up for our online information sessions to learn more about our offering, or our information sessions about becoming a coach for the Passion Profile. For this, we process your name, email address, and phone number to send you an invitation. If you decide to follow any training, we will also receive your bank details, information about your work experience, education, etc.

Basis: If you decide to participate in our trainings, your data is processed for entering into and executing the agreement. In all other cases, we process your data based on your consent.

#### Displaying Coach Profiles:

For coaches who completed our coach certification: We may process your name, photo, location, website URL, and any other business information to display your profile on the website.

Basis: Execution of the agreement.

#### Account for Using the Online Learning Environment:

You can log in to this website to use the online learning environment. To create your account, we process your name and email address. You can easily change or delete your data in your account.

Basis: Our legitimate interest in fulfilling our obligations



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### Contacting Us:

You can contact us in various ways (e.g., via the contact form or by emailing us). We process your name, email address, and phone number so we can respond to your question or request. Data processed because you contacted us will be retained until your question has been fully answered or you are satisfied with our response to your request.

Basis: We process these data based on our legitimate interest in responding to your message.

### Can I Safely Click on a Link?

This website contains links to third-party websites. When you click on a link, cookies may be set. The privacy policy of the specific platform applies to this link and not to this privacy policy. Unfortunately, we cannot guarantee that these third parties handle your data securely. Therefore, we recommend reading the privacy statements of these third parties before clicking on a link.

### Do You Share My Data?

We only pass your data to third parties when it is essential for the service. Sometimes we may share your data because you have given your consent, because we have engaged (sub)processors, or because we have a legitimate interest. Although it is unlikely, we may have to share your data with government authorities. We may share your data with the following recipients:

- Cookie providers
- Website hosting
- Accounting software
- Mail servers
- Online learning environment software provider
- Other IT suppliers and service providers

We have made good agreements with these parties to ensure that your data is well-secured. While we are very careful with the transfer of data, it is possible that your data may be transferred outside Europe. We only do this if there is an adequate level of protection for the processing of your personal data, like a model agreement with additional safeguards, for example. This model agreement, drawn up by the European Commission, can be found [here](#).



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### How Long Do You Store My Data?

Our general rule is that we do not store your data longer than necessary for the purposes mentioned in this privacy policy. Required retention periods are also determined by law and regulation. For Impact Coaches, if we enter into an agreement, we will retain the data for the duration of the agreement and for one year thereafter. Administrative data is kept for seven years (in accordance with the tax retention period).

### How Do You Secure My Data?

We take appropriate security measures to prevent misuse of and unauthorized access to your personal data. We have implemented the following measures:

- Physical access controls
- Access to personal data is protected with a username and password
- Encryption of digital files
- Anti-virus software and regular software updates
- Transport Layer Security (formerly known as SSL encryption).

Our contact forms are secured with Google's reCAPTCHA to prevent spam. Google collects (personal) data such as your IP address, scrolling behavior, and other possible data. Read [Google's privacy statement](#) for more information.

We regularly review these measures. If you feel that your data is not well-secured by us, please contact us.

### What About Cookies?

We also use cookies (both ours and third-party). These are small text files that are stored on your computer, tablet, or smartphone upon your first visit to this website. By cookies, we also mean similar technologies such as pixels and scripts. When you visit this website for the first time, you can indicate what we may analyze or track and view which cookies we want to place. We also place cookies without your permission because they are really necessary for the proper use of the website.

With your consent, we place a Facebook pixel. This tracking pixel is a piece of code that helps us measure, optimize, and build audiences for advertising campaigns. When you visit the Make Your Impact website and take an action, the pixel remembers this. With this information, targeted advertisements can be displayed ("retargeting"). Read Facebook's privacy statement [\[here\]](#). The pixel\_fbp expires after 3 months. You can always object to this form of profiling. See [\[here\]](#) for how to block or hide Facebook ads.



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### Can I Delete Cookies?

You can disable and delete cookies yourself. Please note that the website may not function optimally. Refer to your browser's manual to disable cookies. Would you like to follow a step-by-step plan to delete cookies? [Click here.](#)

### What Are My Rights?

You remain in control of your data. If you have provided personal data to us, you can send a request to access, amend, receive a copy, delete, or limit the use of this data for free. Have you given consent for the processing of your data? Then you can withdraw this at any time. You can also always object to the use of your data for marketing purposes.

Send an email to [support@thepassionprofile.com](mailto:support@thepassionprofile.com) to exercise your rights.

We will respond to your request within 30 days. Sometimes we extend this period, for example, when the request is complex or you have submitted multiple requests to us. We will inform you about this.

### Can I File A Complaint?

Of course, we are happy to help if you have questions or complaints about the processing of your data (see contact details at the top of this statement). You can also file a complaint with the Dutch Data Protection Authority if desired, regarding the processing of your personal data. [Click here](#) to file a complaint.

### Will You Change This Statement?

This statement was last modified on November 26, 2023.. We may change the statement at any time. We will always post the latest version on our website.