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Privacy and cookie statement - The 2B Collective

This privacy and cookie statement was last amended on the 28th of April 2023.

Your privacy is of great importance to us, The 2B Collective B.V. (hereinafter: T2BC). We therefore comply with the relevant laws and regulations on privacy, including the General Data Protection Regulation (GDPR).

Our privacy and cookie statement in short

When processing personal data, we comply with privacy legislation. This means that we:

- **Clearly record our purposes** before we process your personal data, via this privacy and cookie statement.
- **Store as little personal data as possible** and only the data that is necessary for our purposes.
- **Explicitly request consent** for the processing of your personal data if permission is required.
- **Take the necessary security measures** to protect your personal data. We also impose these obligations on parties that process personal data for us.
- **Respect your rights**, such as the right to access, correct or delete your personal data processed by us.

This privacy and cookie statement applies to the processing of personal data for which T2BC is the data controller. This relates to the data we collect from you, when you visit our website or when you, as an organisation, use our services to enable your employees to adopt a sustainable mindset and contribute to the sustainability objectives of the organisation. For this type of processing of personal data, we are your point of contact.

In addition, our partners can also use our online platform and methodology for running programs. When a partner uses our platform, the relevant partner is the controller of the personal data processed through our online platform and method. In that case, we refer you to the relevant partner's privacy statement for questions about the handling of your personal data.

For what purposes do we use your personal data?

In this privacy and cookie statement we explain what we at T2BC do with information that we learn about you, when you use our services or visit [our website](#). By using our services, or by visiting our website, we obtain different types of personal data from you. Below is indicated for each purpose which personal data we obtain from you, for what purpose we process this data and how long it is stored. If you have any questions or want to know exactly what sort of personal data we track about you, please contact us via the details provided at the end of this privacy and cookie statement.

Providing our services to organisations

As an organisation, you can use our services to activate large groups of people to think and act sustainably through an online learning program. For this purpose, we process the following (personal) data of an organisation:

- Company name
- Company Address
- (Work) e-mail address
- (Work) telephone number

- First and last name of the contact person
- Billing information
- Payment information
- Possible content of correspondence

And the following (personal) data of participants (end-users) of the programs:

- First and last name
- (Business) e-mail address
- Photograph
- Password (encrypted)
- Function
- Language
- IP address
- Team
- Employer

We process personal data for the performance of the agreement we enter into with you and to maintain the relationships that result from this. We keep personal data for a maximum of one (1) year after the end of the agreement. In this way, if you want to come back to us within a year after termination of the agreement, you do not have to provide your details again. We keep some personal data longer if we are legally obliged to do so (for example, because of the tax retention period of seven (7) years).

Providing the online platform and method to our partners

Our partners can also use our online platform and methodology for running programs. When a partner uses our online platform, the relevant partner is the controller of the personal data processed through our online platform and method. In that case, we refer you to the relevant partner's privacy statement for questions about the handling of your personal data.

For this purpose, we process the following (personal) data:

- Company name
- Company Address
- (Work) e-mail address
- (Work) telephone number
- First and last name of the contact person
- First and last name of designated persons for administrator access of the content management system
- Billing information
- Payment information
- Possible content of correspondence

We process this personal data for the performance of the agreement we enter into with you and to maintain the relationships that result from this. We keep personal data for a maximum of one (1) year after the end of the agreement. In this way, if you want to come back to us within a year after termination of the agreement, you do not have to provide your details again. We keep some personal data longer if we are legally obliged to do so (for example, because of the tax retention period of seven (7) years).

Request a demo

If you want to try out our services first, you can [request a demo](#) via our website. We provide the demo in person on location or online.

For this purpose, we process the following (personal) data:

- Name of contact person;
- (Work) e-mail address;
- (Work) telephone number;
- Any information that you enter yourself as the content of a message.

We process this data in order to be able to execute the agreement we enter into with you. We keep this information until the demo period is over. If you decide to use our services on the basis of the demo, we will keep this information for a maximum of one (1) year after the end of the agreement.

Newsletter

Via our website you can sign up for our newsletter. In this newsletter we inform you quarterly by e-mail about the activities of T2BC and the latest developments of our platform and partners.

For this purpose, we process the following personal data:

- Name
- E-mail address

We do this on the basis of your consent. We keep this information until you unsubscribe from the newsletter. You can unsubscribe at any time. Each newsletter contains an unsubscribe link.

reCAPTCHA

We use the reCAPTCHA service of Google Inc. (Google) to protect our website against spam and abuse. In order for Google reCAPTCHA to work, the IP address of a website visitor, mouse movements and possibly other data are collected. This information is sent to and processed by Google for this purpose. By analysing this information, Google can determine whether we are dealing with a real website visitor or a robot. For more information, we refer you to [Google's privacy statement](#).

Contact

You can contact us in different ways. This can be done by telephone, but also via the contact form or via e-mail. In this case we process the following personal data:

- Name
- E-mail address
- Telephone number
- Any information that you enter yourself as the content of a message.

We do this to be able to handle your request to contact you properly and to execute the agreement with you. We keep this information until we are sure that you are satisfied with our response.

Performing analyses

For research purposes, we analyse (personal) data that we obtain through the use of our services. We do this to improve our services. We have a legitimate interest for this purpose. We will anonymise the personal data that we process for analytical purposes (see below). If you do not want us to use your data for analytical purposes, you can object to this at any time by contacting us via the contact details at the bottom of this privacy and cookie statement.

Anonymisation

We anonymise personal data that we obtain through the use of our services. This means that the personal data originally obtained by us has been made anonymous in such a way that the data subject is no longer identifiable through this information. The data is therefore no longer personal data and there are no privacy risks associated with it. We have a legitimate interest in anonymising data. With anonymised data we improve our services.

Job application

Have you responded to one of our vacancies or have you submitted an open job application? Then we process your personal data in order to be able to process your job application and as a preparation for the possible conclusion of an employment contract.

For this purpose, we process the following (personal) data:

- Name and address details
- Contact details (e-mail address and telephone number)
- Curriculum Vitae
- Motivation letter
- Salary indication
- References
- Date of availability
- Link to LinkedIn profile
- Any other information you send with your application

We store your job application data for a maximum of six (6) weeks after the position has been filled. We store this information so that we can contact you in the event that the position becomes available again within the probationary period. If we are currently unable to offer you a position, we may – with your consent – retain the job application data for another year. You can withdraw your consent at any time by sending us an email: info@the2Bcollective.com.

A social media and internet survey can be part of the job application procedure. This is necessary to ensure that the hiring of new staff does not undermine our company's image. We do this on the basis of our legitimate interest. We search for your name on Google and any profile on various social media. This, of course, insofar as these profiles are public; we will not ask you to grant us access to a protected social media page or to make a connection with us. The results of the research will be discussed with you. If you object to this, you can indicate this by e-mail at the time you apply.

When can we share your personal data with third parties?

We only share your personal data with third parties if this is permitted on the basis of current legislation. It is possible that we provide your personal data to third parties because:

- We have included them to process certain data;
- It is necessary to fulfil the agreement with you;
- You gave permission for this;
- We have a legitimate interest to do so;
- We are legally obliged to do so (for example, if the police so require in the event of a suspicion of a crime).

The parties that process personal data in our or your assignment are:

- IT suppliers and service providers
- Cookie service providers (see below for more information about cookies)

- Hosting providers (TransIP and Mailjet)
- Other third parties (Typeform)

In order to provide our services, we may provide your personal data to parties located outside the European Economic Area (EEA). We only do this if there is an adequate level of protection for the processing of personal data. This means, for example, that we use standard contractual clauses from the European Commission or make agreements about the handling of personal data.

Social media buttons

On our website we use social media buttons, which redirect you to the social media platforms. This gives you the option to follow us and to share content within the network. You will also encounter advertisements on your social media page. The buttons work on the basis of code originating from social media platforms. If you want to know what the social media platforms do with your personal data, please read the relevant privacy statement:

- Facebook ([privacy statement](#))
- Twitter ([privacy statement](#))
- Google ([privacy statement](#))
- LinkedIn ([privacy statement](#))

Cookies

On our website we use cookies and similar techniques, such as pixels (hereinafter: cookies) of ourselves and of third parties. Cookies are information files that can be automatically stored on or read from the device (such as PC, tablet or smartphone) of the website visitor when visiting a website. This is done via the web browser on the device. We and third parties use cookies to:

- Enable certain functions of the website (technical and functional cookies)
- Analyse the use of the website and, on that basis, make the website more user-friendly (analytical cookies)
- To be able to show personalised advertisements (marketing cookies)

These cookies collect the following information from you:

- IP address
- Cookie-ID
- Website and click behaviour
- Referrer-URL

When you visit our website for the first time, we show a notification with an explanation about cookies. Hereby, insofar as we are obliged to do so, we will ask for your consent to the use of cookies. In the table below you will find an overview of the cookies we use.

Kind	Cookie; Entity; guarantee	Purpose	Retention period
Functional – these cookies are used on our websites to work properly, for instance remembering the language settings.	Google Tag Manager Google LLC, United States of America Privacy statement	Cookies from Google Tag Manager allows to load scripts from other cookies. Google Tag Manager is purely functional and is not used for the collection of personal data.	Session
	Typeform (only applicable when Typeform surveys are integrated in UX)	Manage incoming traffic that matches criteria associated with bots, load balancing, group sessions, manage cookie banner. Also tracking cookies that anonymously tracks how visitors use the site and	Up to 1 year

	Privacy statement	surveys are determined as necessary so that smooth UX is guaranteed.	
	Various: First party cookies with strictly functional purposes. For instance YouTube and Vimeo	These cookies enable necessary functionalities of the website, such as remembering the chosen language and whether permission has been given for cookies, displaying cookie banners, etc.	Up to 2 years
Marketing - These cookies allow the website to remember the choices you have made in the past	Google DoubleClick Google LLC, United States of America Privacy statement	These cookies are used to record the actions of the website visitor on the website after viewing or clicking on advertisements. The purpose of this is to measure effectiveness and show personalised advertisements.	Up to 6 months
	Google reCAPTCHA Google LLC, United States of America Privacy statement	We use Google's reCAPTCHA service to protect our website from spam and abuse. In order for Google reCAPTCHA to work, a cookie is used. This cookie collects, among other things, the IP address of a visitor and cursor movements.	Up to 6 months
	Vimeo Vimeo Inc, United States of America Privacy statement	We use the video service of Vimeo. The videos you watch on the website will play with it. Our website contains embedded videos that are hosted by Vimeo. By integrating these videos on our website, advertising cookies are also placed by Vimeo. These cookies record, among other things, click behaviour, website visits and a unique ID, to recognise returning devices. The purpose of this is targeted and personalised advertising.	Up to 2 years
	YouTube Google LLC, United States of America Privacy statement	YouTube's cookies are used for various purposes: - They record a unique ID which is used by Google to keep statistics about how visitors consult YouTube videos. - They map the bandwidth of the website user on pages with integrated YouTube videos, and/or they map other functionalities with regard to YouTube videos. - They track based on a unique ID on devices using the geographic GPS location.	Up to 8 months
Analytical – these cookies are used to improve the performance of our websites, herewith we can analyse the user experience and improve our services	Google Analytics Privacy statement	We use this service to track and get reports on how visitors use the website. Google may only provide this information to third parties if Google is legally required to do so, or insofar as third parties process the information on Google's behalf. We have no influence on this. The information Google collects is anonymized. Your IP address is not stored.	1 year
	Hotjar Privacy statement	Hotjar uses cookies and other technologies to collect data on users' behavior and their devices. This includes a device's IP address (processed during your session and stored in a de-identified form), device screen size, device type (unique device identifiers), browser information, geographic location (country only). Hotjar stores this information on our behalf in a pseudonymized user profile. Hotjar is contractually forbidden to sell any of the data collected on our behalf.	1 year

Enabling and disabling cookies

In your web browser, you can set that the storage of cookies is only accepted if you agree to this. For more information about this, please refer to your browser's manual. Please note: many websites do not work optimally if cookies are disabled.

Deleting cookies

Most cookies have an expiration date. If an expiration date is set, the cookie is automatically deleted when the expiration date expires. You can also choose to delete the cookies manually before the expiry date has expired. Please refer to the manual of your browser.

Is your personal data protected?

We take appropriate technical and organisational measures with regard to the processing of personal data, loss or against any form of unlawful processing (such as unauthorised access, impairment, modification or provision of personal data).

What privacy rights do you have?

You have the following rights:

- **Right to access:** You have the right to access the personal data that we process about you.
- **Right to rectification:** You have the right to correct or supplement the personal data that we process about you, if it is incorrect or incomplete.
- **Right to object:** You can object to the processing of your personal data and to direct marketing.
- **Right to erasure:** You can request us to delete your personal data.
- **Right to withdraw your consent:** if you have given us permission to process personal data, you can withdraw this consent at any time.
- **Right to data portability:** if it is technically possible, you have the right to have the personal data we process about you transferred to a third party.
- **Right to restriction of processing:** in some cases, you can request us to restrict the processing of your personal data (temporarily or otherwise).

With your request, we may ask you to identify yourself. We request data for this to ensure that you are the right person to whom the personal data belongs.

In principle, we will comply with your request within one (1) month. However, this period may be extended by two months for reasons related to the complexity of the specific privacy aspects in the request. If we extend this period, we will inform you in duly.

If you want to exercise one of your rights, you can make this known via privacy@the2bcollective.com.

Changes to this privacy and cookie statement

When our website or our services change, we adjust the privacy and cookie statement in some cases. So always pay attention to the date above and regularly check if there are new versions. We will do our best to communicate changes to you.

Questions or complaints

If you have any questions, or would like to file a complaint about the use of your personal data, you can contact us using the contact details at the end of this privacy and cookie statement. We handle every question and complaint internally and communicate this further with you. If you feel that we

are not helping you appropriately, you have the right to file a complaint with the supervisory authority. This is called the [Dutch Data Protection Authority](#).

Prevailing Language

This Privacy Statement is drawn up in multiple languages. In case of any discrepancies between the versions relating to the content or meaning, the English language version shall prevail and be binding at all times.

Contact Us

The 2B Collective B.V.
Stationsplein 45, unit D6.136
3013 AK Rotterdam

E-mail address: info@the2bcollective.com

Phone Number: +31 (0)180 22 22 23

Chamber of Commerce number: 71644768