



Privacy Policy

1. Welcome!

We are committed to ensure the protection of your Personal Data and your Privacy. To better protect your Privacy, we provide this page explaining our online information practices.

By using our websites and/or our online pages available on platforms and social networks, you agree to the conditions of this Privacy Policy. If we change our Privacy Policy, we will post the changes on this page to keep you informed of the information we collect, how we use this information, and whether the information is shared with other parties.

2. What terms do we use in this Privacy Policy?

SPRL B2B LEARNING, with its registered office at 1050 Brussels, Avenue Louise 66, KBO/BCE 0475.396.208, referred to as "B2B LEARNING".

We use the term "User(s)" to refer to the user(s) of our websites, online pages and services.

We use any of the term "you", "your" and "yours" to refer to the User who is reading this Privacy Policy.

We use any of the terms "we", "us", and "our" to refer to B2B LEARNING, the data controller.

We use the term "Personal Data" to refer to personally identifiable information about you.

We use the term "Privacy Law" to refer specifically to the Belgian Law of December 8, 1992 on the protection of Privacy and its various implementing regulations and rulings.

We use the term "General Data Protection Regulation" or the term "GDPR" to refer specifically to the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regards to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC.

3. What information do we collect?

We monitor the non-personal information collected in our server log files. This information includes for example number of visitors to the site, most popular pages, operating system, and browser type. We use this information to help us improve our website and enhance your viewing experience. The server log files do not collect Personal Data.

We may collect Personal Data in connection with a communication, application or service provided to you, including your name, address, age, contact information (such as email or phone number), IP address, social network user ID. The types of Personal Data that we collect will depend on the communication, application or service you apply for or receive. We usually seek such Personal Data directly from you or by using log-in functionality (such as "Facebook Connect" or "LinkedIn Sign In" for example). You may always choose not to provide the requested information, but we may be unable or unwilling to provide the communication, application or service you request.

By ticking the box on the relevant webpage and submitting your Personal Data to us, you will be treated as having given your permission for the processing of your Personal Data as set out in this Privacy Notice. We may need to give your Personal Data to our affiliate companies and/or our subcontractor under the Privacy Law and/or GDPR, even located in any country outside the European

Union even though this country does not provide for an adequate level of protection for your Personal Data, solely for the purposes of carrying out this processing.

We will not disclose, sell, rent or exchange such personally identifiable information to any other organization or entity unless you are first notified and you expressly agree to it, or as otherwise required by law.

4. Do we use cookie to obtain information?

Our websites and online pages may use cookie information to personalize your viewing experience. For more information please visit our Cookie Notice [\[INSERT LINK\]](#).

When you visit our online pages within a platform or social network (Facebook, Google+ ...) they could also use cookies.

5. Other Privacy policies?

When you visit our online pages within a platform, a social network (Facebook, Google+, ...) or third-party websites, you are also subject to the Privacy policies and terms and conditions of these platforms, social networks and third-party websites. We recommend you also read their Privacy policies and terms and conditions.

6. For what purpose do we collect Personal Data and for how long do we store your Personal Data?

We will not use your Personal Data for other purposes than those stated in this Privacy Notice or for the purpose specifically indicated when we collect it.

The legal basis for the processing of your Personal Data is the performance of a contract to which You are party.

For some aspects, the legal basis for the processing of your Personal Data may also be your consent. You have the right to withdraw consent at any time, without affecting the lawfulness of processing based on consent before its withdrawal.

In particular, we may use Personal Data in order to:

- Help us providing you the communication;
- Help us process claims and other transactions;
- Confirm or correct Personal Data;
- Process information for us;
- Help us run our business and compliance programs;
- Audit our business;
- Sending brochures and newsletters related to our services.

There may be other reasons to use or disclose Personal Data, such as:

- Doing what a local or foreign court or government agency requires us to do;
- Disclosing Personal Data to another company if we are or may be selling, assigning, or otherwise transferring all or any part of our business or merging with another company.

Your Personal Data will also be disclosed to our partners for the organization of examination and certification services.

Where the law allows it, we may share Personal Data with affiliates within our group or with selected third parties (e.g., financial services companies, marketing companies) to enable them to market their or other selected third parties' products and services to you. Before we share such Personal Data, we will have offered you the opportunity to choose whether or not to have Personal Data used in this way. You also have the right to object, free of charge and at any time, to the processing of Personal Data for marketing purposes by contacting us at the contact points mentioned at the end of this Privacy Notice.

The persons and companies to whom we may disclose Personal Data for any of the above reasons may be located in Belgium or in other countries. These other countries might not have laws that provide the same level of data protection as the Privacy Law and/or the GDPR. However, those persons or companies must agree to protect any Personal Data we give them from improper use and disclosure. We will secure appropriate contractual guarantees from such persons or companies service providers to ensure equivalent level of protection to Personal Data, as required by the Privacy Law and/or the GDPR.

We will store your Personal Data for a duration of 10 years.

7. How to access, review and delete your Personal Data?

Pursuant to the Privacy Law and/or the GDPR we will make Personal Data available to you for review pursuant to a simple request from you. If you tell us that the Personal Data is incorrect or is used inappropriately, we will correct, update or delete Personal Data as appropriate.

You also have right to request from us erasure of personal data or restriction of processing and to object to processing as well as the right to data portability.

For information about how to get access to Personal Data and for exercising your rights, please refer to the contact points mentioned at the end of this Privacy Notice.

8. Is your Personal Data protected?

We maintain reasonable physical, electronic, standard security practices, including encryption, passwords and physical security measures, and managerial procedures to protect the security and confidentiality of Personal Data. Only a limited number of persons within us are authorized to access, delete or modify your data. We will make reasonable efforts to ensure that your privacy interests are protected.

9. Restrictions

If information received is harmful, obscene, threatening, criminal or has criminal implications, we reserve the right to use, disseminate, or store this information as we deem appropriate in our sole and absolute discretion.

10. Do we track whether users open our emails?

Our emails may contain a single, campaign-unique “web beacon pixel” to tell us whether our emails are opened and verify any clicks through to links or advertisements within the email. We may use this information for purposes including determining which of our emails are more interesting to users, to query whether users who do not open our emails wish to continue receiving them and to inform our advertisers in aggregate how many users have clicked on their advertisements. The pixel will be deleted when you delete the email. If you do not wish the pixel to be downloaded to your device, you should select to receive emails from us in plain text rather than HTML. You may also define the parameters of your email client to disable the pixel.

11. Google Analytics and Advertising

We use the “Google Analytics Service” including the service “Display Advertising”.

Using the Ads Settings, you can opt-out of Google Analytics for Display Advertising and customize Google Display Network ads.

You may also use the Google Analytics Opt-out Browser Add-on which provides you the ability to prevent your data from being collected and used by Google Analytics.

The services described in this section involve the use of Cookies. For more information please visit our Cookie Notice [\[INSERT LINK\]](#).

12. Complaint, applicable law and jurisdiction

Any dispute arising from or related to the use of this website or to the acceptance, interpretation or observance of the Privacy Notice shall be submitted to the exclusive jurisdiction of the competent Court of Brussels which shall apply Belgian law.

You also have the right to lodge a complaint with a supervisory authority (<https://www.privacycommission.be/en>).

13. How to contact us?

For further information, or inquiries about our Privacy practices, please contact us :

B2B LEARNING

Avenue Louise 66

1050 Brussels

Belgium

Tel: +32 (0)2 335 12 36

Email: info@b2blearning.eu