

## PRIVACY POLICY

Last updated 30 September 2019

This privacy policy ("Privacy Policy") defines how Academy of Brain Oy (later "Service Provider" or "we") handle your personal data based on current Data Protection Regulation when the client uses the online training services ("Service").

The purpose of this Privacy Policy is to explain why and how Service Provider collects personal data and for what purposes the data will be used and shared. We recommend that you read this Privacy Policy carefully before using the service to ensure you are fully informed.

### 1. Data controller and contact information

Academy of Brain Oy  
2938267-1  
Sofiankatu 4C, 00170 Helsinki  
[info@academyofbrain.com](mailto:info@academyofbrain.com)

Contact person:

Toni Toivanen  
[toni.toivanen@academyofbrain.com](mailto:toni.toivanen@academyofbrain.com)

The contact person is different from the Data Protection Officer, as implied in Data Protection Regulation.

### 2. How we collect data

The users are typically members of the staff in Service Provider's client company. Service Provider provides a Service for the users based on a separate contract signed with the client. The client supplies the users' work email addresses to Service Provider, and Service Provider sends each user an individual user-ID to sign up for the Service.

As a rule, we, the Service Provider, receive the personal data we manage directly from the user when the user signs up for the Service and/or uses the Service. Service Provider may also collect personal information from publicly available sources, including company websites.

For the purposes stated in this Privacy Policy, Service Provider may collect following information:

- First and last name and date of birth
- Contact information, such as email address, street address and phone number
- Language preferences
- Company (employer information, such as name, contact information and personnel group)
  
- Information related to client relationship, such as sign-up date and billing information
- Client interaction, messages and replies
- The answers to the exercises in the online trainings that the user writes in the open boxes in the system
- The trainings completed by the user and other information on how to use the Service

Service Provider may collect technical data on the use of Services, which may be personal data, such as:

- Time stamps and log data relating to the use of Services;
- Device ID, device type, operating system and application settings.

### 3. Legal basis and purpose of processing personal data

Service Provider collects personal data for the following purposes:

(1) To provide the Services and manage and develop the related client relationship. The primary purpose of collecting personal data is to provide the Service and to manage and maintain the customer relationship. This processing of personal data is based on the contract between the user and Service Provider. This concerns, among other things, the personal data collected upon registration, during the use of the Service, and communication with the user.

(2) Client acquisition and marketing Service Provider may send users newsletters to inform them about new services, features, solicit feedback, or provide information on operations and services. In this respect, processing may be based on consent or on our legitimate interest to provide users with relevant information as part of the Service. The user may object to marketing communications at any

time in accordance with section 7 below. When the purpose of said processing is client acquisition, the processing is based on our legitimate interest.

(3) Service development and information security Service Provider aims to offer secure and high-quality Service. To this end, Service Provider may use the data to analyze the market, users and Service for the purposes developing and improving the quality of the Services. We may use cookies and other similar techniques for statistical purposes to compile anonymous, aggregated statistics about users' visits, number of visits and movement within the Service that allow us to understand how users use the Service and improve user experience. This processing is based on Service Provider's legitimate interest.

#### 4. Disclosure of personal data

We may share your personal data with with third parties under the following circumstances:

(1) As part of our Service, we use an online platform at <https://brain.studytube.nl>, maintained by our partner Studytube B.V. We may also use subcontractors when providing the Service or marketing campaigns. We may share data with authorized service providers who process personal data on our behalf in accordance with Data Protection Regulation. These service providers (including Studytube B.V., the provider of the online training platform) may only use the personal data as instructed by us and only for the purposes the data was collected. We have thus ensured the appropriate processing of personal data in these situations.;

(2) Academy of Brain may send reports on user performance in work-related trainings (including which trainings the user has completed), if the training service has been provided to the user by the employee.

Work-related trainings do not include the trainings related to well-being and health. We may share generic reports of average data on the number of users who have viewed a training (including how many users of the client company have completed a training and what type of trainings have been completed), retaining the users' anonymity.

(3) when required by law such as response to a subpoena, comply with requests by competent authorities or related to legal proceedings; or

(4) if Service Provider is involved in a merger, acquisition, or sale of all or a portion of its assets.

## 5. Transfer of personal data outside of EU/EEA

Service Provider (or its subcontractors) may process personal data outside of European Economic Area. In this case we will use the required established mechanisms that allow the transfer to subcontractors in those third countries, such as the Standard Contractual Clauses approved by the European Commission. We will rely on the so-called Privacy Shield for those subcontractors located in the U.S that are Privacy Shield-certified.

## 6. Data retention

The personal data of each user will be removed two years after the user's licence has expired. The retention of personal data of potential clients for sale and marketing purposes is evaluated regularly.

## 7. Privacy Rights

Each individual user ("data subject" in accordance with applicable data protection law) has following privacy rights under applicable data protection law:

- A user has a right to access personal data that Service Provider holds about him or her and a right to request to correct or delete his or her personal data to the extent required by applicable data protection law. A user may review his or her personal data by signing in to Service by using his or her User ID and password;
- A user has a right to request restriction of processing, for example in cases when the user denies the accuracy of data or the processing is illegal;
- A user has the right to object to processing to the extent required by applicable data protection law;
- A user has a right to data portability, i.e. the right to receive the personal data in a structured, commonly used machine-readable format and transmit the personal data to another data controller, to the extent required by applicable data protection law; and
- User has a right to raise a complaint with the national data protection authority if he or she perceives that his or her legal rights have been infringed upon. In Finland the competent authority is the Data Protection Ombudsman.

Above requests should be sent to [info@academyofbrain.com](mailto:info@academyofbrain.com).

Giving access to personal data as requested by Service Provider may be required to sign up and use the Service. If the user refuses to share the necessary information for the use of the Service or objects to data processing, it may affect the way the Service is provided.

#### 8. Data security

Service Provider has carried out the technical and organizational measures necessary for securing personal data against unauthorized access, against accidental or unlawful destruction, manipulation, disclosure and transfer and against other unlawful processing. Service Provider limits the access to personal data to authorized employees and subcontractors who need to know that information in the course of their job description, for example, for the purposes of responding to requests or development of the Service.

#### 9. Changes to Privacy Policy

Service Provider reserves the right to change and update this Privacy Policy. Service Provider will inform the users of significant changes to this Privacy Policy in a newsletter or in otherwise purposeful manner as per Service Provider's normal practices.