

## Privacy Code.

BrainCompass wants to help you as a professional to make the most of yourself. To achieve this, it is important to identify, recognize, implement and manage your talents and blind spots. A safe and personal development environment is essential here.

Therefore, we pay close attention to your privacy, the confidentiality of the information you share with us, and the safety of our process and online account. To help you understand our values and processes, we have established this Privacy Code together with our partner for privacy and compliance AKD.

Please read the Privacy Code carefully and completely before you share any personal information with BrainCompass, either offline or via [www.braincompass.com](http://www.braincompass.com).

### ARTICLE 1. DEFINITIONS

1.1 In this Privacy Code, the following definitions will be used:

BrainCompass	BrainCompass B.V. Westersingel 94 3015 LC Rotterdam CoC-number: 54690692
Privacy Code:	This Privacy Code.
Website:	The website: <a href="http://www.braincompass.com">www.braincompass.com</a> .
Personal data	Any piece of data concerning an identified or identifiable natural person as specified in the Applicable Privacy regulations.
Applicable Privacy regulations:	Any Applicable privacy regulations, among which the general Data Protection regulation (GDPR) and any other applicable data protection laws.
Website visitor(s):	The person visiting the Website.
Participant:	The person about whom the BrainCompass composed.
Data controller:	The natural person, entity or any other governing structure that, alone or together with others, sets the purpose of processing the personal information.
Data processor:	The natural person, entity or any other governing structure that processes data in behalf of the Data



	Controller.
Variant:	One of the BrainCompass variants: <ul style="list-style-type: none"><li>- BrainCompass Consultation;</li><li>- BrainCompass Lite;</li><li>- BrainCompass Basic;</li><li>- BrainCompass Advanced;</li><li>- BrainCompass Complete.</li></ul>
Partner:	An educational- training, or coaching organization that has one or more BrainCompasses composed by BrainCompass.
Professional mindset	The business convictions a participant has developed during his/her development as a professional. For example, the level of energy derived from giving presentations.
Personality	The combination of thoughts, emotions and behavior, together with psychological mechanisms underlying these, of the participant. For example, the level of energy derived from taking risks.
Attachment	The 'mental working model' the participant has developed for governing social relationships. For example, the willingness to connect meaningfully to others.
Biographical data	Data regarding the biographical background of the participant. For example, age, length, weight, race and the birthorder of the participant in relation to his/her other siblings.

## ARTICLE 2. APPLICABILITY PRIVACY CODE

- 2.1 This Privacy Code is applicable to anyone who shares personal data with BrainCompass or uses the Website of BrainCompass.
- 2.2 BrainCompass is the Data Controller for the Personal Data that participants share with BrainCompass.

The Website of BrainCompass contains links tot third-party websites (for instance hyperlinks, banners or buttons). BrainCompass is not responsible for the compliancy to Applicable privacy Regulations for

those parties.

### ARTICLE 3. BRAINCOMPASS (CONTEXT)

3.1 The Participant can choose any one of five different BrainCompass Variants. These variants, including the topic(s) under research, are described below:

	Variant	Topic(s) under research	Research Method
1	BrainCompass Consultation	Dependent on what the Participant wants to discuss.	Coaching session
2	BrainCompass Lite	Professional mindset	Coaching session and questionnaire A
3	BrainCompass Basic	Professional mindset and Personality	Coaching session and questionnaires A + B
4	BrainCompass Advanced	Professional mindset, Personality and Attachment	Coaching session and questionnaires A + B + C
5	BrainCompass Complete	Professional mindset, Personality, Attachment, and DNA	Coaching session, questionnaires A + B + C and DNA-analysis

3.2 BrainCompass treats the choice for one of the variants above confidentially. BrainCompass will not inform third parties (like an employer) about which Variant has been chosen by the participant.

### ARTICLE 4. PROCESSING (SPECIAL) PERSOONSgegevens

4.1 BrainCompass processes the following Personal data when a website visitor fills out the contact form:

- a. Name;
- b. Phone number;
- c. Email address;
- d. In which variant the visitor is interested.

4.2 Which different types of personal data are collected by BrainCompass is dependent on the BrainCompass Variant chosen by the participant.

4.3 Which different types of personal data are processed per Variant is listed in the table below:

	Variant	Soorten Persoonsgegevens
1	BrainCompass Consultation	Name, email address. No special Personal Data (the consultation will not be documented).
2	BrainCompass Lite	Name, email address, data regarding the professional context and whether particular business situations are experienced as nice, energy giving or fearful.
3	BrainCompass Basic	Name, email address, data regarding the professional context and whether particular business or personal situations are experienced as nice, energy giving or fearful.
4	BrainCompass Advanced	Name, email address, data regarding the professional context and whether particular business or personal situations are experienced as nice, energy giving or fearful. Additionally, biographical data will be collected regarding i.e. age, length, weight, race.
5	BrainCompass Complete	Name, email address, data regarding the professional context and whether particular business or personal situations are experienced as nice, energy giving or fearful. Additionally, biographical data will be collected regarding i.e. age, length, weight, race, as well as DNA.  The DNA data BrainCompass maps are variants in six genes: DRD4 (48pb VNTR), DRD2(rs1800497), COMT (rs4680), 5-htt-LPR (SLC6A4), OXTR (rs53576) en MAO-A.

- 4.4 BrainCompass only processes special Personal Data after the Participant has provided explicit and informed consent. This requirement is therefore applicable to Variant 2-5.
- 4.5 In order to qualify for explicit and informed consent, the consent needs to be specific, based on information and given freely. BrainCompass will therefore request the consent of any participant outside this Privacy Code via the online platform.
- 4.6 The Participant has the right to withdraw the consent at any given time and without providing a reason. BrainCompass will then destroy any Personal Data that has been collected regarding the Participant.

#### **ARTICLE 5. PROCESSING (SPECIAL) PERSONAL DATA OF PARTICIPANTS OF WHOM THE EMPLOYER KNOWS ABOUT THEM PARTICIPATING**

- 5.1 For Participants of whom the employer knows about them participating, special requirements apply for establishing consent that is given freely. These Participants should inform themselves of the following;

- a. BrainCompass will under no circumstances share information provided by the Participant to the employer, with the exception of the invoice;
  - b. BrainCompass guarantees that the employer will not be able to derive the chosen variant from the invoice, in the case that the invoice is paid for by the employer;
  - c. The Participant can under any circumstance choose to have the BrainCompass Variant that entails only the consultation. By doing so, the Participant makes sure no special Personal Data is processed at all;
  - d. BrainCompass guarantees that a BrainCompass will not be administered during a group session.
- 5.2 In the case that no freely given consent can be provided by the Participant, because he/she experiences pressure from their employer, no BrainCompass can be composed. In such cases there is no legal ground for doing so.

#### **ARTICLE 6. PURPOSES OF DATA PROCESSING**

- 6.1 BrainCompass collects and processes Personal data of Website visitors with the purpose to be able to contact them and inform the visitors about the different BrainCompass variants.
- 6.2 BrainCompass collects and processes Personal Data from Participants for the following purposes:

- a. Composing a BrainCompass Basic, Lite, Advanced or Complete

BrainCompass only processes Personal data to compose the above mentioned BrainCompasses. Based on the data collected via questionnaires and, in the case the participant chooses the Complete variant, DNA data, BrainCompass composes a BrainCompass.

- b. Independent scientific research

Although the primary purpose of Processing the Personal Data is composing the BrainCompass (see a), BrainCompass also processes Personal Data for independent scientific research in a social-economic context. This is crucial for keeping the BrainCompass up-to-date with the latest scientific insights and to be able to provide Participants with a transparent and scientifically validated BrainCompass. Before sharing the data with the scientists, BrainCompass anonymizes the Personal Data.

- c. Benchmark

The results of Participants are used to compare the results of the individual Participant to that of the rest of the group in the same professional context. This means Participants are part of the reference (or benchmark) group. Before creating the benchmark group, BrainCompass anonymizes the Personal Data.

- 6.3 In the case of any questions regarding the independent scientific research, Participants can contact Wouter van den Berg, PhD ([wouter@braincompass.com](mailto:wouter@braincompass.com)).

## **ARTICLE 7. SHARING DATA WITH THIRD PARTIES**

- 7.1 In the case BrainCompass shares Personal Data with the ICT supplier, BrainCompass will agree on a processing agreement. This way BrainCompass makes sure that data is treated according to the latest Applicable Privacy regulations.
- 7.2 BrainCompass pseudonymizes the DNA-data internally. Only BrainCompass has access to the key. The Dutch laboratory for DNA-analysis has no access to the key. This means that the laboratory cannot couple DNA results to a specific person. BrainCompass can, since it is required to deliver the services to their Participants. BrainCompass has a processing agreement with their laboratory.
- 7.3 BrainCompass has agreed with the Dutch Laboratory used for analyzing the DNA that any samples they receive (which they are not able to couple to a specific person) will be destroyed conforming to their ISO certification.
- 7.4 BrainCompass shares the name and address of the Participants that have chosen for a Complete BrainCompass (Variant) with her logistics partner.
- 7.5 BrainCompass shares data with the scientists from her independent Scientific Board. BrainCompass only shares this data after anonymizing them. This means that the scientists will not be able to connect the data to a specific person. The following scientists are part of the Scientific Board of BrainCompass:
- a. Ad de Jong (Professor Marketing aan Copenhagen Business School – DK);
  - b. Freek Peters (Professor Contextueel Leiderschap aan Tilburg University – NL);
  - c. Régis Lemmens (Professor Sales Management aan Antwerpen Management School – BE);
  - d. Toni Sfirtsis (Professor Strategie & Innovatie aan TIAS School of Business and Society – NL);
  - e. Mathieu Weggeman (Professor Organisatiekunde aan de Technische Universiteit Eindhoven – NL).
  - f. Ard-Pieter de Man (Professor Management Studies aan de School of Business and Economics van de Vrije Universiteit Amsterdam – NL).

Please visit the website [www.braincompass.com/over-ons](http://www.braincompass.com/over-ons) for more information on our scientific board.

- 7.6 BrainCompass will never share any of the content or results in a BrainCompass with third parties. BrainCompass will not organize group sessions where a BrainCompass is administered.

## **ARTICLE 8. SECURITY**

- 8.1 BrainCompass and her Data Processors have put necessary organizational and technical security measures in place to protect the Personal Data, and to prevent wrongful abuse, loss or editing.

- 8.2 To be able to process the DNA results carefully, every Participant receives a DNA key. This key is a 14-digit code that is supplied with the DNA kit. This DNA key has two functions:
- a. Double authentication: Participants log into their personal online-account with a chosen user name and password. To access their DNA results, they need to log into the additionally secured layer of the application. For this, they require their DNA key.
  - b. Pseudonymizing. Whenever possible, BrainCompass processes questionnaire and DNA data separated from account information, using the DNA key. This is relevant in the following situations:
    - (i) During the return shipment of the DNA sample to the laboratory. The DNA sample is in a package handled by the shipping operator. The DNA is still embedded in the saliva of the participant, meaning the DNA results are not yet available.
    - (ii) During the analysis in the laboratory. The laboratory ISO17025 certified. The DNA will be handled strictly confidential.
    - (iii) When the laboratory returns the DNA results to BrainCompass.
- 8.3 Since other researchers or third parties don't have access to the DNA key it is not possible for them to connect results to a specific Participant. BrainCompass holds the key and is able to do this.
- 8.4 BrainCompass stores your Personal Data on secure servers in the Netherlands.

#### **ARTICLE 9. RETENTION PERIODS**

- 9.1 BrainCompass stores the Personal Data of Participants and Website visitors for the minimal amount of time..
- 9.2 Personal Data collected for composing a BrainCompass will be stored for a maximum of two years after the last contact with the Participant. After that, BrainCompass will destroy the Personal Data.
- 9.3 Personal Data collected regarding Website Visitors will be stored for a maximum of six months after the last contact with the Participant. After that, BrainCompass will destroy the Personal Data.

#### **ARTICLE 10. COOKIES**

- 10.1 To ensure a proper functioning website, BrainCompass uses cookies.
- 10.2 Cookies are little pieces of information that are stored by the web browser on the computer of the Website visitor. BrainCompass uses different types of cookies for different purposes.
- a. Functional cookies: cookies that are required for a proper functioning website, amongst which cookies that are needed to create an account;
  - b. Analytical cookies: cookies that provide understanding how Website visitors use (part of) the site, so that BrainCompass can enhance the website and make sure that the

website fits the needs of the Visitor optimally.

- 10.3 Most standard settings in web browsers makes them accept cookies. The Website visitor can adjust these settings so that cookies are disabled or that the visitor is notified when a cookie is sent. This might however mean that some functionalities of BrainCompass will not function as well as they could.

#### **ARTICLE 11. PARTICIPANT RIGHTS**

- 11.1 Participants can request BrainCompass to remove their personal data, improve it, add to it, to remove it or limit its accessibility if they are factually incorrect or when they are not compliant with the latest Applicable Privacy regulations.
- 11.2 Participants can request BrainCompass for their Personal Data in a structured format, so that you can share your data with a different Data Controller.
- 11.3 At any time, Participants have the right to object to the processing of your Personal Data. In such a case, BrainCompass will stop processing their Personal Data.
- 11.4 At any time, participants have the right to file a complaint with the Dutch Privacy Authority.
- 11.5 If you would like to use any of the rights in this article or if you would like BrainCompass to remove your Personal Data, please send your request to BrainCompass Customer Service:

Address	Westersingel 94 3015 LC Rotterdam
Email address	north@braincompass.com
Phone number	+31 (0)10 340 30 80

#### **ARTICLE 12. ADDITIONAL PROVISIONS**

- 12.1 BrainCompass retains the freedom to change this Privacy Code. It is the responsibility of the participant to read this Privacy Code periodically. This Privacy Code was last updated in May 2019.
- 12.2 In the case a provision in this Privacy Code is not compliant with the law it will be replaced with a provision with similar intent, within the boundaries of the legislation. In such a case, other provisions remain intact.