# Privacy Policy

**Bit Academy**

*Last updated: 3 November 2026*

At Bit Academy, we value your privacy. This Privacy Policy explains what personal information we collect, why we collect it, and how we protect it.

This policy applies to visitors of our website, people interested in our educational programmes, and individuals who contact us or start an application.

## 1. Who we are

Bit Academy provides software development and technology education in the Netherlands.

The organisation responsible for processing your personal data is:

**Bit Academy B.V.**
Koningin Wilhelminaplein 1, 1062HG, Amsterdam
The Netherlands
Email: info@bit-academy.nl
Website: https://www.bit-academy.nl

For questions about your privacy or the use of your personal data, you can contact us at the email address above.

## 2. What information we collect

When you visit our website, contact us, or express interest in one of our programmes, we may collect:

- **Contact information:** your name, email address and phone number.
- **Educational interests:** the programmes, subjects or locations you are interested in.
- **Application information:** information you provide when requesting an intake, introductory meeting or enrolment.
- **Communication history:** emails, messages, notes from conversations and previous contact with our team.
- **Website information:** technical information such as your IP address, browser type and website interactions, depending on the technologies used and your cookie preferences.

We only collect information that is relevant to our activities.

## 3. How we use your information

We use your personal data to:

- Respond to questions and requests.
- Provide information about our educational programmes.
- Arrange meetings, intakes and introductory conversations.
- Process enquiries and applications.
- Maintain a record of our communications so we can follow up appropriately.
- Send newsletters or promotional communications where legally permitted.
- Improve our website and services.
- Meet applicable legal obligations.

Depending on the purpose, we process personal data based on:

- **Steps towards a contract:** when you request information or take steps towards enrolling in a programme.
- **Legitimate interests:** to manage enquiries, communicate effectively and improve our administrative processes, where these interests do not override your rights.
- **Consent:** where required, such as for certain marketing communications or cookies.
- **Legal obligations:** where we are required by law to process or retain information.

You can withdraw your consent at any time where processing is based on consent.

# 4. Use of artificial intelligence

Bit Academy uses AI-powered tools to support certain administrative and communication activities.

We may use these tools to retrieve relevant contact information, summarise previous communications, draft responses and help our team manage enquiries efficiently.

When using AI systems:

- We limit the personal data shared to what is necessary for the task.
- We restrict access to authorised staff.
- We do not intentionally submit sensitive personal information, such as medical records, to these systems.
- AI-generated information is reviewed by our staff where appropriate.
- We do not use AI to make solely automated decisions about admission or eligibility that have legal or similarly significant effects.

We use business agreements with AI service providers that include data protection provisions.

Under Anthropic's commercial terms, personal data processed through our Claude Team subscription is not used to train its general AI models.

# 5. Sharing information with third parties

We use external service providers to support our operations.

These may include:

- **CRM and communication providers** for managing enquiries and correspondence.
- **Typeform** for collecting information through online forms.
- **Cal.com** for scheduling appointments.
- **Anthropic (Claude)** for AI-assisted administrative tasks.
- **Website hosting, analytics and email service providers** for operating our website and communications.

We share only the information necessary for the relevant service and use appropriate contractual and security safeguards.

When an enquiry leads to a formal application, we may also exchange relevant information with educational partners, such as Mediacollege Amsterdam, Talland College or Noorderpoort, where necessary and legally permitted.

These institutions may process information under their own privacy policies.

We do not sell personal information.

# 6. International data transfers

Some of our service providers process or store information outside the European Economic Area (EEA), including in the United States.

Where personal data is transferred outside the EEA, we ensure that an appropriate legal transfer mechanism applies, such as an adequacy decision or the European Commission's Standard Contractual Clauses, together with any additional safeguards required.

You can contact us for more information about the safeguards used for international transfers.

# 7. How long we keep your information

We retain personal data only for as long as necessary for the purposes described in this policy.

For example:

- **Enquiries and prospective student records:** 12 months after the last meaningful interaction, unless there is an ongoing application or another justified reason for retention
- **Newsletter subscriptions:** until you unsubscribe, subject to limited records needed to respect your preferences.
- **Application records:** retention period are determined based on the application process.

- **AI-assisted communications:** retained according to our internal deletion procedures and the applicable service provider's retention and deletion terms.
- **Other records:** for as long as required by applicable law or necessary for a legitimate purpose.

Once information is no longer needed, we delete or anonymise it.

# 8. Cookies and website analytics

Our website may use cookies and similar technologies for essential website functionality, analytics and other purposes.

Where legally required, we ask for your consent before using non-essential cookies.

# 9. Your privacy rights

Under the General Data Protection Regulation (GDPR), you have several rights regarding your personal information.

Depending on the circumstances, these include the right to:

- Access the personal data we hold about you.
- Request corrections to inaccurate information.
- Request deletion of your personal data.
- Restrict or object to certain processing activities.
- Receive your data in a portable format where applicable.
- Withdraw consent where consent is the legal basis.

To exercise any of these rights, contact **info@bit-academy.nl**.

We will respond in accordance with applicable data protection law, normally within one month.

# 10. How we protect your information

We take appropriate technical and organisational measures to protect personal data against unauthorised access, loss, misuse and disclosure.

These measures include access restrictions, appropriate authentication, secure communication and agreements with our service providers.

Only authorised people are given access to personal data necessary for their work.

# 11. Changes to this policy

We may update this Privacy Policy when our services, technologies or legal obligations change.

The latest version will always be available on our website, together with its last updated date.

For significant changes, we will provide additional information where required by law.

## 12. Contact

For questions about this policy or how we process your personal data, please contact:

**Bit Academy**
Email: info@bit-academy.nl
Website: https://www.bit-academy.nl