

CREATIVE MIND CLASS

PRIVACY POLICY

APPLICABLE FROM DECEMBER 2020

Welcome to Creative Mind Class!

Hi and welcome to Creative Mind Class (“CMC”), an ever-growing community of creatives, teachers and students alike, who join each other on our engaging web-based learning platform to create, teach, learn, connect and inspire.

Why this privacy policy

Your privacy is very important to us at Creative Mind Class (‘CMC’), therefore we will work hard to protect it (of course all according to the rules as set forth in the General Data Protection Regulation (‘GDPR’)). We will, for example, make an effort to use as much first party tooling as we can, so that we do not have to share your data with third parties. Where we do need to share your data with third parties – because of services we cannot provide ourselves – we will:

- inform you;

- only share the information necessary in order for their services to run smoothly;
- never sell your data to these or other third parties;
- if we need it – ask for your explicit consent; and
- have data processing agreements in place.

What to expect from it

In this policy you will find:

- what information we collect;
- how we use it, share it, store it and protect it; and
- how you will be able to access, control and change it, or even stop certain use of it.

Information about cookies and similar technologies

This information as well as what we mean by it, can be found in our cookie policy. Via our website's cookie consent banner you can always change your cookie consent (except for the cookies needed to give you the best user experience on our website and of our services: the so called functional and essential cookies) It will all be clear to you when you read our cookie policy, and if not do not hesitate to contact us!

What to do with it.

We invite you to read it – you'll find summaries to make your life easier – and deep dive into the more extensive explanation if you feel you need more information or to just reach out to us so we can clarify and help you enjoy CMC to the fullest.

Applicability.

By using CMC's platform and services, you understand and agree to be bound by the terms and conditions in this privacy policy as well as those in our cookie and use policies.

Latest version.

The links to the latest versions of all three of our policies can always be found in the footer of our website.

CMC collects the following information

To summarize: when you use CMC, we will collect your account details (a.o. contact details, profile information, content you share via and with CMC), analytics (based on data summaries of multiple users, which therefore cannot be related to you personally) and metadata (data describing and summarizing the content on CMC's platform).

I. Account details

CMC collects account details (including certain demographic information and your IP address), such as:

- your username;
- password;

- email-address;
- your profile information;
- content (e.g. work, assignments, comments and other material) you choose to share; and
- the information from communications between you and CMC.

II. Analytics information

Information collected by analytic tools help CMC with insight in the traffic and usage trends. This information will always be aggregated and therefore will never personally relate to your account;

and

III. Metadata

Technical data about the content you post on or through CMC. These kind of data describe by whom and when certain content has been posted.

How CMC uses your information

To summarize: your personal information (i.e. e-mail address, (IP)address, profile information) will be used by CMC to create your account, to communicate with you, to offer customized services/classes, to provide course information (if you are a teacher your full name will have to be disclosed) and for administration purposes – the latter only on a need-to-know

basis. Also, CMC uses demographical, location and other information mainly for analytics to be able to improve our services and – only where needed – also to determine applicable VAT (invoices for classes). Some of these datapoints are essential to the proper functioning of CMC's services, others can be opted out of by you. We refer you to clause 6 below and our cookie policy for information about the data and purposes this concerns and on how to opt out of CMC collecting it.

Your personal information

Your personal information (i.e., email-address, (IP)address, profile information, skill level – if you've provided CMC with it –, purchased/uploaded classes (and – only applicable if you are a teacher: your full name, company name, company address and VAT number) will only be used for:

- (a) creating and logging into your account;
- (b) communications between you and other users (e.g. comments and work you upload in CMC's class' environments/community) and you and CMC (e.g. service-related emails – such as account verification, notifications of changes, updates, technicalities and/or security –, newsletters and the like);
- (c) offering customized services/classes suited to your skill level;
- (d) course information (full name of the teacher); and
- (e) administrative – billing/VAT – and legal purposes.

Demographical, location and other information

This type of information will be used to:

- (a) improve CMCs services and features;
- (b) analyze your usage of CMC;
- (c) determine applicable VAT;
- (d) diagnose technical problems and maintain security; and
- (e) test and monitor (such as total number of participants and demographic patterns).

Sharing of your information

To summarize: other users and visitors to CMC's website will be able to view the following information provided by you: your username (or nickname), and the content you share on CMC. If you share content through CMC (an option in the future) or if you share your content on other platforms than CMC you will understand it will therewith become public or visible on these platforms and will be subject to the terms and conditions of those platforms. We also share your information, but will never sell it to third parties. CMC will only share your information on a need-to-know basis with third parties, we are working with and make sure these parties are bound by confidentiality. The only other reason for us to share your data, is if we are required to do so (i.e. by

law, for tax purposes, security purposes, these terms). In case we might sell or have to sell our business or will merge with another business, this new business entity will be bound to the same terms and conditions as set forward in our policies, which means it will not have any consequences for you or your data.

Sharing by you:

Personal information visible to other users on CMC.

It depends on the way you set up your account which information is visible to others (in the near future it might be possible to log on with social accounts). If you create your CMC account only your designated username will be visible – upon your personal preference, this can either be your first name or a nickname (or your Instagram name). Please note, other users will not be able to see the email address you used upon registration – which, for communication purposes, should be valid –, but will see your username when you participate in the dedicated teacher-student class environment(s)/community. Your username and related content will also be visible to others visiting CMC's website (they will not be able to participate in any way).

Sharing content on CMC

While following (an) online videoclass(es), you may decide to share certain content (e.g. work, comments and other materials) on CMC. Please be aware that shared content will be visible to all other CMC participants and CMC-visitors and therefore becomes public as soon as it's been shared.

Sharing through CMC

You might also decide to share your own content through CMC by tweeting it or sharing it on Facebook. Needless to state this content will, from that moment onwards, be public and subject to the terms and conditions of these platforms.

Sharing by CMC:

Personal information not sold

CMC will not sell your personal information to third parties.

Access by third parties

CMC may allow access to your personal information, demographics and location data by employees and/or third parties hired to provide its services (o.a. developer, hosting party Amazon Web Services ('AWS') and Payment Service Provider Stripe). All of these parties will only be granted access to your information as is reasonably necessary to provide their services under reasonable confidentiality terms.

Aggregated data

Aggregated data are data that cannot be related to you personally. CMC reserves its right to share and/or sell aggregated demographical and location data with/to third parties in the future.

Sharing when required

CMC will disclose your information when required to do so by law or by judicial procedure or if CMC reasonably believes such action necessary to:

- (a) comply with the law and reasonable requests of law enforcement;
- (b) enforce CMC's terms;
- (c) protect the security or integrity of CMC;
- (d) address fraud; and/or
- (e) exercise or protect rights, property, or personal safety of CMC, CMCs participants or others.

Change of control

In case of change of control (i.e. merger, acquisition, bankruptcy, dissolution or liquidation) your information may be among the items sold or transferred. This does not affect your content ownership rights in any way. The buyer or transferee will have to honor the commitments we have made in this privacy policy.

Storage of your information

To summarize: your data is stored in the EU. We will only store it as long as necessary. When you stop using CMC your information will of course be deleted, unless the law requires CMC to keep it (f.e. tax regulations or court orders). Some of your content may still be visible on other media, if shared there by you and/or exist in backups we have to keep to comply with the law. Even if we would like to help you with this, we cannot, because it is out of our hands. So please, remember this before sharing your content. Also, just to be sure, always keep your own copies of your content as well. Since we are not in the business of online storage we will

obviously do our utmost to prevent something happening with it, but we cannot guarantee it.

Place of storage

The information that you provide to CMC will be held in CMCs systems, located on the premises of Amazon Web Services ('AWS') in the European Union. Also, CMC has a data processing agreement in place with the necessary Standard Contractual Clauses to comply with the GDPR.

Storage term

CMC will store your information (i.e. account information and content) as long as reasonably necessary to comply with its general terms and conditions and privacy policy, unless a longer retention period is required or permitted by law. In the cookie policy you will be able to find more specifically how long which information is stored.

(Account)information and content after termination.

CMC will delete your account information and content after termination, with the exception of information necessary to comply with tax regulations, court orders or for regulatory reasons.

Visibility of content

(Deleted) Content will no longer be visible on CMC, but will still be available in backups as far as necessary for the purpose of a court order, claims and other legitimate purposes (i.e. administrative obligations to maintain books and records, system backups, etc.).

Furthermore, your content might still be visible, if it was shared (through CMC or otherwise).

No back-up service

CMC is not an online storage service. We therefore recommend that you keep separate copies of content you have uploaded.

How to access, change and control your information

To summarize: changing your information can easily be done via the edit button on your profile page. Posted content can be deleted, but might still be available because it was shared, placed in back ups or archived. Of course, you can always opt-out of newsletters. In order for us to be able to reach and inform you, you cannot opt-out of services related communications.

Access, change and control

You can at all times access, change and control your information through your account with CMC by clicking on the edit button on your profile page.

Deleting posted content

You can always delete content you have posted. Please note that copies of the deleted content might still remain visible to others in cached and/

or archived pages of CMC. Content may also persist in backup copies, but will not be available to others.

Opting-out of communications

Opting-out of communications such as newsletters – service related messages exempted – can be done in the email footer.

Cookies and similar technologies

To summarize: more information and the option to set your preferences can be found in our cookie policy.

Security

To summarize: we take your information very seriously. Here you can find out what we do to protect you and your data.

Nevertheless, we have to point out to you it is always possible, unfortunately, CMC becomes victim of hackers, system failures, and the like. Also, we need to be able to count on you to keep your account and log-in details confidential and to log off when you do not use CMC.

Security measures

We use appropriate technical, organizational and administrative security measures to protect any information we hold in our records from loss,

misuse, and unauthorized access, disclosure, alteration and destruction, namely:

- SSL encryption;
- CMC has access controls in place restricting access to personal information to its employees, suppliers and all other parties that CMC works with, who are subject to strict contractual confidentiality obligations and may be disciplined and terminated if they fail to meet these obligations;
- CMC will only share your data with third parties with your express consent or under the legal basis of Art. 6(1)(f) GDPR, such as marketing and mailing agencies and sub-contractors involved in the fulfillment of our contractual obligations towards you. If your data will be transferred and processed outside the EEA, including to the US and/or other countries which have different data protection laws, we have taken safeguards as required by applicable data protection law, including (i) data processing agreements and (ii) an adequate method of transfer such as the European Commission's Standard Contractual Clauses for transfers of Personal data; and
- CMC reviews its information collection, storage and processing practices from time to time to guard systems against unauthorized access.

Unfortunately, no company or service can guarantee complete security. Although we will do our utmost to prevent it, unauthorized entry or use, hardware or software failure, and other factors, may compromise the security of user information at any time.

Additional protection by you

Among other practices, your account is protected by a password for your privacy and security. You must prevent unauthorized access to your

account and Personal Information by selecting and protecting your password appropriately and limiting access to your computer or device and browser by signing off after you have finished accessing your account.

CMC may revise or amend this privacy policy

To summarize: CMC may alter this privacy policy at any time. If we do so, we will of course inform you via email or when you next log into CMC, for you to provide your consent where it is needed.

Revision or amendment

CMC reserves its right to revise or amend this privacy policy at any time when deemed necessary. In case of changes you will be notified with the details of the change either through email or when you next log into CMC. The new terms may be displayed on-screen and you may be required to accept them to continue your use of CMC.

Your rights

You have the right to ask us to:

- provide you with access to the personal data we collect and process about you;

- correct or delete personal data;
- limit the processing of your personal data;
- provide an electronic copy of your personal data, in order to send it to another company; or
- to object to the processing.

If you wish to do so, please send us an e-mail to contact@creativemindclass.com .

If you wish to unsubscribe from receiving certain communications, please click on the unsubscribe link in the relevant message. For your rights regarding cookies, please see our cookie policy.

You also have the right to complain to a data protection authority for your country or region or in the event of an alleged breach of applicable data protection laws.

Contact details

In case of questions about our use, privacy or cookie policies or of an (alleged) violation of your rights or CMC's policies you can contact us at contact@creativemindclass.com . We will be more than happy to help.