

# Privacy Statement Psyflix B.V.

Version 11 June 2026

Psyflix B.V., established in Baarn, is responsible for the processing of personal data as described in this privacy statement.

## *Name and Contact Details of Psyflix*

User name: Psyflix

Registered address: Baarnsche dijk 4, 3741LR Baarn

Telephone number: +31 6 41377938

Availability: Monday to Friday from 09:00 to 17:00

Email address: [info@psyflix.net](mailto:info@psyflix.net)

Website: [www.psyflix.net](http://www.psyflix.net)

Chamber of Commerce number: 81321678

VAT number: NL862047407B01

## *Personal Data We Process*

Psyflix processes your personal data because you use our services and/or because you provide this data to us yourself.

Below you will find an overview of the personal data we process:

- Name and contact details (address, email address)
- The name and contact details of:
  - your organization or the representative of your organization;
  - any other organizations with whom you jointly determine the purposes and means of processing;
  - the Data Protection Officer (DPO), if one has been appointed;
  - any international organizations with whom you share personal data.
- Data about your activities on our website, such as the number of videos viewed, viewing time, and the number of completed e-learnings.
- If necessary, your registration number with professional associations (for accreditation points).



## *Purpose and Legal Basis for Processing Personal Data*

Psyflix processes your personal data for the following purposes:

- Managing and administering the membership administration, customer service, and customer satisfaction surveys of Psyflix;
- Managing and administering online learning activities of end users of the content offered through the website [www.psyflix.net](http://www.psyflix.net);
- Tracking users' learning progress and achieved assessment results;
- Providing certificates of competence for members;
- Processing registrations and accreditations for employees (submitting CME accreditation points to the relevant professional registers);
- Verifying data in the BIG register or with professional organizations.

## *How Long We Retain Personal Data*

Psyflix does not retain your personal data longer than necessary to achieve the purposes for which they were collected.

If you have not logged in for one year after the expiration of your subscription (whether personal or through an organization), you will receive an email notification informing you that your account will be deleted unless you log in within 3 days. If you do not log in within this 3-day period, all your account data will be permanently deleted.

Invoice and payment data are retained in accordance with the statutory fiscal retention period of **7 years**.

## *Sharing Personal Data with Third Parties*

Psyflix does not sell your data to third parties and will only provide it if this is necessary for the performance of our agreement with you or to comply with a legal obligation.

We conclude data processing agreements with companies that process your data on our behalf to ensure the same level of security and confidentiality of your data. Psyflix remains responsible for these processing activities.

Third parties that may fall under this include:

- **Proshore B.V.** – IT support and platform maintenance
- **TrueFullstaq B.V.** – hosting and data storage
- **ActiveCampaign** – sending newsletters and viewing tips
- **Mollie** – online payments for subscriptions and e-learnings
- **Google Workspace** – email, document storage, internal communication
- **Exact Online** – accounting and invoicing for business customers



- **Hiver** – shared customer service inbox add-on (Gmail)
- **Dropbox** – file storage and internal document sharing
- **Anthropic PBC** – AI support (text processing / content creation)
- **Monday.com Ltd** – project and task management platform (for internal collaboration, HR processes, and marketing planning)
- **Hotjar** – analysis of user behaviour on the website
- **Vimeo** – hosting and streaming of video content for the Psyflix platform (embedded player and video distribution)

### *Transfer of Personal Data Outside the European Economic Area (EEA)*

In some cases, Psyflix uses service providers located outside the European Economic Area (EEA) or that process personal data outside the EEA.

When this is the case, Psyflix ensures that such transfers take place in accordance with the **General Data Protection Regulation (GDPR)**.

This may include, for example:

- entering into **Standard Contractual Clauses (SCCs)** approved by the European Commission; or
- implementing other appropriate safeguards that ensure an adequate level of data protection.

Psyflix periodically evaluates these safeguards.

### *Accessing, Correcting or Deleting Your Data*

You have the right to access, correct, or delete your personal data.

You also have the right to withdraw your consent for data processing or to object to the processing of your personal data by Psyflix. In addition, you have the right to **data portability**. This means you can submit a request for us to send the personal data we hold about you in a computer file to you or another organization designated by you.

You can send a request for access, correction, deletion, data transfer of your personal data, withdrawal of consent, or objection to the processing of your personal data to:

**info@psyflix.net**

To ensure that the access request was made by you, we ask that you include a copy of your identity document with your request.

In this copy, please black out:

- your passport photo



- the MRZ (machine readable zone, the strip with numbers at the bottom of the passport)
- passport number
- citizen service number (BSN)

This is to protect your privacy.

We will respond as quickly as possible, but **within four weeks**.

Psyflix also wishes to inform you that you have the possibility to submit a complaint to the national supervisory authority, the **Dutch Data Protection Authority (Autoriteit Persoonsgegevens)**:

<https://autoriteitpersoonsgegevens.nl/nl/contact-met-de-autoriteit-persoonsgegevens/tip-ons>

### *How We Secure Personal Data*

Psyflix takes the protection of your data seriously and takes appropriate measures to prevent misuse, loss, unauthorized access, unwanted disclosure and unauthorized modification.

If you believe that your data is not properly secured or there are indications of misuse, please contact our customer service or send an email to **info@psyflix.net**.

### *User Behaviour Tracking with Hotjar*

To optimize our website and improve our services, we use analytics tools, including **Hotjar**.

Hotjar allows us to analyse user behaviour on our website, such as mouse movements, click behaviour, scrolling activity and interactions with various page elements. These insights help us understand how users navigate our website and where improvements may be needed.

### *What Data Is Collected?*

Hotjar collects data such as:

- visited pages
- browser information
- device information
- IP addresses

Hotjar does **not store personally identifiable information**, such as names, email addresses or phone numbers.

### *Why Do We Use Hotjar?*



The purpose of using Hotjar is to:

- optimize the user experience on our website
- evaluate the effectiveness of our content
- gather insights that lead to improvements of our online platform

### *Privacy and Security*

We attach great importance to the privacy and security of our users. All collected data is treated confidentially and will not be shared with third parties unless explicitly stated otherwise in this Privacy Statement.

By continuing to use our website, you consent to the use of **Hotjar and the associated tracking mechanism** as described above.

This tracking is purely **functional/analytical** and is configured in a privacy-friendly manner.

