



Privacy Statement

Yogaground B.V. trading under the name YG Studios – last updated June 2022

1. Collection and use of personal data
2. Automatic collection of personal data
3. View, change or delete personal data
4. Security and data integrity
5. Changes to the Privacy Policy of YG Studios
6. Questions

Article 1. Collection and use of personal data

YG Studios collects personal information, further referred to as 'personal data', provided voluntarily by interested parties, in a careful manner. The purpose of collecting this personal data is to provide interested parties with information and/or to provide services (yoga classes). This document explains how we collect, use and protect your personal data. We always do this in accordance with the applicable Dutch legislation.

We process the following personal data of our members and other interested parties: name, address, place of residence, date of birth, email, telephone number, gender, bank account number (auto refill memberships only), information about preferences and interests, insofar as they relate to the offer of our classes and / or courses, information about your physical limitations insofar as relevant and the name and telephone number of your emergency contact, if we have to call in assistance for you in case of an emergency.

We need the above data for the following purposes:

1. Keeping track of our membership records;
2. Keeping track of our financial administration
3. Processing purchases and payments;
4. Preparing interesting and appropriate courses, tailored to the wishes of our members;
5. Informing and communicating with our members and other interested parties by sending newsletters and/or invitations. We also use social media channels for this.

We need a legal basis to process your data. This basis is:

- a. Necessity for the execution of the contract (your subscription, membership);
- b. Your explicit consent;
- c. Complying with a legal obligation.

Your personal data will not be used for purposes other than the purposes for which you have provided this information to us, unless we obtain your specific permission or if we have to comply with any legal obligation.

The terms written in this document with a capital letter are deemed to have the meaning as defined in our Terms and Conditions, to be consulted and downloaded via <https://ygstudios.nl/>.

Article 2. Automatic collection of personal data

Yogaground automatically collects certain types of information (such as an IP address) when you visit our Website.

Cookies are placed via our Website. These cookies are used to ensure that the Website functions better (functional cookies). We also monitor the number of visitors on our Website (analytical cookies).

Cookie type / Name of cookie	Explanation about the operation of the cookie
Functional cookie:	These are cookies that are strictly necessary for the functioning of the website. Without these cookies, certain parts can't be used.
Analytical cookie:	Anonymised information about surfing behaviour is collected on our Website via Google Analytics. This enables us to see how visitors use our website. We use this information to make informed decisions about the design of our website. We also use this to optimize the operation of the website. The information obtained is stored by Google on servers in the United States. Google also provides this information to advertisers to provide insight into the effectiveness of their campaigns. Google may also transfer this information to third parties if required to do so by law, or where such third parties process the information on Google's behalf. We have no influence on this. We have not allowed Google to use the obtained analytics information for other Google services.

We do not place 'marketing cookies' or 'personalized cookies' ourselves, without expressly asking you for your consent. We do point out, however, that it is indeed possible that marketing cookies from third parties are placed, when you visit our Website. This may happen if, for example, you watch a YouTube video via our website, when cookies from YouTube are automatically placed on your device.

We use third parties (IT service providers and financial service providers) for the purpose of, for example, database, server, Website management and maintenance services, or for processing payments. With such parties we conclude 'processor agreements' and - if such a party is not established in the EEA - we take additional measures to ensure that your data is processed correctly, appropriately and safely.

Article 3. View, change or delete personal data

If you, as a Participant, do not wish to receive electronic communication from YG Studios, you can send an (opt out) request to this end to hey@ygstudios.nl.

You can always submit a request to change or remove information by sending a message to: hey@ygstudios.nl.

Article 4. Security and data integrity

We do not share personal data with third parties, except as provided in this Privacy Statement.



We do not sell personal data to third parties.

We have taken technical and organizational measures to protect your data against loss, theft and/or unauthorized access. Only authorized YG Studios employees have access to your data. These employees are obliged to confidentiality. They may only share or disclose personal data if the need for communication arises from their task, or in so far as this is required by law.

Your personal data will only be stored for as long as necessary to be able to perform the services for you, this is legally permitted or until you request the removal of your personal data.

Article 5. Changes to the Privacy Policy of YG Studios

If you have made personal data available to YG Studios, you have several legal rights.

You have the right to request us to inspect your personal data. You also have the right to request the rectification, restriction or removal of your personal data. You have the right to object to the processing of your personal data by us, and finally you have the right to data transferability, provided this is technically possible.

You can submit your request in this connection by sending a message to: hey@ygstudios.nl. We will process your request within 4 weeks.

If we process (part of) your personal data on the basis of your prior permission, you always have the right to withdraw this permission. You can do this by sending an email to: hey@ygstudios.nl.

YG Studios may change the content of this Privacy Statement from time to time. When we do this, we will adjust the 'last updated' date shown at the top of this page. We recommend that you regularly check whether an update of our Privacy Statement has been implemented.

Article 6. Questions

If you have questions or comments about the processing of your personal data, please contact our privacy officer, who can be reached via hey@ygstudios.nl