

Privacy Policy for Amsterdam Financial Coaching

Last Updated: October 2026

Amsterdam Financial Coaching ("we", "us", or "our") respects your privacy and is committed to protecting your personal data. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website (amsterdamfinancialcoaching.com), sign up for our newsletter, register for webinars, or use our coaching services.

This policy is designed to comply with the General Data Protection Regulation (GDPR) applicable in the Netherlands and the European Economic Area (EEA).

1. Who We Are

Amsterdam Financial Coaching is the data controller responsible for your personal data. If you have any questions about this Privacy Policy or how we handle your data, please contact us at: **Email:** info@amsterdamfinancialcoaching.com **Website:** www.amsterdamfinancialcoaching.com

2. The Data We Collect About You

We may collect, use, and store different kinds of personal data about you, including:

- **Identity Data:** First name, last name.
- **Contact Data:** Email address.
- **Profile/Coaching Data:** Information you provide about your financial situation, life phases, and coaching goals.
- **Technical Data:** Internet protocol (IP) address, browser type, and data collected through cookies via our website hosting platform (Wix).
- **Marketing Data:** Your preferences in receiving marketing/newsletters from us and your communication preferences.

3. How We Use Your Data

We will only use your personal data when the law allows us to. Most commonly, we use your personal data in the following circumstances:

- **To provide our services:** To register you as a client, schedule coaching sessions, and deliver financial coaching.
- **To manage events and webinars:** To register you for free or paid webinars, send you links to join, and deliver event recordings.
- **To send newsletters and marketing:** If you have explicitly opted in, we will send you our newsletter containing financial insights and upcoming event invitations. You can unsubscribe at any time using the link at the bottom of our emails.

- **To improve our business:** We use aggregated data to understand our audience profile and to improve our content accordingly.

4. Legal Basis for Processing (GDPR)

Under the GDPR, the lawful bases we rely on for processing this information are:

- **Your Consent:** When you check a box to join our newsletter or register for an event. You can withdraw your consent at any time.
- **Contractual Obligation:** When we need to process your data to fulfill a coaching agreement with you.
- **Legitimate Interests:** To run our coaching service, provide administration, and improve our services, provided your fundamental rights do not override those interests.

5. Disclosures of Your Personal Data

We do not sell your personal data. However, we may share your data with trusted third parties in the following situations:

- **Joint Webinar Partners:** When you register for a co-hosted event and you explicitly consent, your registration data (name, email, and questionnaire answers) may be shared with our co-host to facilitate the event and send relevant follow-up communications.
- **Service Providers:** We use third-party platforms to run our business, including website hosting (Wix), email marketing software, scheduling tools, and video conferencing software (e.g., Microsoft Teams, Zoom, Google Meets). These providers process data on our behalf and are bound by strict data protection agreements.

6. Data Security and Retention

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used, or accessed in an unauthorized way. We will only retain your personal data for as long as reasonably necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, or accounting requirements.

7. Your Legal Rights

Under the GDPR, you have rights regarding your personal data, including the right to:

- **Request access** to your personal data.
- **Request correction** of any incomplete or inaccurate data we hold about you.
- **Request erasure** of your personal data (the "right to be forgotten").
- **Object to processing** of your personal data, particularly for direct marketing.

- **Request the transfer** of your personal data to you or a third party.
- **Withdraw consent at any time** where we are relying on consent to process your personal data.

To exercise any of these rights, please contact us at [Insert your professional email address here]. You will not have to pay a fee to access your personal data.

8. Changes to this Privacy Policy

We keep our Privacy Policy under regular review. This version was last updated in October 2026.