

## **General privacy policy of Inside Culture Academy e.K.**

Last change: 01.05.2025

This Privacy Policy describes how Inside Culture Academy e.K. ("we", "us") collects, uses and shares personal data when you use our services, access our website or communicate with us.

### **Changes to this privacy policy**

We reserve the right to amend this Privacy Policy to reflect changes in our practices or legal requirements. Updated versions will be published on our website and marked with an update date.

### **Introduction**

The protection of your personal data is of particular concern to us, the Inside Culture Academy (ICA). This privacy policy explains how we collect, process and protect your data.

### **Please note that our privacy policy is divided into two sections:**

- **This General Privacy Policy:** This applies to all services and products provided by Inside Culture Academy, such as intercultural training, coaching and webinars.
- **The specific privacy policy for the online store:** This additionally regulates the processing of data in connection with orders and transactions in our online store. Link see [here](#).

By using our services and/or placing orders, you agree to both data protection provisions.

### **What data we collect**

Data provided directly by you

- Contact details: Name, address, e-mail, telephone number.
- Order data: Billing and delivery address, payment confirmation.
- Account details: Username, password, security questions.
- Customer support: Information from your communication with us.

### **Automatically recorded data**

- Usage data: IP address, device type, browser, interactions with the website.
- Cookies: To optimize the services and analyze usage (see below: Cookies and tracking).

### **Legal basis for the processing**

Your personal data is processed on the basis of the following legal bases in accordance with Art. 6 GDPR:

- To fulfill a contract: Processing of contact data, order data and payment information (Art. 6 para. 1 lit. b GDPR).
- On the basis of your consent: For marketing measures, such as the sending of newsletters (Art. 6 para. 1 lit. a GDPR).

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- To safeguard legitimate interests: Analysis of website usage to improve our offer (Art. 6 para. 1 lit. f GDPR).
- Due to legal obligations: Storage of data for tax and accounting purposes (Art. 6 para. 1 lit. c GDPR).

### **How we protect your data**

We use suitable technical and organizational measures to protect your personal data:

- Technical measures: SSL encryption, access restrictions, regular system updates.
- Organizational measures: Employee training, documented processes for responding to data protection incidents.

### **Storage and deletion of data**

Your data will only be stored for as long as is necessary for the respective purposes or as required by law:

- Contract fulfillment: Up to 6 years after termination of the contract.
- Tax and accounting data: 6 or 10 years in accordance with § 257 HGB and § 147 AO.
- Marketing data: Until your revocation or a maximum of 2 years after the last interaction.

### **Third-party providers and tools used**

We use various platforms and tools that process personal data in accordance with data protection regulations. These include

#### **1. platforms for communication and collaboration**

- Zapier: Automation of workflows between different tools. [Privacy policy of Zapier.](#)
- Google Workspace: Management of e-mail communication and documents. [Privacy policy of Google Workspace.](#)
- Microsoft Office: Creating and editing documents. [Privacy policy of Microsoft Office.](#)

#### **2. platforms for payment processing**

- PayPal: Processing of secure online payments. [Privacy policy of PayPal.](#)
- Shopify Payments: Payment processing in the online store. [Privacy policy of Shopify Payments.](#)

#### **3. tools for accounting and invoicing**

- Lexoffice: Management of accounting and creation of invoices. [Privacy policy of Lexoffice.](#)

#### **4. analysis and marketing tools**

- Google Analytics: Analysis of user behavior on the website. [Privacy policy of Google Analytics.](#)

#### **5. platforms for web hosting and domain management**

- Shopify: Hosting and administration of the online store. [Privacy policy of Shopify.](#)

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- United Domains: Management of domains and hosting. [Privacy policy of United Domains](#).

### 6. tools for scheduling and community management

- Cowlendar (Shopify App): Appointment planning and management. [Privacy policy of Cowlendar](#).
- Memberspot: Management of community members and digital content. [Privacy policy of Memberspot](#).

### 7. platforms for design and content creation

- Canva: Creation of designs and marketing materials. [Privacy policy of Canva](#).

### 8. affiliate program

- We use the GoAffPro affiliate program ([GOAFFPRO privacy policy](#)) to run our affiliate program. Personal data of affiliates (e.g. name, e-mail address, payment information) and possibly tracking data (e.g. cookies, IP address) are processed.
- **Purpose and legal basis:** Processing is carried out to operate our affiliate network, to track referrals and to process commissions (Art. 6 para. 1 lit. b GDPR for contractual purposes; Art. 6 para. 1 lit. f GDPR for our legitimate interest in operating the affiliate program).
- **Data transmission:** Certain data (e.g. affiliate ID, sales data) is transmitted to GoAffPro in order to track affiliate activities. GoAffPro may use more service providers and subcontractors if necessary.
- **Cookies and tracking:** GoAffPro uses cookies and similar technologies to assign affiliate links and sales. If you do not want this, you can deactivate the storage of cookies in your browser (see section "Cookies and tracking").
- **Data storage:** We only store the data relevant to the affiliate program for as long as is necessary for the performance of the contract or as required by law.
- **Responsibility of GoAffPro:** GoAffPro.com (16, Sector 20, Haryana, India) is its own controller for the data processed by GoAffPro. For more information, please refer to GoAffPro's privacy policy.
- **Security and protective measures:** GoAffPro uses appropriate technical and organizational measures (e.g. SSL encryption) to ensure the security of your data.

### Community use

- Visibility: Your actions (e.g. comments, likes) are visible to all members in the community area.
- Revocation: You can revoke your consent to the use of your data at any time at [datenschutz@inside-culture-academy.de](mailto:datenschutz@inside-culture-academy.de).
- For persons under the age of 18: Consent of legal guardian required.
- Use without consent: Only read access is possible without consent.

### Cookies and tracking

Our website uses cookies to provide functions and improve your user experience:

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- Essential cookies: For basic functions.
- Analysis cookies: To optimize the user experience.
- Advertising cookies: For personalized advertising.

Managing cookies: You can deactivate cookies in your browser. However, this may limit the functionality of the website.

### **Forwarding of data**

- To service providers: For IT, shipping, payment processing and marketing.
- To public authorities: In case of legal obligation.

### **Your rights**

You have the right to:

- Information: Request information about stored data.
- Correction: Have incorrect data corrected.
- Deletion: Have data deleted, if legally permissible.
- Revocation: Revoke your consent at any time.
- Objection: Restrict or stop processing.

Contact to exercise your rights: [datenschutz@inside-culture-academy.de](mailto:datenschutz@inside-culture-academy.de)

### **Student discount**

#### **Authorization & proof**

- Students with a valid certificate of enrollment can receive a discount for the "Cultural Onboarding Community & Premium Online Training" bundle.
- The discount is checked by sending a valid certificate of enrollment by e-mail to [students@inside-culture-academy.de](mailto:students@inside-culture-academy.de).
- After successful verification, the personal discount code will be sent by e-mail.

#### **Terms of use**

- The discount code is non-transferable and cannot be combined with other discounts or promotions.
- ICA reserves the right to refuse proof of discount or to request additional information if there is any doubt as to its validity.
- The offer can be changed or discontinued at any time without giving reasons.

### **Data protection & processing of the certificate of enrollment**

Purpose and legal basis:

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Your data (name, e-mail address, certificate of enrolment) will be processed exclusively for the purpose of checking eligibility for the discount. The legal basis for this is Art. 6 para. 1 lit. b GDPR (contract fulfillment or pre-contractual measures) as well as our legitimate interest in the proper processing of the student discount (Art. 6 para. 1 lit. f GDPR).

### **Storage period and deletion**

The transmitted enrollment certificates will be deleted within 30 days after your request has been processed.

### **Disclosure to third parties**

The data will not be passed on to third parties and will only be processed internally.

### **Rights of data subjects**

You can request the deletion or correction of your data at any time. You can find more information in this privacy policy or at [datenschutz@inside-culture-academy.de](mailto:datenschutz@inside-culture-academy.de).

## **Competitions and special promotions**

### **General conditions of participation**

- The Inside Culture Academy (ICA) occasionally organizes competitions and special promotions in which participants can receive prizes, discounts or free access to certain offers.
- The conditions of participation are defined separately for each campaign and communicated on the respective platform or website.
- Only natural persons over the age of 18 are eligible to participate, unless otherwise stated.

### **Exemplary actions**

- The first X people to respond to a social media campaign will receive free access to the ICA community or certain offers.
- Prize draws among all participants who fulfill a certain task (e.. comment, e-mail submission or newsletter registration).

### **Procedure & notification**

- Winners will be notified by e-mail or direct message on the respective platform within a certain period of time.
- If a winner does not respond within 7 days, ICA reserves the right to pass the prize on to another person.

### **Abuse & exclusion**

- ICA reserves the right to exclude participants from participation in the event of suspected fraud or abuse.
- Prizes are non-transferable and cannot be paid out in cash.
- Legal recourse is excluded.

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### **Data protection & processing of personal data**

Data collected:

- For discount campaigns (e.. student discount): Name, e-mail address, certificate of enrollment (PDF or photo)
- For competitions & special promotions: Name, e-mail address or social media profile name
- Purpose of the processing
- Checking eligibility for the discount or profit
- Notification of the winners
- Sending access data or prices

### **Storage duration**

- Certificates of enrollment: Deletion within 30 days after verification
- Data for competitions and special promotions: Deletion within 60 days after completion of the promotion and dispatch of the prizes

### **Disclosure to third parties**

The data will not be passed on to third parties and will only be processed internally.

### **Rights of data subjects**

You can request the deletion or correction of your data at any time. You can find more information about your rights and our data protection measures in this privacy policy or at [datenschutz@inside-culture-academy.de](mailto:datenschutz@inside-culture-academy.de).

### **Trainer of the Inside Culture Academy**

The Inside Culture Academy trainers are self-employed and process personal data in accordance with the provisions of the GDPR.

### **Contact us**

Inside Culture Academy e.K.  
Sebastian Wittig  
Huchtinger Heerstraße 121  
28259 Bremen, Germany  
Phone: +49 421 27717553  
E-Mail: [info@inside-culture-academy.de](mailto:info@inside-culture-academy.de)