Privacy Policy

When you use my website or contact me, you may share personal data with me. I handle this data carefully and comply with the applicable laws and regulations. These laws govern the storage and use of your personal data.
In this privacy policy, I explain which data I collect from you and what I do with it. This privacy policy applies to all interactions between you and Beacon of Balance, regardless of the method of communication. Beacon of Balance, located at Valeriusstraat 21-H in Amsterdam, is responsible for processing the personal data described in this privacy policy. You can send questions or comments concerning your privacy to info@beaconofbalance.com.

What is personal data?

Personal data is any information that relates to you and can be used to identify you. Examples include your name, contact details, address and Dutch citizen service number (BSN). Some data, such as ethnic origin, religious beliefs or a criminal record, is classified as special category personal data.

Special category personal data

I do not collect special category personal data.

Personal data of persons under the age of 16

I do not intend to process personal data relating to persons under the age of 16. However, I cannot verify whether a visitor to my websites and servers is over the age of 16. If you believe that I have collected personal data relating to a minor without the consent of a parent or guardian, please contact me at info@beaconofbalance.com. I will then delete this information where possible. If I collect data relating to persons under the age of 16, I will always do so with the consent of their parent or guardian.

When do I process your personal data?

1. To help you when you have questions.

I am happy to help if you encounter a problem or have a question for me. You can email me or complete a form on the website. I may also receive your data from third parties in connection with my services. To assist you, I store some of your data. This enables me to know who you are and, the next time you contact me, to retrieve what we discussed previously.
If you have a question for me, I store the following data:

- Name
- Email address
- Your message

Legal basis: legitimate interests.

2. To prepare and send you a quotation or offer.

Before I start working for you, I may of course send you a quotation or an offer for a coaching programme or other programme. For this purpose, I store the following data:

- Name and address details
- Email address
- Telephone number
- Company name (optional)
- Chamber of Commerce registration number (optional)
- VAT identification number (optional)

Legal basis: legitimate interests.

3. To provide the agreed services, contact you to arrange an introductory meeting, take notes during coaching sessions and schedule appointments.

If you purchase services from me, you naturally want to receive appropriate assistance and what you have requested. I store the following data to provide the agreed services:

- Name and address details
- Email address
- Telephone number

Legal basis: performance of a contract.

4. To send invoices and process payments.

The services you purchase must of course be paid for. If payment is not made, I will initiate debt-collection proceedings. For invoicing and debt-collection purposes, I store the following data:

- Name and address details
- Email address
- Telephone number
- Company name (optional)
- Chamber of Commerce registration number (optional)
- VAT identification number (optional)
- Bank account details

Legal basis: compliance with a legal obligation.

5. To keep you informed of changes to my services.

When I make changes to my services, terms and conditions, privacy policy or other important matters, I would like to inform you. If you agree to this, I use the following data to add you to my newsletter system:

- Name
- Email address

Legal basis: performance of a contract.

6. To send you my inspirational emails and free resources.

If you have indicated that you would like to receive my inspirational emails and a free resource, I store the following data:

- Name
- Email address

Legal basis: consent.

7. To send you information relating to online or other services.

If you have registered for an online service, I will send you additional information about it, such as dates and times. If you agree to this, I store the following data:

- Name
- Email address

Legal basis: performance of a contract.

8. To share your review on my website and/or social media.

If you send me a review, I may publish it on my website and/or social media channels. If you agree to this, I store the following data:

- Name
- Company name (optional)
- Job title / profession

Legal basis: consent.

Cookies and similar technologies I use

Beacon of Balance uses functional, analytical and tracking cookies. A cookie is a small text file stored on your computer, tablet or phone when you first visit a website. I use cookies with a purely technical function so that the website works as intended.

I also use analytical cookies, such as Google Analytics, to study the behaviour of visitors and use this information to improve my website. If I need your consent to place cookies, I will ask for it during your first visit to my website. I will also refer you to my cookie policy. You can disable cookies by configuring your internet browser so that it no longer stores them.

Transfers to service providers and partners

I work with various service providers and partners to deliver my services.

These service providers and partners include parties that:

- Process my payments and debt collection (Rompslomp)
- Provide my web hosting (Mijndomein)

I have entered into data processing agreements and/or confidentiality agreements with subprocessors to safeguard your data. I work only with partners that are able to comply with the GDPR. Some of my partners are located outside the European Economic Area (the European Union countries, Liechtenstein, Norway and Iceland). Your data may be processed in the United States and/or other countries in which these companies operate cloud storage, servers and/or backups. I have taken appropriate safeguards with these partners, agreed contractually through a data processing agreement / Data Processing Addendum or through a standard contractual clause adopted by the European Commission (click here)

Disclosure to third parties

In principle, I do not share or sell your data to persons or organisations outside Beacon of Balance, other than the partners described above. I may also be legally required to disclose your data.

Security of your data

Beacon of Balance has implemented appropriate technical and organisational security measures to protect your personal data against misuse, unlawful or unauthorised use, and loss. All parties that process your data on my behalf (subprocessors) or are able to access it, such as employees or contractors, sign a data processing agreement or confidentiality agreement.

How long is your data retained?

I apply different retention periods to different data flows. You always have the right to ask me to delete your data. Please also see the section ‘Your rights’.

Personal data:

I delete your name, address details, telephone number and email address one year after our last contact.

Email:

Emails older than five years are deleted unless they remain relevant to the performance of a contract or the resolution of a dispute.

Invoices and quotations:

Invoices and quotations may be deleted after the statutory retention period of seven years. Until then, your data remains in my invoicing system.

Newsletter:

You can remove your data from my newsletter system at any time.

Your rights

You have the right to access, correct and delete your personal data. You also have the right to withdraw your consent to the processing of your data or object to the processing of your personal data by Beacon of Balance. In addition, you have the right to data portability. You can send a request for access to, correction or deletion of your personal data, a request for data portability, a request to withdraw your consent, or an objection to the processing of your personal data to info@beaconofbalance.com.

To ensure that you personally submitted a request for access, I ask you to enclose a copy of your identity document with your request. On this copy, black out your photograph, MRZ (machine-readable zone,

the strip of numbers at the bottom of the passport), passport number and Dutch citizen service number (BSN). This is to protect your privacy. If your request relates to a cookie, I also ask you to include that cookie. I will respond to your request as quickly as possible and no later than within four weeks. Beacon of Balance would also like to point out that you have the right to lodge a complaint with the Dutch supervisory authority, the Dutch Data Protection Authority (Autoriteit Persoonsgegevens).

Reporting a personal data breach

If a personal data breach occurs despite all precautions, I will comply with the applicable breach notification requirements and, where necessary, report the breach to the Dutch Data Protection Authority within 72 hours of becoming aware of it. If you discover a personal data breach, please inform me as soon as possible, and in any event within 24 hours of discovering it, by emailing info@beaconofbalance.com. I can then take immediate action.

Liability

This privacy policy applies only to the personal data processed by Beacon of Balance for the purposes described in this policy. Beacon of Balance accepts no responsibility or liability for the operation and/or content of third-party websites or services.

Changes to this policy

Beacon of Balance may amend this privacy policy at any time in response to new legal or regulatory developments or changes within my business. You can subscribe to my newsletter, through which I will keep you informed of any changes. In any event, I recommend that you review my privacy policy regularly so that you remain informed about my privacy practices. By continuing to use Beacon of Balance's services after changes have been made, you agree to those changes.

Contact

Do you have any further questions or comments? Please contact me by email at info@beaconofbalance.com.

Version: 7 September 2026

Supplement effective from 1 December 2023

This supplement to the Beacon of Balance privacy policy describes how we process data through Google Signals, Google Ads Enhanced Conversions and LinkedIn Ads Enhanced Conversions, in addition to the data processing activities already described. This supplement applies from 1 December 2023.

1. Data collected through Google Signals, Google Ads Enhanced Conversions and LinkedIn Ads Enhanced Conversions

In addition to the data processing activities already described, we also collect data through Google Signals, Google Ads Enhanced Conversions and LinkedIn Ads Enhanced Conversions. This includes anonymised user data, conversion data and additional information required for conversion tracking and analysis.

2. Purposes of processing through Google Signals, Google Ads Enhanced Conversions and LinkedIn Ads Enhanced Conversions

The data collected through Google Signals, Google Ads Enhanced Conversions and LinkedIn Ads Enhanced Conversions is processed to improve the performance of our advertising campaigns, optimise conversion tracking and obtain valuable insights into the effectiveness of our marketing activities across different platforms.

3. Disclosure of data through Google Signals, Google Ads Enhanced Conversions and LinkedIn Ads Enhanced Conversions

We may share anonymised data obtained through Google Signals, Google Ads Enhanced Conversions and LinkedIn Ads Enhanced Conversions with relevant third parties, including Google and LinkedIn. This data is provided in aggregated and anonymised form so that individuals cannot be identified.

4. Data security and responsibility

We take appropriate technical and organisational measures to safeguard your data and ensure that it is processed in accordance with applicable privacy legislation. Please note that Google Signals, Google Ads Enhanced Conversions and LinkedIn Ads Enhanced Conversions each have their own privacy policies and security measures.

5. Changes to the privacy policy

As a user of our services, it is your responsibility to ensure that you are aware of and agree to this supplement to our privacy policy. We recommend that you review our privacy policy regularly for any changes.