



Be Informed Privacy Notice

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Privacy Statement

At Be Informed, we respect the privacy of individuals and are committed to protecting personal data in a transparent, secure and responsible manner.

This Privacy Notice describes how Be Informed collects, uses, stores, shares and protects personal data in connection with its Digital Services, websites, customer interactions, support activities, training services and business operations. It also explains your privacy rights and the choices available regarding your personal data.

We regularly review our privacy practices and update this Privacy Notice when necessary to reflect changes in our services, legal obligations, operational practices or regulatory requirements.

1. Applicability of this Privacy Notice

This Privacy Notice applies to Be Informed Digital Services and related interactions with Be Informed.

Digital Services include websites, software-as-a-service offerings, customer portals, documentation services, online training environments, support services and related online functionality operated by Be Informed.

This Privacy Notice also applies when you:

- visit our websites;
- request information or demonstrations;
- download information or publications;
- subscribe to newsletters or product updates;
- attend webinars or events;
- create or administer accounts;
- use our Digital Services;
- request support;
- participate in training or certification activities;
- apply for employment opportunities at Be Informed.

This Privacy Notice should be read together with the applicable [Website Terms of Use](#), [Terms of Service](#), [Cookie Policy](#), [Data Processing Agreement](#), Orders and any other service-specific terms that may apply to a particular service or customer relationship. The Website Terms of Use apply to public website use. The Terms of Service apply to contractual Digital Services. Where Be Informed processes personal data on behalf of a customer, the applicable Data Processing Agreement governs that processing.

Customer-specific contracts, enterprise agreements or other negotiated arrangements may contain additional privacy, security or processing provisions. Such arrangements apply in addition to this Privacy Notice where relevant.

2. Who We Are

This Privacy Notice is issued by Be Informed B.V., registered at the Dutch Chamber of Commerce under number 60027541, The Netherlands (“Be Informed”).

For privacy-related questions, requests, concerns or complaints, you may contact us through:

privacy@beinformed.com

3. How Be Informed Processes Personal Data

Be Informed may process personal data in different roles depending on the nature of the service and the purpose of the processing.

In many situations, Be Informed acts as a Controller. This means that we determine why personal data is collected and how it is used. Examples include operating our websites, administering user accounts, managing subscriptions, providing training services, communicating with customers and prospects, conducting marketing activities, processing payments and protecting the security of our Digital Services.

In other situations, customers use Be Informed Digital Services to store, create, upload or process their own information. In those situations the customer determines why personal data is being processed and Be Informed acts on behalf of that customer. In those cases Be Informed acts as a Processor. Where Be Informed acts as Processor, the applicable Data Processing Agreement governs that processing and provides additional requirements and safeguards applicable to Customer Content processed on behalf of customers.

The same Digital Service may combine both kinds of processing and involve both Controller and Processor activities.

4. Customer Content and Service Data

The distinction between Customer Content and Service Data forms an important part of Be Informed's privacy model and aligns with the terminology used throughout our contractual documentation.

Customer Content includes information that customers or users choose to upload, create, submit, configure, store or process within a Digital Service. Depending on the service and the customer use case, Customer Content may include documents, source materials, files, models, workflow information, prompts, generated output, comments and other business information. Where Customer Content contains personal data, customers remain responsible for determining the purpose and legal basis of that processing.

Service Data consists of operational information generated through the use and administration of our Digital Services. Service Data may include account information, authentication details, subscription information, audit records, telemetry, diagnostics, security logs, usage metrics and billing information. Be Informed generally acts as Controller for Service Data because we determine the purposes for which it is processed.

5. Information We Collect

The personal data we collect depends on how you interact with Be Informed.

If you contact us, request information, subscribe to updates, register for a webinar or event, request a demonstration, download publications or establish a business relationship with us, we may collect information such as your name, company, business email address, job title, phone number, business sector and related professional information. Recruitment-related information may include application materials, curriculum vitae, cover letters and communications relating to an application.

When you create or use an account within a Digital Service, we may collect account and identity information necessary to administer that account. This may include your name, email address, organization, assigned roles, authentication information, subscription details and other account administration information. Identity and access information is managed through the identity and access management services as part of the Digital Service.

When you use our websites or Digital Services, we also receive technical and usage information. This may include browser information, device information, IP addresses, session details, log information, diagnostic information, usage metrics, cookie information and similar technical data required to operate, secure and improve our services. We may collect this information through cookies, analytics services and similar technologies.

Be Informed uses cookies and similar technologies to operate, secure, analyze and improve its websites and Digital Services. Where required by law, consent will be obtained before non-essential cookies or similar technologies are used. Further information regarding the cookies used, their purposes and available choices can be found in the Be Informed Cookie Policy.

In some situations, we may receive information from customers, event partners, training providers, identity providers, publicly available professional sources or other third parties. Where doing so is lawful and appropriate for our business activities.

6. How We Use Personal Data

Be Informed uses personal data to provide and improve Digital Services, manage business relationships and fulfill its contractual, operational and legal obligations.

We use personal data to create and administer accounts, authenticate users, provide access to Digital Services, manage subscriptions, process payments, issue invoices, provide support, administer training services, communicate with customers and prospects, facilitate participation in webinars and events, and deliver requested information or content.

We also use personal data to maintain the security and reliability of our Digital Services. This includes monitoring service performance, investigating incidents, managing capacity, protecting systems against abuse or unauthorized access, maintaining audit trails, analyzing operational trends and supporting business continuity activities.

Where appropriate, we use personal data to improve websites, Digital Services, training offerings, support processes and customer communications. This may include analyzing usage patterns, understanding product adoption, evaluating service quality and identifying opportunities for improvement.

We may also use personal data to comply with legal obligations, enforce contractual rights, protect our legitimate interests, establish or defend legal claims and satisfy applicable regulatory requirements.

7. Legal Bases for Processing Personal Data

Be Informed processes personal data only where an appropriate legal basis exists under applicable data protection legislation.

Depending on the nature of the relationship, the service being provided and the purpose of the processing, Be Informed may process personal data because:

- the processing is necessary to perform a contract or to take steps requested before entering into a contract;
- the processing is necessary to comply with a legal obligation;
- the individual has provided consent for a specific purpose;
- the processing is necessary for the legitimate interests of Be Informed or a third party, provided that those interests are not overridden by the rights and freedoms of the individual;
- the processing is otherwise permitted under applicable law.

Where Be Informed relies on legitimate interests, these may include operating and securing Digital Services, managing customer and business relationships, providing support, improving services, preventing fraud and abuse, maintaining system reliability, protecting intellectual property and conducting normal business and administrative activities.

Where consent is required, individuals may withdraw their consent at any time. Withdrawal of consent does not affect the lawfulness of processing carried out before the withdrawal took effect and does not affect processing based on another lawful basis.

The legal basis applicable to a specific processing activity may vary depending on the circumstances and the relationship between the individual, the customer organization and Be Informed.

8. Marketing and Communications

Be Informed communicates with customers, prospects, partners and other professional contacts regarding its products, services, publications, training offerings and events.

Where appropriate, we may send newsletters, release information, product updates, webinar invitations, marketing communications and related business information. Such communications may be based on consent, contractual necessity, legitimate interests or other lawful grounds, depending on the nature of the relationship and applicable legal requirements.

Individuals can unsubscribe from marketing communications at any time through the mechanisms provided in those communications or by contacting us directly. Unsubscribing from marketing communications does not affect essential administrative, contractual, billing, security or service-related communications.

9. Accounts, Tenants and Organizational Administration

Some Digital Services are administered within an organizational or tenant-based environment.

Where a service is used within an organization, designated tenant administrators may be able to view user account information, including names, email addresses and assigned application roles. Depending on the permissions granted within the tenant, administrative users may also gain access to Customer Content stored within that tenant.

Such permissions are controlled by the customer organization and not by Be Informed. Tenant administrators act on behalf of the customer organization and are responsible for managing user access appropriately.

Customers are responsible for informing their users about administrative access within their tenant environment and for configuring access rights in accordance with their own organizational requirements.

10. Learning, Training and Enablement Services

Be Informed provides training, educational and enablement services through various delivery models, including online learning environments, webinars, events and classroom training.

To administer such services, we may process participant information, including names, email addresses, organizations, course registrations, participation records, completion records and certification information. The precise information processed depends on the nature of the training and the service being provided.

Self-service training environments may be operated using specialized partners and cloud services. Training-related processing remains subject to appropriate contractual, security and privacy controls. Certain training services may be provided through specialized service providers acting on our behalf.

11. Customer Support and Service Operations

When you contact Be Informed for assistance, report an issue, request support or participate in operational communications, we may process personal data necessary to provide that support.

This may include contact information, support-ticket information, correspondence, diagnostics, screenshots, attachments, service logs, technical information and records of actions taken during support activities.

Be Informed seeks to minimize access to Customer Content where possible. Support activities are generally performed using telemetry, log information, anonymized data, configuration information or limited extracts wherever sufficient for diagnosis and resolution. Where Customer Content must be accessed to resolve a problem, such processing remains governed by the applicable Data Processing Agreement. This includes data minimization, masking and limited extracts before the data is used.

12. AI-Enabled Features

Certain Digital Services may include AI-enabled functionality that supports activities such as content generation, summarization, classification, extraction, search, reasoning, modeling or decision support.

Be Informed uses AI in accordance with its AI governance framework, which requires responsible use, human oversight, human accountability, data minimization and compliance with privacy, legal and contractual obligations. AI-generated outputs remain subject to human review and validation and should not be treated as authoritative solely because they were produced by an AI system.

Where AI-enabled functionality processes Customer Content, that processing remains subject to the applicable customer instructions and contractual arrangements. Be Informed does not use Customer Content, customer models or customer prompts to train shared or general-purpose AI models unless explicitly agreed otherwise.

Be Informed does not deploy AI systems that make decisions with legal or similarly significant effects on individuals without meaningful human involvement. The use of AI requires appropriate human oversight for AI-enabled functionality and decision-support capabilities.

13. How We Share Personal Data

Be Informed may share personal data with carefully selected service providers, processors, business partners and professional advisors where necessary to operate its business and Digital Services.

Examples include providers of hosting services, cloud infrastructure, identity services, customer relationship management systems, communication platforms, training platforms, support systems, analytics services, payment services and professional advisory services.

Where Be Informed processes Customer Content as a Processor, additional subprocessors may be engaged to assist in delivering those services. Such subprocessors are governed through contractual safeguards and are identified separately through the [Be Informed Subprocessor List](#).

Be Informed may also disclose personal data where required by law, regulatory obligations, legal proceedings or to protect the rights, property, security or safety of Be Informed, its customers or other persons.

Be Informed does not sell personal data.

14. International Transfers

Be Informed primarily operates Digital Services from within the European Economic Area and, where available, prefers European data residency options. Where a specific data residency commitment is offered, that commitment will be identified during the purchase, in the applicable Order or separate written agreement.

Some of our suppliers, cloud providers, service providers and subprocessors operate internationally and may involve processing or transfers outside the EEA. Where such transfers occur, Be Informed applies appropriate safeguards consistent with applicable data protection legislation.

Such safeguards may include adequacy decisions, Standard Contractual Clauses and other recognized transfer mechanisms.

15. Data Retention

Be Informed retains personal data only for as long as necessary to fulfill the purposes for which it was collected and to satisfy contractual, legal, security, audit and operational requirements.

Be Informed maintains documented retention schedules and disposal procedures to ensure that personal data is retained only for as long as necessary for the purposes for which it was collected, and to satisfy applicable contractual, legal, security and operational requirements. Different retention periods apply to marketing communications, customer accounts, billing records, support records, training records, Customer Content and security logs. The applicable retention period depends on the nature of the information, the purposes for which it is processed, contractual requirements and applicable legal obligations.

Where personal data is no longer required, it is securely deleted, anonymized or otherwise disposed of in accordance with the applicable retention requirements.

16. Information Security

Be Informed takes the protection of personal data seriously and maintains appropriate technical and organizational measures designed to protect information against unauthorized access, unauthorized disclosure, misuse, loss, alteration or destruction.

These measures include access-control mechanisms, authentication controls, monitoring, logging, backup and recovery processes, supplier controls, incident-management procedures and security-awareness activities.

No security measure can eliminate every possible risk. However, Be Informed continuously evaluates and improves its security controls in line with operational requirements, risk assessments and applicable security standards.

Personal data incidents are handled through Be Informed's incident-management processes, including assessment, containment, escalation, investigation and notification where required by law.

17. Your Privacy Rights

Depending on your location and applicable law, you may have rights regarding your personal data.

These rights may include the right to access, correct, erase, restrict, object to processing, withdraw consent, receive personal data in a portable format and lodge a complaint with a supervisory authority.

Where Be Informed acts as Controller, requests relating to those rights may be submitted directly to Be Informed. Be Informed will assess and handle these requests in accordance with applicable data protection legislation. Be Informed may request additional information where reasonably necessary to verify the identity of the requester before responding. Requests are ordinarily handled within the time periods prescribed by applicable law.

Where Be Informed acts solely as Processor for Customer Content, requests should generally be directed to the relevant customer organization, which determines the purpose of that processing. Be Informed will provide assistance to customers in accordance with the applicable Data Processing Agreement where required.

18. Contact Information and Complaints

If you have questions about this Privacy Notice, would like to exercise your privacy rights, or have concerns about how personal data is processed, you may contact Be Informed through:

privacy@beinformed.com

Be Informed has appointed a Privacy Officer responsible for privacy governance and oversight of compliance with applicable privacy obligations. Be Informed has not designated a Data Protection Officer under Article 37 GDPR.

If you believe that Be Informed has not addressed a concern satisfactorily, you may also lodge a complaint with the competent supervisory authority, including the [Dutch Autoriteit Persoonsgegevens](#).