

Privacy statement Super Chill Website (English text version, please see original text in Dutch below)

Privacy statement Super Chill Foundation (*Stichting Super Chill, a foundation incorporated under Dutch law*), version: July 2025

Introduction

This is the privacy statement of Stichting Super Chill (hereinafter also referred to as 'Super Chill', 'we/us' or 'our/our'). Super Chill is on a mission to help 10 million children develop a healthy and positive mindset. We achieve this by providing children with simple, playful and accessible small rituals, as well as playful movement and calming exercises in our Super Chill app. These exercises are based on yoga, meditation and mindfulness.

Download the print version of the privacy statement here.

When you visit our website, order products, subscribe to our newsletter or contact us, we process your personal data. Handling this personal data correctly is extremely important to us. That is why we take great care in processing and protecting your personal data. This is done in accordance with the clauses of the General Data Protection Regulation ('GDPR') and other applicable privacy legislation.

This privacy statement provides more information on how we handle your personal data. The topics covered are:

1. who are we?
2. ordering products
3. the newsletter and other messages
4. contact with Super Chill
5. cookies
6. how long do we keep your data?
7. how do we keep your personal data safe?
8. when do we share your personal data?
9. what rights do you have?
10. changes and questions

If you find this privacy statement too long, you can find a short overview of the most important information here.

1. Who are we?

Stichting Super Chill is a foundation located at Jan van Galenstraat 51 in (1056 BH) Amsterdam. Super Chill is registered with the Chamber of Commerce under number: 78604192. You can contact us by emailing support@superchill.org.

2. Ordering products

Processing your order

When you purchase one or more products via the website, we need personal data from a grown up. This includes the following personal data:

- first and last name
- email address
- telephone number
- street name
- house number + any additional information

- place name
- postal code
- country

We use this personal data to process your order. This information is necessary for us to deliver your order and keep you informed about your order. We also use this personal data to process any returns. We process this personal data in order to fulfil (for the performance of) the agreement that you have entered into with us.

Customer communication

As a customer, you may occasionally receive messages from us about new products, services or offers that we think might interest you. We do this to help you get the most out of our services and to stay in touch with you.

We use the contact details you have provided us with for this purpose. We do this on the basis of our legitimate interest: we want to send you information that is relevant to you and in line with your previous purchases. This enables us to keep you informed of valuable developments. You can easily unsubscribe from these messages at any time via the link provided in each message.

Tax/legal obligations

When you place an order with us, we are legally obliged to process and store certain data for our financial records. This includes your name, address, order details, payment information, and invoices. This processing is carried out on the basis of a legal obligation.

3. The newsletter and other messages

If you have indicated on our website that you are interested in receiving our newsletter or other messages, we will use your e-mail address to send newsletters and messages, we will use your email address to send you these communications. In this case, we process your personal data because you have given us consent to do so.

4. Contacting Super Chill

When you contact us, we process your personal data in order to receive, respond to, and/or follow up on your message or request. This may involve processing one or more of the following types of personal data:

- first and/or last name
- email address
- the content of the message or request.

We only process this personal data because you have given us consent to do so.

5. Cookies

We use cookies on our website. You can read more about the cookies we use, the personal data we collect with them, how we use that personal data and how long we keep it for in our cookie statement. You can find our cookie statement [here](#).

6. How long do we keep your data?

We will only retain your personal data for as long as is necessary to fulfil the purpose for which it was collected (e.g. to provide you with customer service, answer questions or solve technical problems). However, we may need to retain your data for a longer period in order to comply with legal obligations or to defend a legal claim.

Below, you will find an overview of the retention periods we use in principle:

- **Ordering products**

Processing your order

We will store your personal data for as long as is necessary to process and deliver your order (or arrange for it to be delivered), and until the returns period for your order has expired.

Customer communication

Once the customer relationship has ended, we will retain your personal data for up to two years. This allows us to inform you about products or services that match what you have previously purchased from us. You can unsubscribe from these communications at any time.

Tax/legal obligations

For financial administration purposes, we are required by law to retain certain data, such as invoices, payment details and order overviews, for seven years.

- **The newsletter and other messages**

We keep your personal data for as long as you are subscribed to receive the newsletter and other messages. You can of course always indicate that you would no longer wish to receive messages.

- **Contacting Super Chill**

We keep your personal data for as long as is necessary to receive, answer and/or follow up on your enquiry or complaint.

7. How do we keep your personal data safe?

We have taken appropriate technical, physical and organisational measures to ensure that your personal data is properly secured and protected from unauthorised or unlawful use, alteration, access or disclosure, and from accidental or unlawful destruction or loss.

Access to your personal data is restricted to those persons who need to access it for any of the purposes stated in this privacy notice. In addition, we ensure through contractual agreements that any third-party vendor processing your personal data does so in a secure manner that ensures the confidentiality and integrity of your data. We enter into a confidentiality agreement with everyone who gains access to personal data processed by us, unless they are already bound by a duty of confidentiality by virtue of their profession, position or legal requirement.

We periodically evaluate these measures and adjust them if necessary.

8. When do we share your personal data with third parties?

To offer you our website, send you messages (including newsletters), answer your questions, process and deliver orders, and comply with legal obligations, we may need to share your personal data with third parties. This may be either within or outside the European Economic Area (EEA).

Some examples of situations in which we may share your personal data with third parties are:

- web and app developers to manage and maintain the website;
- distribution and/or logistics partners, such as PostNL;

- external customer service centres to help us answer your questions;
- advertising and media companies to help us achieve our social objectives;
- analytics service providers and search engines that help us improve our website;
- The Tax Office and other relevant government agencies and regulators, such as the Personal Data Authority (AP), may also receive your data.

We only share data with third parties with whom we have an agreement, or when required by law. If necessary, we ensure that agreements are made with these third parties regarding the requirements that the data sharing must meet, and that the third party in question complies specifically with the GDPR. The personal data collected will not be lent, rented, sold or disclosed in any other way. Without a legal basis, we will not transfer data to a country outside the EEA.

9. What rights do you have?

Subject to the conditions set out in applicable law, you have the following rights in relation to how we process your personal data:

- **Right of access**

You have the right to request confirmation as to whether Super Chill is processing personal data about you and, if so, to access the personal data and additional information. Upon request, we may also provide you with a copy of the personal data being processed.

- **Right to rectification**

You have the right to request that Super Chill corrects, amends or supplements your personal data if it holds incorrect or incomplete data about you. You can also update your personal data yourself by logging into your account. Please also notify Super Chill of any changes to your personal circumstances (such as address, email address, etc.) so that we can keep your personal data up to date. Super Chill will take all reasonable steps to ensure that all personal data is correct.

- **Right to withdraw consent**

You have the right to withdraw your consent to receive communications at any time by following the instructions in any communication or by sending an email to support@superchill.org. If we use your personal data for reasons other than communication based on your consent, you may withdraw your consent at any time by sending an email to support@superchill.org.

- **Right to erasure** ('right to be forgotten')

You have the right to request the deletion of any irrelevant personal data that we hold about you when:

- (i) the data is no longer necessary for the purposes for which it was collected;
- (ii) you withdraw your consent and there is no other legal basis for processing;
- (iii) you object to processing for direct marketing purposes; or
- (iv) we have processed your data unlawfully.

- **Right to restriction of processing**

You have the right to restrict how we use your personal data if:

- (i) you dispute its accuracy;
- (ii) its use is unlawful, but you do not want us to delete it;
- (iii) we no longer need it for the purposes it was collected for, but you do; or
- (iv) you have objected to us using it on the basis of our legitimate interests, pending verification that we have compelling interests to continue using it.

- **Right to data portability**

Where we use your personal data for the performance of a contract with you and the data is processed automatically, you have the right to receive all such personal data that you have provided to Super Chill in a structured, commonly used, machine-readable format. You also have the right to require us to send this data to another processing controller, where this is technically possible.

- **Right to object**

If we rely on our legitimate interests to use your personal data, you have the right to object to this use. We must then stop processing your data, unless we can demonstrate compelling legitimate grounds for the processing that override your interests, rights and freedoms. We may also process your data if we need to for the establishment, exercise or defence of legal claims. You have the right to object to any profiling activities carried out by Super Chill.

- **Right to file a complaint**

You have the right to lodge a complaint with a supervisory authority if you believe that the collection and use of your personal data breaches this privacy notice or applicable law.

For more information about your rights or how to exercise them, please email support@superchill.org. Upon receipt of all the above information, we will respond to your request in accordance with applicable law.

10. Changes and questions

This privacy statement may be revised from time to time. If a fundamental change is made to the way we use your personal data, or if the change is otherwise relevant to you, we will provide you with this information well in advance of the change taking effect.

If you have any questions about this privacy statement or our handling of your personal data in general, please email support@superchill.org.

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