

# Privacy Statement

*Study Association for Media and Culture AKT*



*Last updated: 29/05/2025 by Nikki Nederkoorn on behalf of the 45<sup>th</sup> board of AKT, translated by Ashley de Vreeze da Silva on 29/05/2025.*

## 1. Introduction

This is the statement concerning the processing of personal data of the study association for Media and Culture AKT, established in Utrecht and registered in the *Kamer van Koophandel* business register under the registration number 40478712 (hereafter: AKT). AKT is responsible for adhering to a just processing of personal data under the General Data Protection Regulation (GDPR). We think it is important that personal information of our members, donors, and contacts is processed and secured with the utmost care, and that their privacy is guaranteed to the highest degree possible. Subsequently we want to be open about our way of processing that data.

In this Privacy Statement we inform you about the way we process personal data, how you can exercise your right of privacy, and the remaining information that may be of importance to you. This Privacy Statement is applicable to all of the (online) activities of AKT.

AKT treats personal data with the utmost care and acts within the confines of the GDPR.

## **2. When Does AKT Collect Your Personal Data?**

AKT will (possibly) collect your personal data if:

- you sign up for our newsletter;
- you become a member of AKT;
- you sign up or participate in an activity organized by AKT;
- you sign up for our alumni registration;
- you participate in one of our committees or working groups, or apply for a position for our board;
- you contact AKT;
- you donate to AKT or become a friend of AKT.

## **3. What Personal Data Does AKT Collect?**

In every process different personal data is collected. The most commonly collected data are:

Different personal data are collected in different processes. Commonly we ask for:

- name and address details;
- bank account number (IBAN);
- images (photo's and video's);
- date of birth;
- gender;
- e-mail address;
- interactive data (for instance: the information that we receive when you contact us)
- zip code;
- phone number;
- insurance number;
- emergency contact (name, relation, phone number).

AKT collects personal data straight from you, after you have given permission to do so, but in some cases AKT receives personal data from third parties, as long as it complies with the law. This way data can be shared when third parties are involved, like other study association, companies, and the university, as long as permission has explicitly been given. For some of the collecting of personal data AKT has a legal obligation.

AKT is legally obliged by law to collect some of the personal data; our Statutes oblige us to collect the name and address information of our members in a registry.

### **3.1 Special Personal Data**

Incidentally, AKT processes special personal data. These are data that are even further protected by law. An example of this is health information like diseases, allergies, medicine, and dietary restrictions, which are necessary for certain activities, like the introduction camp.

Permission for the processing of this special personal data is explicitly asked per activity, should this be necessary. After the purpose of collecting of these data is reached, usually after termination of the activity in question, these personal data will immediately be deleted.

#### **4. For What Purposes Does AKT Process Your Personal Data?**

Generally, personal data is collected and saved for the following purposes:

- To send our newsletter
- to communicate with you
- the enrolment of members, to maintain an up-to-date member administration, the communication with members, and the membership cards;
- the registration and administration of participants of activities organized by the board or committees (hereafter: AKTivities), and communication with these participants;
- the inclusion of members in the yearbook, and alumni in the alumni administration;
- to offer certain services, such as the book sale;
- to reach an emergency contact in case of an emergency during an AKTivity.

AKT offers several activities which can only be executed by using your personal data. Take for example an e-mail address to send a newsletter, but also certain data which are necessary to partake in committees, and the AKTivities organized by AKT. Your data will only be used if you have given your explicit permission. By doing so, you will always be informed about the purposes of using your data, which data will be collected, and to which potential third parties your data might be shared with. After giving AKT permission to collect your personal data, it will always be possible to withdraw this permission at a later time. You can do this by sending an e-mail to [bestuur@akt-online.nl](mailto:bestuur@akt-online.nl). Below you can find certain activities.

You always have the right to look into your own data.

##### **4.1 AKT Membership**

If an upcoming member wants to sign up for a membership with AKT, we will need certain personal data, which includes their name, address, phone number, zip code, place of residence, e-mail address, recent portrait photo, and an emergency phone number of an emergency contact. The information that is provided after signing up will be used for the member administration, de membership cards, the yearbook, sending our newsletter, communication with members, and for the safety of the members. We are legally obliged by our Statutes to process some of this data (name and address information).

Personal data which has been provided by signing up is stored for a period up to a maximum of six years. An AKT-membership is valid for six years. In case of premature termination of a membership, we are forced to delete the personal data, unless there is a legal or necessary obligation to preserve the data for a longer period of time (for example when a member is in debt to AKT). Terminating a membership can be done by e-mailing a request of deregistration to [bestuur@akt-online.nl](mailto:bestuur@akt-online.nl).

After the six-year term has been expired, we will ask permission again to keep processing the personal data which are necessary for the membership, if the member wants to prolong their membership with another year. The personal data will be preserved again for a

maximum period of a year, unless the membership gets prolonged again for another year. Keep in mind that memberships can be terminated if the member does not give permission again for the processing of their personal data which are necessary for the membership. When a member agrees to prolonging the membership, the preserving term also gets prolonged.

## **4.2 AKTivities**

When signing up for an AKTivity, we need data for the member's registration/administration, and communication with the member that is participating in the AKTivity. After the member gives permission, the data of this member will be preserved until the end of the academic year, in service of our administration of the entire year. If special data is required, AKT will ask for explicit permission. This data will be deleted once the activity has ended.

At some AKTivities pictures can be taken for publication on the website, AKT's social media, or in the yearbook. By participating in an AKTivity, you give AKT permission that this footage may be used by AKT, unless you object to it. If this is the case, send an e-mail to [bestuur@akt-online.nl](mailto:bestuur@akt-online.nl), and report what specifically objecting to.

## **4.3 Alumni File**

During the study term, AKT can send members a registration request for the alumni file, of which a registration form can be found on AKT's website. This file compiles an administration of many alumni of Media and Culture, and their precursors, to get a sense of where our alumni have ended up. The file also gives us an opportunity to stay in contact with alumni and to organize reunions or events. When you register, the data collected for this use (name, e-mail, beginning/end of study term, workplace, social media profiles), will be stored for an indefinite period of time. AKT can contact you about alumni related issues (such as inviting you for an AKTivity or to write an article for our newsletter). If you sign out for the file, your data will be deleted.

## **4.4 List of Interest**

At 'student-for-a-day' events, matching days, open houses, and the introductory days, members can be asked to fill in a list of interest. The data (name and e-mail address) used for this list of interest will be exclusively used by AKT to contact the member for more information about AKT, for example information about the introduction days or the membership. Data will be preserved for a period of one year.

## **4.5 Social Media Channels**

Pictures that have been taken at AKTivities, may be posted on AKT's social media channels, which include Instagram, YouTube, the website, and TikTok. TikTok videos will only be posted after consulting with the people featured in the video.

## **4.6 Yearbook**

By enrolling for an AKT membership, you give permission that your name and your portrait picture may be used for the yearbook, the AlmanAkt, which will be published internally for members at the end of the academic year. AKT may also use photos which were taken at

AKTivities. However, it is possible to change your portrait picture. If you want to change your portrait picture, or if you object to the inclusion of these data in the yearbook, please contact [bestuur@akt-online.nl](mailto:bestuur@akt-online.nl). In addition to the yearbook being published internally to members, it will also be delivered to the sponsors of the yearbook, and it will also be available at open houses and 'student-for-a-day' events where people can go through it.

#### **4.7 'Student-For-A-Day' Events**

In collaboration with the University of Utrecht (UU), AKT organizes the 'student-for-a-day' events several times a year for people who are interested in studying Media and Culture. Participants can sign up through either the UU website, or through the AKT website ([www.akt-online.nl](http://www.akt-online.nl)). When a participant signs up through the UU website, the data (name, e-mail address, phone number, and previous education) will be shared directly with AKT. All data will be deleted by AKT once the 'student-for-a-day' event has ended.

#### **4.8 Newsletter**

We offer a monthly newsletter to anyone who might be interested in our activities. As an AKT-member, you will receive this newsletter automatically. It is also possible to subscribe to the newsletter through the AKT website. For this, we will use the e-mail address given, explicitly for that purpose. Every newsletter includes a link, through which you can unsubscribe.

#### **4.9 Applications**

When you apply for a spot on a committee, working group, or the board of AKT, we will process and use the data that have been provided for the term of the participation of the committee, working group, or board. If the participation is denied or terminated, these data will be deleted.

#### **4.10 Friends of AKT**

When you become a friend of AKT, your personal data will be preserved for the term of the agreement, whether the name, logo and/or description are displayed on the website or on the PLAKT – AKT's magazine, and the monthly newsletter are received. After cancellation, your data will be deleted, and you will no longer receive the PLAKT.

### **5. AKT's website**

AKT's website ([www.akt-online.nl](http://www.akt-online.nl)) is part of a broader domain of the University of Utrecht (UU). AKT does not process visitors' data or cookies on our website. Consult the UU Privacy Statement to gain insight into dealing with personal data while visiting the website.

### **6. Sharing Data with Third Parties**

In some cases, it is possible that AKT has to provide personal data to third parties. Examples include participating in an introductory camp, visiting companies, or a study trip, at which the regarding party asks for personal data of participants. AKT does not sell your data to third parties and will only provide the data if this is necessary to execute arrangements made with you, or to adhere to a legal obligation. We will always ask for explicit permission

before we share personal data with third parties. An exception to this rule is when we provide personal data to authorities when it is necessary to adhere to a legal obligation.

## **7. Transferring Personal Data Outside of the EU**

In rare cases, AKT provides personal data to countries outside of the EU. This is in service of facilitating communication with international students or members who are studying abroad.

## **8. Storage Period of Data**

In general, AKT does not store personal data longer than absolutely necessary for the exact purpose of retrieving the data. Personal data which are provided during signing up for the membership are preserved for a maximum period of six years, after which prolonging is possible if the member gives permission for this. Personal data which are provided during signing up for AKTivities will be preserved until the end of the academic year, in service to the year administration. Data in service of applications will be preserved for the term of participation of the committee, working group or the board. Special personal data will be deleted right after the direct purpose for what it was collected. Different kinds of personal data, as provided through subscribing to the newsletter or the alumni file, will be preserved until signing out. Personal data is preserved digitally. AKT always preserves personal data in agreement with the GDPR.

## **9. Access and Changing Your Data**

At all times it is possible to request access to and the changing of your personal data. You can also request to let your data be deleted, however, keep in mind that some data are necessary for your participation of activities, usage of service, and a membership of AKT. Send a request to the following e-mail address: [bestuur@akt-online.nl](mailto:bestuur@akt-online.nl), and carefully state in the subject which request it entails.

It may be necessary to attach a copy of your ID for the purpose of checking your identity. You can make a safe copy of your ID by using the Dutch Government's 'Kopie Id'-app, which you can download in the Appstore.

You also have the right to file an official complain concerning the way your data is processed, either with AKT or with Autoriteit Persoonsgegevens.

## **10. Security of Personal Data**

We take fitting technical and organizational measures to secure personal data against misuse, loss, unauthorized access, unwanted disclosure, unauthorized modification, and other forms of misuse or unlawful processing. These measures ensure a level of security which fits with the data we process. Should you feel as if your personal data are not secured in a proper manner or is there are signs of misuse, please contact us by sending an e-mail to [bestuur@akt-online.nl](mailto:bestuur@akt-online.nl). Should we find that, despite the measures taken, data are misused, we will notify the people in question.

## **11. Privacy Policies of Third Parties**

On AKT's website, social media, and newsletter, links can be used which lead to other websites which do not belong to AKT. AKT also uses platforms and services of third parties, such as Facebook and Google. We do not carry responsibility for the way these third parties process personal data. We would advise you to read the privacy statements of these websites before using them.

## **12. Questions**

Should you have any questions or remarks in response to the information in this privacy statement, feel free to contact us through our e-mail address [bestuur@akt-online.nl](mailto:bestuur@akt-online.nl).

## **13. Modification of the Privacy Statement**

This Privacy Statement has been modified last on 29/05/2025 by Ashley de Vreeze da Silva, in service of translating Nikki Nederkoorns original Privacy Statement, modified last on 29/05/2025. We reserve the right, if necessary, to make modifications to this statement. We advise you to consult this statement regularly, so you are aware of these changes.