

PRIVACY STATEMENT Innerdreams® & Social Samba®

What are InnerDreams® and Social Samba®?

Innerdreams® is a smart data gathering platform where, through recurring themed online questionnaires, global insights are gathered on amongst academic citizens between 16 and 30 years old. A questionnaire can be the subject of a contest through which participants can win prizes.

Social Samba® is a digital ambassadors' platform made for students and alumni. Based on the insights gathered with InnerDreams®, ambassadors are automatically selected and invited for activation. Through Social Samba, insights on relevant topics are organically distributed amongst academic citizens and alumni.

Both Innerdreams® and Social Samba® are registered Trade brands and are represented by Student AID NV, Bruiloftstraat 127, Ghent, B-9050, Belgium.

Student AID NV acts as controller and as a processor for personal data collected by InnerDreams®.
Student AID NV acts as processor for personal data collected Social Samba®.

Privacy policy for Innerdreams® and Social Samba®

Which personal data is processed?

We only use and process personal data in accordance with the Privacy Law and other relevant legal provisions. Privacy Law means a reference to the Law of 8 December 1992 on the Protection of Privacy in relation to the Processing of Personal Data. Any reference to the Regulation is a reference to the Regulation of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, also known as the General Data Protection Regulation (GDPR).

Because we at Student Aid NV consider the protection of personal privacy a top priority, we have drawn up this Privacy Statement.

Student Aid NV only collect personal data that is adequate and relevant for the contest(s) related to the questionnaires and solely for the purpose of being able to contact a participant (the data subject) who has won one of the contest prizes and/or to contact participants who opted in as ambassador in certain interest fields, products or services to surprise them with incentives and gifts and/or to provide them with relevant content they can share at their discretion.

The following categories of personal data are processed:

Personal identification data (surname, first name);
Contact data (telephone number or email address, sex, age group, memberships student unions);
Electronic identification data (IP address, cookies, pixels);
Personal data (education, school, country of origin).

Storage and removal of personal data

(*) Please consult the Privacy Statement of Social Seeder bvba on socialseeder.com or contact gdpr@socialseeder.com.

All personal data of Innerdreams® participants is stored in a database controlled by Student Aid NV, B-9050 Ghent, Bruilofstraat 127. The database is hosted in a data center located in the EU.

Personal data of ambassadors of Social Samba® will be forwarded, by consent of the participant, to an external platform, Social Seeder(*) represented by Social Seeder bvba, Schaarbeeklei 647, Vilvoorde, B-1800, Belgium.

Every contest has an end date as mentioned in the Contest Rules (accessible at the start of each questionnaire).

Personal data of participants to a contest related to a questionnaire will be deleted from our database as soon as the contest ends, unless participants are prize winners or participants opted in for the Social Samba ambassador's platform.

Personal data of prize winners will be removed from our database after all prizes have been redeemed. In case prize winners haven't showed up to claim their prizes within 6 months after the end of a contest, all personal data of the prize winners will be deleted.

When opted in for the Social Samba ambassador's platform, personal data is removed from our database after the data is pushed to the external Social Seeder(*) platform.

We will timely remove and destroy irrelevant data. Personal data will be stored only to be able to provide and offer our services and/or as required by law.

Rights of participants

In compliance with **GDPR regulation Article 13**, paragraph 2b, any data subject has the right to request rectification or erasure of personal data or restriction of processing concerning the data subject or to object to processing as well as the right to data portability.

To exercise the above-mentioned rights, participants/data subjects must contact Student Aid by e-mail questions@guidata.info or by letter at Student Aid NV, B-9050 Ghent, Bruiloftstraat 127, Belgium.

Participants requesting the erasure of their personal data will no longer be eligible to win prizes nor will they be able to join the Social Samba ambassadors' platform.

In accordance with GDPR regulation Article 13, paragraph 2d, data subjects have the right to file a complaint to a supervisory authority.

(*) Please consult the Privacy Statement of Social Seeder bvba on socialseeder.com or contact gdpr@socialseeder.com.

Cookies and tracking pixels policy

What are cookies and tracking pixels?

Cookies are a collection of data that is stored on the user's mobile, computer or other devices when the user visit a website.

A tracking pixel is a snippet of a HTML code which is loaded when a user opens an email or visit a website. The tracking pixel allows the collection of information on the user's behavior as they browse through a website.

Why do we use cookies or tracking pixels?

Student Aid uses cookies and tracking pixels to ensure the functionality of the website and social media to collect data to provide the user with the best possible personalized experience by, identifying users, providing personalized content, analyzing user's behavior.

Cookies and tracking pixels Consent

Clicking on "Next" on the introduction page of the website indicates that you agree to the use of cookies and/or tracking pixels on your device. If you do not agree to these terms of use, you may not use Student Aid's Website(s).

Questions about Cookies and tracking pixels?

If you have any questions about the use of cookies or tracking pixels by Student Aid, please contact us by e-mail on questions@guidata.info or by letter at Student Aid NV, B-9050 Ghent, Bruilofstraat 127.

Thank you

Thank you for reading through our Privacy Statement. In case you have any questions, worries or remarks left regarding our use of your Personal Data or this Privacy Statement, please do not hesitate to contact us at questions@guidata.info. Our Privacy Team is dedicated to handling your Personal Data to the best of our abilities.