

Privacy Policy

Be Your Own CEO · Last updated: March 2026

1. Who We Are

Be Your Own CEO is an online personal development platform created by Dr. Zanna van der Aa. We offer guided journeys on money, Bitcoin, and AI to help you take ownership of your financial and personal future.

Data controller: Zanna van der Aa, operating as Be Your Own CEO

Contact: support@beyourownceo.ai

Website: beyourownceo.ai

2. What Data We Collect and Why

When you create an account and use our platform, we collect the following information:

Data	Purpose	Legal basis
First name	Personalise your experience	Contract performance
Email address	Account access (magic link login), platform updates	Contract performance
Language preference	Show content in your preferred language	Contract performance
Journey progress	Track your progress across sessions and devices	Contract performance
Quiz answers	Enable feedback and learning checkpoints	Contract performance
Investment tracker data	Support the money exercises you complete voluntarily	Contract performance
Purpose journey answers	Personalise your recommended journey	Contract performance
Login timestamps	Security and platform improvement	Legitimate interests
Country (approximate)	Improve regional relevance	Legitimate interests
Feedback you submit	Fix bugs and improve content	Legitimate interests

We do **not** collect payment information, precise location data, or any sensitive personal data (health, ethnicity, religion, etc.).

3. How We Use Your Data

- To provide you access to the platform and your personal progress
- To send you a magic link so you can log in (no password required)
- To send you the weekly digest, if you subscribed
- To improve the platform based on usage patterns and feedback

We do **not** sell your data. We do not use your data for advertising. We do not share your data with third parties except as described below.

4. Third Parties

We use the following services to operate the platform:

Service	Purpose	Privacy policy
Supabase	Database and authentication	supabase.com/privacy
Netlify	Website hosting and serverless functions	netlify.com/privacy
Resend	Transactional email delivery	resend.com/legal/privacy-policy
Bunny.net	Video delivery (CDN)	bunny.net/privacy

All data is stored within the EU or with providers offering EU-equivalent safeguards (Standard Contractual Clauses).

5. How Long We Keep Your Data

We keep your data for as long as your account is active. If you request deletion of your account, we will remove your personal data within 30 days. We may retain anonymised, aggregated data (e.g. total number of users who completed a lesson) indefinitely.

6. Your Rights (GDPR)

Under the General Data Protection Regulation, you have the right to:

- **Access** — request a copy of the data we hold about you
- **Rectification** — ask us to correct inaccurate data
- **Erasure** — ask us to delete your account and personal data
- **Portability** — receive your data in a structured, machine-readable format
- **Objection** — object to processing based on legitimate interests
- **Restriction** — ask us to limit how we use your data

To exercise any of these rights, email us at support@beyourownceo.ai. We will respond within 30 days. If you believe we are not handling your data correctly, you have the right to lodge a complaint with your national data protection authority. In the Netherlands: Autoriteit Persoonsgegevens (autoriteitpersoonsgegevens.nl).

7. Cookies and Local Storage

We do not use tracking cookies. We use browser local storage solely to remember your session, language preference, and journey progress between visits. This data stays on your device and is synced with your account when you are logged in.

8. Changes to This Policy

If we make significant changes to this policy, we will notify you by email. The date at the top of this page always reflects the most recent version.

9. Contact

Questions about this policy? Email us at [**support@beyourownceo.ai**](mailto:support@beyourownceo.ai).