

AixDesign Privacy Policy

Contact: hello@aixdesign.co

Last updated on 20 January 2024

How AixDesign collects data

AixDesign is a company based in Amsterdam, the Netherlands. We run the website aixdesign.co and use it to store and display all relevant information about our activity. We use third party services to publish work, keep in touch with people and understand how we can do both of these things better. Here you can find out what these services are and how we handle data for visitors to our websites, user research participants, event attendees, potential and existing clients, and job applicants. AixDesign complies with the provisions of the General Data Protection Regulation ([GDPR](#)) of the European Union.

AixDesign channels

Squarespace

Aixdesign.co is hosted on [squarespace](#), a website hosting service that provides built-in design tools and content management system. Squarespace describes the data it collects about visitors on the sites hosted on their platform in their [Privacy Policy](#). We also use [Google Analytics \(Privacy Policy\)](#) to evaluate our website's outreach. We use it primarily to see how our efforts in promoting our work lead to increase of interest in activities AixDesign is organising.

Social media accounts

We use several social media accounts to share our work. We occasionally use the analytics tools provided by these platforms to understand how we can use these services better. Our social media accounts include:

[AixDesign on Instagram \(Data Policy\)](#)

[AixDesign on Twitter \(Privacy Policy\)](#)

[AixDesign on LinkedIn \(Privacy Policy\)](#)

[AixDesign on Youtube \(Privacy Statement\)](#)

[AixDesign on Medium \(Privacy Policy\)](#)

Newsletter

As of 2022, our newsletter is published with [Email Octopus \(Privacy Policy\)](#).

Events

The core activity of AixDesign is producing events, such as workshops, presentations and talks. We use [Eventbrite \(Privacy Policy\)](#) for processing registrations and payments.

Slack Community

For those who are interested in joining AlxDesign community we offer a [Google Form \(Privacy Policy\)](#), where we collect the following information: First and last name, email address, LinkedIn profile, country of residence, primary areas of interest and ambitions surrounding AlxDesign, expectations about exploring areas of interests and involvement with AlxDesign community. We also ask for consent to share these answers with other members of AlxDesign community on our Slack channel ([Privacy Policy](#)).

The type of personal information we collect

We currently collect and process the following information:

- Personal identifiers, contacts and characteristics (name and contact details)

How we get the personal information and why we have it

The personal information we process is provided to us directly by you for one of the following reasons: you are attending an event hosted by AlxDesign, you contact AlxDesign to express your interest in joining our community, you want to commission AlxDesign and give us your contact information for us to reach out to you directly.

Processing payments

AlxDesign processes payments in three cases: One is the payments for event attendance handled through Eventbrite, second is the purchase of AI Ideation Cards, handled through our website with [Stripe \(Privacy Policy\)](#) and [PayPal \(Privacy Policy\)](#) payment options and third is donations, that are being processed by PayPal.

Event Attendees

All of our events are currently hosted online. Unless the event is hosted by other party, AlxDesign is responsible for handling the sign-ups and registration and running the event.

What data we collect

We collect the following information from event attendees:

Attendee Registration

- Full name
- Email address

During or after the event

- Video and audio recording of the event (audio or video)

Sometimes

- Quotes and testimonials
- Assessment of ability, interest and comfort in relation to the topic of the event
- Feedback (via short-form answers and interviews)

Why we collect this data

We collect attendee information to send the workshop invitation, provide help should there be any issues joining the workshop and to reach out for feedback. We may record the events we run so we can share them with people who were unable to attend. We may use comments we receive in the event itself to promote future events. If a workshop is recorded, all attendees are told that the event will be recorded prior to the event starting. We collect feedback to improve these workshops for attendees.

Where data about Attendees is processed and stored

All data about Attendees is stored on Eventbrite and is only accessed by AixDesign team members. We may use feedback materials like quotes, photos, audio or video clips, in our presentation materials. We will only do this if we have consent from Attendees. We don't connect this information to Attendees' names unless agreed upon. Unless an event host or partner specifically prohibits this, we record our events and publish on Youtube. Attendees are informed of this practice while attending the event.

Third-party services

We also use third-party services to plan, deliver and host event content. You can find out more about each of these services below:

- *Zoom*
We use the video conferencing platform [Zoom](#) to host our events. We believe Zoom provides useful functionality (e.g. breakout rooms, chat) and a reliable video stream. Zoom publishes details about how they use data in their [Legal and Compliance Centre](#).
- *Gather.town*
We use [Gather.town \(Privacy Policy\)](#) for community hangouts. This platform provides us with a good experience for informal meetings, and creates a good opportunity for community members to speak to each other outside of the context of an event.

Opt-out of collection

Attendees are able to withdraw their information at any time. To do this, contact hello@aixdesign.co

Potential and existing collaborators

What data we collect

We collect the following information about people who express an interest in working on future projects (as contractors/employees):

- Full name
- Email address
- Reasons for wanting to work with AlxDesign
- Relevant skills and experience
- Availability and day rate
- Interest in permanent roles
- Any specific support required for interview

We don't collect any [special category data](#) or ask for any background checks as part of the application process.

Why we collect data about potential collaborators

Data about potential collaborators is used to assess suitability for contract roles on a rolling basis.

How long we keep data about potential collaborators

Data about potential collaborators is deleted after 2 years, unless requested by the potential collaborator to be deleted beforehand.

Where data about potential collaborators is processed and stored

We use several services to help us find people to join our team. At the moment, these include:

- [Google Forms](#) ([Privacy policy](#))
- [LinkedIn](#) ([Privacy policy](#))

(If you want to exercise your rights on a particular service, please refer to its privacy policy for more information.)

We store CVs on Google Drive. Only team members involved in the recruitment process have access to recruitment platform accounts, CVs and emails.

We store applications on Google Drive. Only team members involved in the recruitment process have access to data collected about potential collaborators.

Potential and existing clients

What data we collect

We may collect the following information about our potential and existing parties that commission AlxDesign:

- Name
- Company
- Email address
- Phone number
- Job title
- Company address
- Working hours
- Testimonials

Why we collect this data

We use this information to create and manage collaborations, partnerships and client relationships. Testimonials may be used on our website or social media channels for promotional purposes.

How long we keep this data

We keep information about potential commissions for 1 year from last contact, and information about existing commissions for 2 years from last contact. Testimonials are kept indefinitely because it's nice to remind yourself of the good work you've done – AlxDesign is a young organization and we are happy to be able to witness and track our growth.

Where data about potential and existing clients is processed

We use the following services to store and process this data:

- GSuite, including Mail and Drive
- Our workspace on Slack
- Notion

Things we don't do

AlxDesign doesn't participate in the following data processing activities:

- Buying or selling marketing lists
- Entering into data sharing agreements with other organisations
- Telephone marketing
- Postal marketing
- CCTV surveillance

Keeping data secure

We carefully choose our services and tools at AixDesign. It's important that they follow good security practises, like HTTPS, two-factor authentication and the ability to set a strong password. We've reviewed the privacy policies and security practises of everything we use.

When a new team member joins AixDesign we explain best practises for keeping their devices secure and maintaining the security of their online accounts. The AixDesign team works remotely, so the security of our team and our contacts is paramount. We also use LastPass ([Privacy Policy](#)) to safely share access across the team.

Data breaches

In the event of a data breach, we are required to notify the Dutch Data Protection Authority ([Autoriteit Persoonsgegevens](#)). We will do so, following their guidance.

Data transfer outside the EEA

We have reviewed the privacy policies of third party services we use. They provide adequate protections when information is shared outside of the European Economic Area.

Exemptions

There are exemptions to data protection regulations that may require us to share data about you, including requests by law enforcement. Since it is registered and operating in the Netherlands, AixDesign complies with the provisions of the General Data Protection Regulation ([GDPR](#)) of the European Union, and operates under the Dutch law.

Reviewing how we use data

Every quarter, we review our documentation of the data we handle and third party services we use. This helps us continuously improve our processes and hold ourselves to account. We will update this document as necessary.

Your rights and getting in touch

The General Data Protection Regulation gives EU citizens the following rights:

- [Right to be informed](#)
- [Right of access](#)
- [Right to rectification](#)
- [Right to erasure](#)
- [Right to restrict processing](#)
- [Right to data portability](#)
- [Right to object](#)

- [Rights related to automated decision-making, including profiling](#)

To exercise any of these rights, please contact us at hello@aixdesign.co. You can find information specific to the services we use or our activities in the relevant sections of this document. We will respond to all requests within 28 days of receiving them. Our postal address is .

If you have any concerns about our use of your personal information, you can make a complaint to us at Dutch Data Protection Authority ([Autoriteit Persoonsgegevens](#)).