Privacy Policy

be.learn.become.

1. Introduction

At be.learn.become., we respect your privacy and are committed to handling your personal information responsibly and transparently.
This Privacy Policy explains how we collect, use, store, share, and protect personal data when you visit our website, contact us, book a service, complete a career or personality assessment, or participate in individual counseling sessions and group workshops.
Our data processing is governed primarily by the Swiss Federal Act on Data Protection (FADP). Where applicable, we also comply with the European Union's General Data Protection Regulation (GDPR).

2. Who Is Responsible for Your Personal Data?

be.learn.become.
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Obere Bühlstrasse 13
8700 Küsnacht, Switzerland
Email: info@belearnbecome.com
Telephone: +41 76 578 4141
Website: www.belearnbecome.com
For questions about this Privacy Policy or the processing of your personal data, please contact us using the details above.

3. Personal Information We Collect

Depending on how you interact with our services, we may collect:

- Contact information: Your name, email address, telephone number, and other information you voluntarily provide.
- Booking information: Selected services, appointment dates, scheduling preferences, and booking history.
- Professional and educational information: Details about your education, employment history, career interests, professional goals, skills, and values.
- Assessment information: Responses, results, reports, and interpretations associated with the Strong Interest Inventory® or MBTI® assessments.
- Intake information: Information you provide through questionnaires before counseling sessions.
- Professional Disclosure documentation: Information and electronic signatures provided when acknowledging our professional terms.

- Payment information: Information necessary to identify payments, issue invoices, and maintain accounting records.
- Website usage information: Technical and usage data collected through Wix, such as website sessions, traffic sources, device information, and cookies.

We ask clients to provide only information relevant to the services they request.

4. How We Use Your Information

We process personal information to:

- Respond to inquiries and communicate with clients.
- Arrange, confirm, and manage appointments.
- Administer career and personality assessments.
- Prepare and deliver individualized career counseling and professional development services.
- Organize and facilitate online workshops.
- Review intake questionnaires and prepare counseling sessions.
- Process payments and maintain financial records.
- Fulfill legal and contractual obligations.
- Maintain the security and functionality of our website.
- Understand website traffic and improve our services.

Where the GDPR applies, processing may be based on contractual necessity, compliance with legal obligations, legitimate interests, or consent, depending on the circumstances.

5. Website Hosting and Bookings — Wix

Our website is hosted on Wix, which also provides website management, booking, and related services.
When you visit our website, submit a booking form, or schedule an appointment, Wix may process information necessary to operate the website and manage your booking.
This may include contact details, appointment information, technical data, and website usage information.
Wix processes information according to its applicable privacy and security policies.
For more information, please visit: https://www.wix.com/about/privacy

6. Payments and Billing

We currently accept payments through TWINT and Swiss bank transfers, including Swiss QR-bills.
Clients may receive payment instructions to complete payments outside the Wix booking system.
Payments are handled by the relevant banks, financial institutions, or TWINT payment service providers under their respective privacy policies.
We use payment-related information to identify transactions, manage bookings, issue invoices, and maintain accounting records.
We do not collect or store clients' credit card information.

7. Career and Personality Assessments

Our services may include the Strong Interest Inventory® and MBTI® assessments, administered through the Elevate assessment platform operated by The Myers-Briggs Company.

To administer an assessment, we may process information such as your name, email address, assessment responses, results, and reports.
Assessment information is used to prepare for and conduct your assessment interpretation, career counseling, or professional development sessions.
We download assessment reports when necessary for professional preparation and counseling.
Locally stored assessment reports are deleted once the counseling engagement has concluded, unless further retention is required by law or justified by a legitimate purpose.
The Myers-Briggs Company may independently retain information on its assessment platform according to its own privacy policies and retention practices. Deleting our downloaded copy does not automatically delete information stored on Elevate.
For information about the assessment provider's data practices, please consult The Myers-Briggs Company's privacy information.

8. Online Counseling and Workshops — Zoom

Individual counseling sessions and group workshops are conducted online using Zoom.
To facilitate these sessions, Zoom may process information such as your name, email address, meeting participation details, and technical connection information.
be.learn.become. does not record Zoom counseling sessions or group workshops.
Zoom processes information according to its applicable privacy and security policies.
For more information, please visit: https://www.zoom.com/en/trust/privacy/

9. Client Intake Forms and Professional Disclosure

We use different platforms to collect information necessary for our services.
Wix Forms
Wix is used to collect booking details, service inquiries, and related information.
Google Forms
Google Forms is used for client intake questionnaires. These questionnaires may include educational background, employment history, career interests, professional goals, and other information relevant to counseling.
Completed intake questionnaires are retained during the counseling engagement and deleted after the final session, unless further retention is necessary for legal or legitimate purposes.
This deletion practice also applies to associated Google Sheets responses and downloaded copies under our control.
Jotform
Jotform is used to provide and electronically sign our Professional Disclosure document.
Signed documents may be retained for an appropriate period to document the counseling agreement, fulfill legal obligations, or establish and protect legal rights.
Google and Jotform process information in accordance with their respective privacy policies.

10. Cookies and Website Analytics

Our Wix website uses cookies and similar technologies to support website functionality, security, and visitor analytics.

Wix Analytics provides information about website activity, including visitor sessions, traffic sources, and general website performance.
We use this information to understand how visitors interact with our website and to improve our services.
Our website provides a cookie consent banner with options to accept cookies, decline non-essential cookies, or review cookie settings.
Where consent is required, non-essential cookies and tracking technologies should be used only in accordance with the visitor's choices and applicable law.
Visitors may also manage cookies through their browser settings.

11. When We Share Personal Information

We do not sell personal information.
We may share information with service providers when necessary to operate our website, administer assessments, deliver counseling services, manage appointments, or fulfill legal obligations.
These providers may include:

- Wix, for website hosting, bookings, and website analytics.
- The Myers-Briggs Company, for Strong Interest Inventory® and MBTI® assessments.
- Zoom, for online counseling and workshops.
- Google, for intake questionnaires.
- Jotform, for electronic Professional Disclosure documents.
- Banks and TWINT payment service providers, for payment processing.

We may also disclose information when required by applicable law or when necessary to establish, exercise, or defend legal claims.

12. International Data Transfers

be.learn.become. is based in Switzerland and serves clients internationally.
Some of our technology and assessment providers operate internationally and may process or store personal information outside Switzerland, including in the United States or other countries.
When personal information is transferred internationally, we take reasonable steps to ensure that transfers comply with applicable data protection requirements.
Depending on the destination and circumstances, these measures may include recognized adequacy decisions, contractual safeguards, or other legally permitted transfer mechanisms.

13. Data Security and Confidentiality

We take reasonable technical and organizational measures to protect personal information against unauthorized access, loss, misuse, alteration, or disclosure.
Access to client information is limited to what is necessary for providing services and managing our practice.
Counseling information is handled confidentially, subject to applicable legal requirements and the confidentiality terms explained in our Professional Disclosure.
Although we take appropriate precautions, no electronic storage or communication system can be guaranteed to be completely secure.

14. How Long We Keep Personal Information

We retain personal information only for as long as necessary for the purposes for which it was collected, or as required or permitted by law.

Our general retention practices include:

- Downloaded assessment reports: Deleted after the final counseling session or completion of the counseling engagement.
- Google Forms intake questionnaires: Deleted after completion of the counseling engagement, including associated copies under our control.
- Booking and correspondence records: Retained for as long as reasonably necessary for administration, contractual purposes, or legal obligations.
- Signed Professional Disclosure documents: Retained for an appropriate period to document the agreement and address potential legal obligations or claims.
- Invoices and accounting records: Generally retained for 10 years in accordance with applicable Swiss accounting requirements.

Information retained independently by third-party service providers is subject to their respective retention practices.

15. Your Privacy Rights

Depending on applicable data protection legislation, you may have the right to:

- Request information about personal data we process.
- Request access to your personal data.
- Request correction of inaccurate information.
- Request deletion of personal information where legally applicable.
- Withdraw consent where processing is based on consent.
- Object to certain processing activities.
- Request data portability where applicable.

Some rights may be subject to legal limitations, including obligations to retain accounting or contractual records.
To exercise your rights, please contact info@belearnbecome.com.
You may also have the right to contact the competent data protection supervisory authority.

16. External Websites and Services

Our website may contain links to external websites or services.
We are not responsible for the privacy practices of third-party websites. We encourage visitors to review the privacy policies of any external services they use.

17. Changes to This Privacy Policy

We may update this Privacy Policy to reflect changes in our services, technology providers, legal requirements, or data processing practices.
The most recent version will be published on our website with an updated revision date.

18. Contact

If you have questions about this Privacy Policy or how your personal information is handled, please contact:

be.learn.become.
Caroline Bucher
Email: info@belearnbecome.com
Website: www.belearnbecome.com