



Privacy Policy

This policy applies to you and us LangCo (hereinafter "LangCo" or "we" or "us") regardless of the country in which you reside or are located. This policy describes our privacy practices in plain language, keeping legal and technical jargon to a minimum, to ensure that you understand what information we collect, why we collect it, how it is used and what choices you have about your information.

Responsible for data processing

Responsible for the processing of personal data within the scope of this website in accordance with the provisions of the General Data Protection Regulation (GDPR) and the UK's Data Protection Act 2018 is:

Langcoach Ltd trading as LangCo
Suite 1, 5th Floor, City Reach, 5
Greenwich View Place, London E14 9NN,
United Kingdom

Web: www.lang-coach.com
E-mail: info@lang-coach.com.

This privacy policy informs you about the scope of the processing of your personal data (hereinafter referred to as "data").

Data processing

We process data in the course of operating our website. The processing of data also includes disclosure by transmission. The individual data concerned, processing purposes, legal bases, recipients, and transfers to third countries are listed below:

a) Log file

We log your visit to our websites. The following data is processed: Name of the website accessed, date and time of access, the amount of data transferred, the browser type and version, the operating system you are using, the referrer URL (the website previously visited), your IP address and the requesting provider. This is necessary to ensure the security of the website. We process the data accordingly on the basis of our legitimate interests pursuant to Art. 6 (1) f GDPR. The log file is deleted after seven days, unless it is needed to clarify or prove specific legal violations that have become known within the retention period.

b) Hosting

Within the scope of hosting, all data to be processed in connection with the operation of this website is stored. This is necessary to enable the operation of the website. We process the data accordingly on the basis of our legitimate interests pursuant to Art. 6 (1) f GDPR. To provide our online presence, we use services of web hosting providers to whom we transmit the above-mentioned data.

c) Contacting us

If you contact us, your data (name, contact details, if provided by you) and your message will be processed exclusively for the purpose of handling and processing your enquiry. We process this data on the basis of Art. 6 (1) b) GDPR or Art. 6 (1) f) GDPR in order to process your enquiry. In order to process your contact requests, we use service providers to whom we transmit the above-mentioned data.

d) Contact via WhatsApp live chat

We use the WhatsApp chat on our website, WhatsApp is part of Facebook Inc, 1601 Willow Rd, Menlo Park, CA 94025, United States, to enable you to contact us via WhatsApp live chat. Facebook uses cookies when providing the service. The information generated by the cookie is transmitted to the servers of Facebook. The following data are processed: Date and time of the call, browser type/version, operating system used, URL of the previously visited website and amount of data sent. We process this data due to our overriding interest in the optimal processing of our online offer in accordance with Art. 6 (1) f) GDPR. You can prevent the data collection by adjusting your browser software accordingly. Further information on data protection at Facebook can be found at: <https://en-gb.facebook.com/policy.php>

Privacy Policy

e) Newsletter

In order to provide you with regular information about our company and our offers, we offer to send you a newsletter. With your registration for the newsletter, we process the data entered by you (e-mail address and other voluntary information). The sending of the newsletter by means of registration is based on your consent in accordance with Art. 6 Para. 1 a) GDPR.

The registration for the newsletter takes place in the so-called double opt-in procedure. To prevent misuse, we will send you an e-mail after your registration asking you to confirm your registration. In order to be able to prove the registration process in accordance with the legal requirements, your registration is logged. This concerns the storage of the registration and confirmation time as well as your IP address. To send the newsletter, we use service providers to whom we transmit the above-mentioned data.

f) Customer account

When you open a customer account, you consent to the storage of your inventory data (name, address, e-mail address, bank details) and your usage data (user name, password). This enables us to identify you as a customer and gives you the opportunity to manage your orders. In doing so, we obtain the following consent:

g) Purchase processing

We process your order data for the processing of the purchase contract. The data is processed accordingly on the basis of Art. 6 para. 1 a) and Art. 6 para. 1 b) GDPR. We transmit your transaction data (name, date of order, method of payment, date of dispatch and/or receipt, amount and payee, bank details or credit card details if applicable) to the payment service provider commissioned to process the payment.

Stripe Inc., based in the United States of America, is one of our payment providers. Stripe complies with the GDPR Principles, including the Supplementary Principles, for personal data received from companies in the European Economic Area. You can find Stripe's Privacy Policy here <https://stripe.com/gb/privacy>

h) Website analytics and marketing

To enable the use of certain functions, we use so-called cookies. These are short data packets that are stored on your terminal device and exchanged with other providers. Some of the cookies we use are deleted immediately after you close your browser (so-called session cookies). Other cookies remain on your end device and make it possible to recognise your browser on your next visit (persistent cookies).

You can delete all cookies stored on your end device and set the common browsers to prevent cookies from being stored. In this case, you may have to make some settings again each time you visit this website and accept that some functions may be impaired. If you wish to learn more about cookies, please visit www.allaboutcookies.org and if you wish to learn more about the cookies we use please read our Cookie Policy.

i) Google Analytics

We use Google Analytics, a service provided by Google LLC 1600 Amphitheatre Parkway Mountain View, CA 94043 USA. Google uses certain cookies for this purpose. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. We use the stored information to evaluate your use of the website, to compile reports on website activity for website operators and to provide other services related to website use. We process the data obtained in this way on the basis of your consent in accordance with Art.6 Para. 1 a) GDPR. Google will not associate your IP address with any other data held by Google.

We would like to point out that this website uses Google Analytics with the extension "anonymiseIp()". This shortens IP addresses before they are transmitted to a server in the USA. A direct personal reference in connection with the stored data is thus generally excluded. Only in exceptional cases is the full IP address transmitted to a server in the USA and shortened there.

Privacy Policy

You can object to the collection of data at any time with future effect by using the Google Analytics browser deactivation add-on at <http://tools.google.com/dlpage/gaoptout?hl=en>.

Further information on data protection can be found at:

<https://policies.google.com/privacy?hl=en>

j) Yandex

We use YandexMetrica, a web analytics and click tracking service. Yandex helps us to gain insight into the use of the website and to optimise it for use. The information generated by the use of the service about your use of our web site (including your IP address) is transmitted to a Yandex LLC server in the Russian Federation and stored there. Yandex cookies are used to store pseudo-anonymous personal data of visitors in Yandex. Pseudo-anonymous data are the records of visits. The records are kept for a maximum of 2 weeks. Involved employees of a contracted service provider can access this personal data. Information about the security of your personal data can be found in Yandex's privacy policy <https://yandex.com/legal/confidential/>

The processing of the data is based on the user's consent (Art. 6 para. 1 lit. a GDPR). You can revoke your consent at any time in your browser settings by preventing the website from storing cookies. The provision of your personal data is voluntary, based solely on your consent. If you prevent access, this may result in functional restrictions on the website.

k) Facebook Remarketing/Retargeting: Facebook Custom Audiences (Pixel/Cookies)

We use a so-called tracking pixel on our website. When you visit certain pages, a cookie is stored on your end device. The cookies remain permanently on your PC. The cookies are used to track which advertisements and third-party pages users use to access our website. The procedure serves to optimise our advertising by evaluating the statistical data we receive with the help of the cookies. We process the data obtained in this way on the basis of our overriding interest in the optimal marketing of our online offer in accordance with Art. 6 (1) f) GDPR.

The cookies do not serve to identify you personally. The data is anonymous for us and does not allow us to draw any conclusions about the user. The information generated by the cookie about your use of this website (including your IP address) is transmitted to a Facebook server in the USA and stored there.

Further information on data protection can be found at:

<https://www.facebook.com/help/568137493302217>

Duration of data storage

We only store personal data for as long as it is necessary for the purposes for which it is processed or for as long as any consent you have given us has been revoked by you. Insofar as statutory retention obligations must be observed, the storage period for certain data may be up to 10 years, irrespective of the processing purposes.

Your data subject rights

a) Information

Upon request, we will provide you at any time and free of charge with information about all personal data that we have stored about you.

b) Correction, deletion, restriction of processing (blocking), objection

If you no longer agree with the storage of your personal data or if this data has become incorrect, we will arrange for the deletion or blocking of your data or make the necessary corrections (insofar as this is possible according to the applicable law) on the basis of a corresponding instruction. The same applies if we are only to process data in a restrictive manner in the future.

c) Data portability

Upon request, we will provide you with your data in a common, structured and machine-readable format so that you can transfer the data to another responsible party if you so wish.

d) Right of complaint



Privacy Policy

There is a right of appeal to the competent supervisory authority. The for us relevant supervisory authority in the UK is the information commissioner's office ([ICO](https://ico.org.uk/)) and you can find their contact details here <https://ico.org.uk/>. However, we ask you to contact us in the first instance and to give us a chance to put things right before you make a complaint.

e) Right of revocation of consent with effect for the future

You can revoke your consent at any time with effect for the future. Your revocation does not affect the lawfulness of the processing until the time of revocation.

f) Restrictions

Data for which we are unable to identify the data subject, e.g., if it has been anonymised for analysis purposes, is not covered by the above rights. Information, deletion, blocking, correction or transfer to another company may be possible in relation to this data if you provide us with additional information that allows us to identify you.

g) Exercising your data subject rights

If you have any questions regarding the processing of your personal data, if you wish to obtain information, correct, block, object to or delete data, or if you wish to transfer the data to another company, please contact us at info@lang-coach.com.

Data security

All data transmitted by you personally will be transferred using the generally accepted and secure standard SSL (Secure Socket Layer). SSL is a secure and proven standard that is also used, for example, for online banking. You can recognise a secure SSL connection, among other things, by the appended s at the http (i.e. <https://...>) in the address bar of your browser or by the lock symbol in the lower area of your browser.

Do Not Sell

We do not sell data to third parties. However, we might, making available, transfer, communicate electronically, consumer's personal information by the business to a business affiliated inclusive with a third party but not for monetary but for other valuable consideration.

Economic analyses and market research

For business reasons and in order to be able to recognise market trends, wishes of contractual partners and users, we analyse the data we have on business transactions, contracts, inquiries, etc., whereby the group of persons concerned may include contractual partners, interested parties, customers, visitors, and users of our online offer.

The analyses are carried out for the purpose of business evaluations, marketing, and market research (e.g., to determine customer groups with different characteristics). In doing so, we may, if available, take into account the profiles of registered users together with their details, e.g., regarding services used. The analyses serve us alone and are not disclosed externally, unless they are anonymous analyses with summarised, i.e., anonymised values. Furthermore, we take the privacy of users into consideration and process the data for analysis purposes as pseudonymously as possible and, if feasible, anonymously (e.g., as summarised data).

Children Data

Our website is not intended for children and we do not knowingly collect data relating to children. If you become aware that your Child has provided us with Personal Data, without parental consent, please contact us and we take the necessary steps to remove that information from our server.

Accuracy

It is important that the data we hold about you is accurate and current, therefore please keep us informed of any changes to your personal data.

Social Media

We maintain publicly accessible profiles on social networks. Social networks such as Facebook, Instagram etc. can generally analyse your user behaviour comprehensively when you visit their website or a website with



Privacy Policy

integrated social media content (e.g., like buttons or advertising banners). By visiting our social media presences, numerous data protection-relevant processing operations are triggered.

With the help of the data collected in this way, the operators of the social media portals can create user profiles in which your preferences and interests are stored. In this way, interest-based advertising can be displayed to you inside and outside the respective social media presence. Provided you have an account with the respective social network, the interest-based advertising may be displayed on all devices on which you are or were logged in.

Please also note that we are not able to track all processing procedures on the social media portals. Depending on the provider, further processing procedures may therefore be carried out by the operators of the social media portals. For details, please refer to the terms of use and data protection provisions of the respective social media portals.

Our social media presences are intended to ensure the most comprehensive possible presence on the Internet. This is a legitimate interest. The analysis processes initiated by the social networks may be based on different legal bases, which are to be stated by the operators of the social networks.

Obligation to provide personal data

You are not obliged to provide us with personal data. However, depending on the individual case, the provision of certain personal data may be necessary for the provision of the above services. If you do not provide us with this personal data, we may not be able to provide the service.

Can we make changes to this Privacy Policy?

We reserve the right to update and amend all or parts of this Privacy Policy, at any time, to the fullest extent permitted under applicable law. The version published on the Site is the version actually in force.

As an individual whose personal data is processed as described in this Privacy Policy, you have a number of rights which are summarised above. Please note that exercising these rights is subject to certain requirements and conditions as set forth in applicable law.