



Privacy Statement

MetaChef B.V. — version 4.8 · 1 July 2026

MetaChef B.V., established at Bosuilstraat 11 in (7523 BJ) Enschede, is responsible for the processing of your personal data as set out in this privacy statement.

MetaChef respects the privacy of all users of its Platform, including the Virtual Reality (VR) and Augmented Reality (AR) functionalities, and ensures that the personal information you provide to us is treated confidentially.

To whom this privacy statement applies

This privacy statement is addressed to four categories of data subjects:

- Website visitors and demo users — visitors to our websites (metachef.nl and the associated subdomains, such as edu.metachef.nl, training.metachef.nl and auth.metachef.nl) and persons who, on request, are granted access to a trial environment without a commercial agreement having been concluded.
- Contact persons of Clients — natural persons within a Client's organisation who have insight into the progress and activities of End Users, such as managers, teachers or supervisors.
- Administrators — natural persons within a Client's organisation who manage the Platform, such as creating accounts and changing settings.
- End Users — natural persons who, through a Client, have access to the Platform in order to actually use it, such as pupils, students or employees.

MetaChef's role in the processing

The role MetaChef has in the processing of your personal data depends on the specific purpose. MetaChef acts as a processor on behalf of an employer or educational institution when we manage your account and enable your use of the Platform on their instructions. For questions about that processing, you can turn to your employer or educational institution.

For processing operations in which MetaChef itself determines the purpose and the means — such as improving the Platform, technical maintenance and its own customer communication — MetaChef is itself the controller.

The personal data that MetaChef processes

We process your personal data because you use our products and services and/or provide these data to us. The following personal data may be processed:

- First and last name
- Company name
- Company address
- Telephone number
- E-mail address
- IP address (for security and the detection of irregularities)
- Information about platform activity, such as login, 3D model views, number of clicks and interactions
- Country from which the data is sent
- Answers given in the e-learning modules
- Operating system, device and browser information (such as Windows, macOS, Android, iOS, Oculus Quest, Pico Neo and the browser used)
- Other personal data that you share in correspondence or by telephone

The purposes of MetaChef's processing operations

Below we describe, per purpose, which personal data we use for it and on which legal basis the processing rests.

Contact and communication

To be able to contact you when this is necessary for the delivery of the product or service you obtain. For this we use your name, e-mail address and telephone number. This processing is necessary for the performance of the agreement.

Delivery of products and services

To be able to deliver products and/or services purchased or requested by you. For this we use your name, company name, e-mail address and account data. These data are necessary for the performance of the agreement; without this information we cannot deliver the product and/or service.

Bug fixing, technical maintenance and support

For resolving bugs and technical problems, technical maintenance of the Platform and providing support to users, we process personal data such as your account data, log files, IP address and information about your operating system and device. We base this processing on our legitimate interest in a properly functioning and secure Platform.

Progress registration and reports

The Platform records which lessons and modules you have opened and completed and which answers you have given. We use this to show your progress and let you continue where you left off, and to provide reports with which authorised persons within your organisation — such as a manager or teacher — can view your progress and completion status, solely within the environments shared with them. This processing is necessary for the performance of the agreement and takes place on the instructions of your organisation. This functional registration is separate from analytical cookies and requires no consent.

Platform improvement on the basis of usage data

In addition, we use — separately from the functional progress registration above — usage data of the Platform via the analytics platform PostHog to improve the Platform and support product development, such as insight into which features are used and how long sessions last. We collect these analytical usage data only when you have accepted analytical cookies. The data is linked to your account; for analyses and product decisions we use the data in aggregated form. The basis for this processing is your consent.

With your consent

With consent given by you, we process personal data for the following purposes:

- To inform you about (changes to) products and services previously purchased or requested by you.
- To be able to send the newsletters you have subscribed to.
- To tailor our offering to your preferences on the basis of your browsing behaviour.
- For analytical tracking for product improvement, only when you have accepted analytical cookies.

For this we use your e-mail address, your name and — in the case of analytical tracking — your usage data.

You can always change or withdraw the consent you have given by using the link at the bottom of a newsletter, via your cookie settings, or by sending a request to that effect to privacy@metachef.nl. The withdrawal of your consent applies from the moment of withdrawal. The processing that took place before then remains lawful.

Use of AI

MetaChef does not use AI for automated decision-making with legal effects or similarly significant effects on data subjects, as referred to in Article 22 GDPR.

Within the analytics platform PostHog, AI functionalities are disabled. Personal data is not used for training AI models, not even by our sub-processors; this is contractually laid down in our data processing agreement with PostHog.

Retention periods

Personal data is not retained longer than necessary. The retention period differs per type of data:

- Account and licence data (name, e-mail, telephone, organisation): as long as your account is active, and up to 90 days after termination.
- Progress and interactions on the Platform: as long as the account is active, and up to 90 days after termination.
- Communication and support data: up to 2 years after the last contact.
- Invoicing and payment data: 7 years in accordance with the statutory tax retention obligation.
- Log files, including IP addresses: a maximum of 30 days.

- Device and browser information linked to your account: as long as the account is active, and up to 90 days after termination.
- Marketing and newsletter data: until you withdraw your consent.
- Back-ups: deleted data may remain present in secure back-ups for a maximum of 90 days, until these are automatically overwritten. Back-ups are used solely for recovery and not for other purposes. If we have to restore a back-up, we immediately delete previously deleted data again.

Sharing personal data with third parties

We share your personal data with business relations and third parties if this is necessary for the performance of the agreement or if there is a statutory obligation to do so.

Personal data is in principle processed and stored within the European Economic Area (EEA). Insofar as sub-processors process personal data outside the EEA, this takes place on the basis of the Standard Contractual Clauses of the European Commission.

Our sub-processors for the Platform are:

- Google Cloud Platform — hosting of the Platform
- MongoDB Atlas — database services for the storage of account data and platform data
- Resend — sending of e-mails from the Platform, such as account e-mails and notifications
- PostHog — product analysis and user insights; data is stored within the EU (only when you have accepted analytical cookies)
- Google Analytics — usage statistics of website and Platform (only when you have accepted analytical cookies)

In addition, for its own business operations MetaChef uses service providers, such as a CRM system for customer contact, e-mail service providers, marketing and analytics tools for the website and an accounting package. Which cookies are used in this respect can be read in our cookie policy.

Individual personal data is not shared with third parties other than the parties named above. On request, we will send you an up-to-date list of sub-processors.

With the parties that process your personal data on our instructions, we conclude a data processing agreement to ensure that they apply the same level of security.

This privacy statement relates to the personal data that MetaChef processes within its own Platform and in the context of its own business operations, such as customer contact and marketing. MetaChef is not responsible for the processing of personal data by other parties, such as your employer or educational institution.

Hyperlinks

Our whitepapers and other documentation on the website may contain hyperlinks that redirect to a location outside the document you are viewing. On third-party websites, the privacy statements of those parties apply.

Security of personal data

We take appropriate technical and organisational measures to protect your personal data against loss, misuse and unauthorised access, such as encrypted connections and limiting access to employees who need it for their work. Do you suspect that data is not properly secured or do you have indications of misuse? Then contact us via privacy@metachef.nl.

Rights of data subjects

You have the right to access, rectification and erasure of your personal data. You also have the right to restriction of processing, you can object to the processing and you have the right to data portability.

You can send a request for access to, rectification, erasure or data portability of your personal data, the withdrawal of your consent or an objection to the processing of your personal data to privacy@metachef.nl.

To be sure that the request comes from the right person, we may ask for additional verification. We do this as lightly as possible — for example by asking you to log in to your account, by sending a confirmation to the e-mail address known to us, or by verification via your employer or educational institution when your account was provided in that way.

You also have the right to lodge a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens) about the way in which we handle personal data.

Cookies

MetaChef uses cookies on its website and Platform. For analytical cookies and third-party cookies we ask for your consent in advance. Which cookies we use, for what and for how long, can be read in our cookie policy at www.metachef.nl/cookies.

Privacy Officer

For questions about privacy and the processing of personal data, you can contact our Privacy Officer via privacy@metachef.nl.

Amendment of the privacy statement

It is possible that this privacy statement and the cookie policy will be expanded or amended over time. We therefore recommend that you periodically check whether there are any changes.

Questions

If you have any questions about this privacy statement, please contact us via privacy@metachef.nl.



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