

Privacy and cookie statement EDUNAKHO B.V.

This privacy and cookie statement was most recently revised on 25 March 2026.

Your privacy and the protection of your personal data is of great importance to EDUNAKHO B.V., including MASTERTUBE, MBATUBE, MBAGRADSCHOOLS and MASTERGRADSCHOOLS (hereinafter: EDUNAKHO). During the processing of your personal data both offline and online, via our websites www.mastertube.com, www.mbatube.com, www.mbagradschools.com and www.mastergradschools.com, we work in accordance with the requirements for the processing of personal data laid down in the privacy legislation (General Data Protection Regulation). This means we:

- Clearly specify our purposes before we process personal data, by using this privacy and cookie policy.
- Limit our collection of personal data to only the personal data needed for legitimate purposes.
- First ask for explicit permission to process your personal data in cases where your permission is required.
- Take appropriate security measures to protect your personal data and we demand the same from parties who process personal data on our behalf.
- Respect your right to access, correct or delete your personal data held by us.

In this privacy and cookie statement, we will explain which personal data we collect and for which purposes. We recommend that you read it carefully.

For what purposes do we use your personal data?

By using our services and visiting our website, we obtain various personal data from you. We specify for each purpose what data we obtain from you, for what purpose we process these data and for how long they are stored. If you have any questions or would like to know exactly what information we store about you, please contact us. Our contact details are mentioned at the bottom of this privacy statement.

Providing our services

We can use your personal data to provide our services to you.

For this purpose, we use your:

- (School)name
- E-mail address
- Payment details (premium profile)

We need this information because of our agreement with you. We store this information during the contract period. Certain types of personal data will be retained for a longer period with regard to the legal tax retention period of 7 years.

Sign up

In order for you to be able to use our services, you will need to sign up first. You have the possibility to sign up via our website as a school representative and create a school profile.

For this purpose, we process the following personal data:

- Name

- School name
- E-mail address
- Password of your choice

We need this information because of our agreement with you. We will retain this information so that you do not have to re-enter it every time you visit your account. We will store this information until you cancel your account, or for a maximum of 2 years after you last logged into your account. We will then assume that you no longer wish to use our services.

Legitimacy check

After signing up, we will do a legitimacy test.

For this purpose, we process the following personal data:

- Name
- School name
- ID
- Profile views
- Premium (yes/no)
- Last login
- Active (yes/no)

We do this on the basis of our legitimate interest. To make sure our services are not misused in any way, we need to check if a school representative is legitimate. We will store this information until you stop being a school representative and have been replaced by a new legitimate school representative. This way we can check with you if the new school representative is legitimate.

Your account

After you have created an account, you can login to your account with your e-mail address and password of your choice. When logged in, you will have complete access to our portal, where you will have the possibility to add and change information to your account.

For this purpose, we process the following personal data:

- Account details
- Name
- Job title
- E-mail address
- Secondary e-mail address
- School name
- Country
- Specializations
- Any video's you upload
- School URL
- Language(s) of instruction
- Program type
- Study mode
- Tuition fee range
- Program duration
- Accreditation
- School description

- Region (optional)
- Campus location(s) (optional)
- Selected campus location(s) (optional)
- E-mail address for notifications (optional)

We need this information because of our agreement with you. We will retain this information so that you do not have to re-enter it every time you visit your account. We will store this information until you cancel your account, or for a maximum of 2 years after you last logged into your account. We will then assume that you no longer wish to use our services.

Upgrading to a premium profile

When logged in, you can choose to upgrade your free account to a premium profile, which gives you more functionalities at your disposal.

For this purpose, we process the following personal data:

- Name
- Payment details
- E-mail address
- Address details
- Invoice address

We need this information in order for us to upgrade your account and because of our agreement with you to this end. We keep this information until you cancel your subscription and 7 years thereafter, in accordance with the legal tax retention obligation.

Sending notifications

When you have an account, you can choose to have us send you notifications for new leads or comments via e-mail.

For this purpose, we process the following personal data:

- E-mail address
- Comments

We will only send you notifications with your consent. We keep this information until you withdraw your consent. You can revoke your consent at any time by changing your preferences in the settings of your account.

Placing and handling an order

You can place an order via our website. When you place an order with us, you leave certain information behind.

For this purpose, we process the following personal data:

- Name
- Payment details
- Invoice address
- Address details
- E-mail address

We need this information to process the order and because of our agreement with you to this end. We keep this information until your order has been completed and 7 years thereafter, in accordance with the legal tax retention obligation.

Videos

On our website videos are shown. These videos can be produced by us or by the different partner business schools and universities.

For this purpose, we process the following personal data:

- Video image
- Any information you disclose about yourself in the video

We do this on the basis of your consent given to us or to your business school or university. We keep this information until you withdraw your consent. You can revoke your consent at any time by contacting us, in case we produced the video. Otherwise, you can revoke your consent by contacting your business school or university. In the latter case, your business school or university is responsible for deleting or editing the video.

Ambassador program

We offer an ambassador program, which is a way to inspire prospective students through alumni/student profiles and stories. Your business school or university can select you to be an ambassador. To this end an agreement will be concluded between the ambassador and the business school or university. As a prospective student you can message the ambassador for more information about their business school or university.

For this purpose, we process the following personal data:

- Name
- Nationality
- E-mail address
- LinkedIn profile
- Master's program (ambassador)
- Picture (ambassador)
- Any information you enter yourself as content of your message
- Any information you disclose yourself in your personal video message (ambassador)

We do this on the basis of your consent, given to the business school or university you represent as an ambassador. We keep this information until you withdraw your consent. You can revoke your consent at any time by contacting your business school or university.

Testimonials

On our website we place testimonials of schools and universities using our services.

For this purpose, we process the following personal data:

- Picture
- Name
- Job title
- School name
- Any information you disclose about yourself in the testimony

We do this on the basis of your consent. We keep this information until you withdraw your consent. You can revoke your consent at any time by sending us an e-mail to the contact details below.

Keeping statistics

We keep statistics on the use of our service. These statistics help us to, for example, only show you information that is relevant to you. We may combine personal data to get to know more about you. We will of course respect your privacy at all times. If you do not want us to do these statistics, please let us know.

For this purpose, we process the following personal data:

- Name
- Address details
- Relevant work experience
- Study interests
- E-mail address
- Age range
- Nickname

We do this on the basis of your consent. We keep this information until you withdraw your consent. You can revoke your consent at any time by sending us an e-mail to the contact details below.

Sending our e-videoletter and/or newsletter

We have a monthly e-videoletter and weekly newsletter to keep you up to date with the latest videos and news from the best business schools in the world. The e-videoletter and/or newsletter may be personalised based on your country of residence. Moreover, we can send you weekly updates about hot topics. You can subscribe to this e-videoletter and/or newsletter via our website.

For this purpose, we process the following personal data:

- Name
- E-mail address
- Country of residence
- Age range

Your e-mail address will be added to the list of subscribers only with your consent. We will store this information until you unsubscribe from the e-videoletter or newsletter. Each e-videoletter and newsletter contains a link with which you can unsubscribe from our e-videoletter and newsletter at any time. You can also unsubscribe in the portal.

Contact

You can contact us or one of our ambassadors, by using our contact form, sending us an e-mail or calling us. Moreover, you can request more information or a brochure.

For this purpose, we process the following personal data:

- Name
- E-mail address
- Telephone number
- LinkedIn profile
- Country of residence

- Age range
- Any information you enter yourself as content of your message

We use this information in order to be able to handle your request to contact you properly and to execute the agreement with you to this end. If you contact us, the data you provide will be retained until we are sure that we fully answered and correctly handled your request.

Dashboards

We process some information you have filled in on any of our contact forms for the purpose of statistics in our dashboards. Some of the basic information will afterwards be shared with the business schools or universities you have shown interest in.

For this purpose, we process the following personal data:

- Name
- E-mail address
- Telephone number
- Country of residence
- Obtained education and study status
- Work experience
- English level

We use this information based on our legitimate interest of efficiently managing and responding to enquiries. We store this information until you are no longer a customer of ours, until you opt-out or until 7 years have passed from the moment you have shown interest.

Handling job applications

Have you responded to one of our vacancies or submitted an open application? If so, we will process your personal data in order to process your application and in preparation for the possible conclusion of an employment contract (performance of contract).

For this purpose, we process the following personal data:

- Name
- Address details
- Contact details (e-mail address and telephone number)
- Curriculum Vitae
- Motivation letter
- Salary indication
- References
- Any other information you enclose with your application

We will retain your application details for a maximum of 6 weeks after the position has been filled. We keep this information so that we can contact you in the event that the position becomes vacant again within the probationary period. If we are unable to offer you a job at this time, we may – with your permission – keep your application details for a further year. You can withdraw your consent at any time by sending us an e-mail. If you come to work for us, we will save your application data in the personnel file.

A social media and internet check can be part of the application procedure. This is necessary to ensure that our image is maintained when hiring new staff. We do this on the basis of our legitimate

interest. For this purpose, we search your name on Google and, if necessary, your profile(s) on social media. This of course, for as far as these profiles are public; we will not ask you to grant us access to a protected social media page or to make a connection with us. The results of this social media and internet check will be discussed with you. If you object to this, you can indicate this by e-mail at the time of your application.

ReCAPTCHA

We use the reCAPTCHA service of Google Inc. (Google) to protect our website against spam and abuse. In order for Google reCAPTCHA to work, the IP address of a website visitor, mouse movements and possibly other data are collected. This information is sent to and processed by Google for this purpose. By analysing this information, Google can determine whether we are dealing with a real website visitor or a robot. For more information, please see Google’s privacy policy.

Google Maps

On our website, you can use Google Maps, for example to calculate the route to our office. To find out where you are and to determine the route, we process your location data. We use Google’s navigation and location software for this service. We have no control over what the makers of this software (Google) do with it. You should therefore always read their privacy statement. More information on data processing by Google can be found in Google’s privacy statement.

When can we share your personal data with third parties?

EDUNAKHO will only share your data with third parties to the extent permitted by current legislation.

We may provide your personal data to third parties when:

- We have engaged them to process certain data;
- We have a legal basis to do so;
- We are legally obligated to do so (e.g., if the police demand this in case of a suspicion of a crime).

Third parties processing personal data on our behalf or yours:

Category third party	Country	Purpose
Hosting party	Netherlands	Hosting of the personal data.
Business schools and Universities	Global (depends on location of Business school or University)	Sharing lead information
Telecom suppliers	Netherlands	Delivering communication services
Cookie service providers	United States	Marketing
Payment service providers and collections agencies	Netherlands	Processing payments
Mail order companies	United States	Mailing service

Marketing companies (e.g., Google, Meta, LinkedIn, Tiktok and YouTube)	United States	Generating traffic and leads
Government agencies (e.g., tax authorities, municipalities)	Netherlands	Tax purposes

EDUNAKHO may provide your personal data to parties located outside the European Economic Area (hereinafter: EEA) to provide those services. EDUNAKHO will only do so if there is an appropriate level of protection for the processing of personal data.

This privacy statement applies only to the services of EDUNAKHO. We are not responsible for the privacy practices of other websites, which can be accessed through a link on our website.

Social media buttons

We use social media buttons on our website that redirect you to the relevant social media platforms. This gives you the option to follow us and share content. You will also see advertisements on your social media page. The buttons operate through bits of code provided by the social media networks. If you want to know what the social media platforms do with your personal data, please read the relevant privacy statement:

- [Facebook \(Privacy Statement\)](#)
- [Twitter \(Privacy Statement\)](#)
- [Instagram \(Privacy Statement\)](#)
- [YouTube \(Privacy Statement\)](#)
- [LinkedIn \(Privacy Statement\)](#)
- [Tiktok \(Privacy statement\)](#)

Cookies

Our website uses first-party and third-party cookies. Cookies are small data files that can be automatically stored on or read from the visitor's device (such as PC, tablet or smartphone) when visiting a website. This is done via the web browser on the device.

We use the following types of cookies:

- **Functional cookies:** these cookies have a functional role within the website. The cookies ensure that the website functions properly.
- **Analytical cookies:** these cookies give us insight into how our website is used. Based on this information, we can make our website more user-friendly.
- **Marketing cookies:** these cookies make it possible to show you personalised advertisements (via our advertising partners).

The cookies may collect the following data from you, among others:

- Name
- Login information
- Screen display options
- IP address
- Cookie ID
- Website and click behaviour

- Referrer URL
- Behaviour within the application

On your first visit to our website, we will display a message explaining how cookies are used. We will ask for your consent for the use of cookies to the extent we are required to do so.

The list of the cookies we use is shown in the overview below.

Type	Cookie; Entity; safeguards	Purpose	Retention
Functional	Various: First-party cookies with strictly functional purposes.	These cookies enable necessary functionalities of the application, such as remembering the chosen language and whether consent has been given for cookies, displaying the cookiebanner etc.	Maximum of 2 years
	Google Google LLC, United States Privacy Statement	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.	Persistent
	Cookiebot Cookiebot., Denmark Privacy Statement	Stores the user's cookie consent state for the current domain	1 year
	Cloudflare Cloudflare Inc, United States Privacy statement	This cookie is used to distinguish between humans and bots.	Persistent
	Vimeo Vimeo.com Inc, United States Privacy statement	Saves the user's preferences when playing embedded videos from Vimeo.	1 year
Analytic	Google Google LLC, United States Privacy Statement	These cookies are used by Google Analytics to collect data on the number of visits a user makes to our websites.	Maximum of 2 years

	Vimeo Vimeo.com Inc, United States Privacy statement	Collects data on the user's visits to the website, such as which pages have been read.	2 years
Marketing	Facebook Pixel Meta Platforms Inc, United States Privacy Statement	Collects data on the visitor's use of the comment system on the website, and what blogs/articles the visitor has read. This can be used for marketing purposes	Session
	YouTube Google LLC, United States Privacy Statement	These cookies track the user's interaction with the embedded content on our website regarding YouTube videos.	Maximum of 1 year
	Google Google LLC, United States Privacy Statement	Tracks the conversion rate between the user and the advertisement banners on the website - This serves to optimise the relevance of the advertisements on the website.	Maximum of 3 months

Enabling and disabling cookies

You can set your web browser to only accept cookies with your consent. Consult your browser guide for more information. Please note that many websites will not function optimally when cookies are disabled.

Deleting cookies

Most cookies have an expiry date. When an expiry date is set, the cookie is automatically deleted once that date passes. You can also choose to delete the cookies manually before the expiry date. Please consult your browser guide for more information. Below, you will find a link to the provider's website for each browser, which provides step-by-step instructions on how to block or delete cookies.

- [Internet Explorer](#)
- [Google Chrome](#)
- [Firefox](#)
- [Edge](#)
- [Safari](#)

Security

Personal data security is of great importance to us. We therefore take appropriate technical and organisational security measures with regard to the processing of personal data to be carried out, against loss or against any form of unlawful processing (such as unauthorized access, corruption, alteration or disclosure of personal data). We constantly update security and pay close attention to what can go wrong.

What are your privacy rights?

You can always contact us if you have any questions regarding our privacy and cookie statement. Besides that, you have the following rights regarding your personal data:

- **Right of access:** you have the right to access the personal data we process about you.
- **Right to rectification:** you have the right to correct or supplement the personal data we process about you, e.g., if they are incorrect or incomplete.
- **Right to object:** you have the right to object to the processing of your personal data and to direct marketing.
- **Right to erasure:** you may request us to erase your personal data.
- **Right to withdraw your consent:** if you have consented to us processing personal data, you can withdraw your consent at any time.
- **Right to data portability:** if it is technologically possible, you have the right to have the personal data we process about you transferred to a third party.
- **Right to restrict processing:** in some cases, you can request that we restrict the processing of your personal data (temporarily or otherwise).

We may ask you for identification to fulfil your request. We require this information to ensure that the requested personal data belongs to the right person.

We will generally comply with your request within one month. However, this period may be extended by two months depending on the specific privacy rights or the complexity of the request. If we extend this period, we will inform you in good time.

If you wish to exercise any of your rights, you can do so by sending an e-mail to hello@edunakho.nl.

Changes to this Privacy and cookie statement

When there is a change in our services, we will also need to change our Privacy and cookie statement. Please consult this Privacy and cookie statement regularly for the most up-to-date information.

Questions or filing a complaint

If you have any questions or wish to make a complaint about the use of your personal data, please send an e-mail to hello@edunakho.nl. We will address each question and complaint internally and communicate this further with you. Should you feel we have not been able to help you properly with any questions about your privacy, you have the right to file a complaint with the Dutch Data Protection Authority ([Autoriteit Persoonsgegevens](#)).

Contact details

For questions about our Privacy and cookie statement or your rights, you can always contact us using the following information:

EDUNAKHO B.V. Singel 126, 1015 AE, Amsterdam, The Netherlands
T: +31 6 55 21 0007 E: hello@edunakho.com

Chamber of Commerce number: 77866282