

Terms Online Academy

This is what applies when you buy an online course from us: when your access starts, how long it runs and how to withdraw. For trainings with a fixed start date, the [general terms and conditions](#) apply.

Version 17 September 2026

This agreement applies as between you, the User of this Website and SUE Behavioural Design Academy, the owner(s) of the Website. Your agreement to comply with and be bound by Clauses 1, 2, 4–10 and 14–25 of these Terms and Conditions is deemed to occur upon your first use of the Website. Clauses 3 and 11–13 apply only to the sale of Services. If you do not agree to be bound by these Terms and Conditions, you should stop using the Website immediately.

No part of this Website is intended to constitute a contractual offer capable of acceptance. Your order constitutes a contractual offer and Our acceptance of that offer is deemed to occur upon Our sending a confirmation email to you indicating that your order has been accepted.

1. DEFINITIONS AND INTERPRETATION

In these Terms and Conditions the following terms shall have the following meanings:

“Account”: the personal information, Payment Information and credentials used by Users to access paid Content and/or any communications System on the Website;

“Content”: any text, graphics, images, audio, video, software, data compilations and any other form of information capable of being stored in a computer that appears on or forms part of this Website;

“Facilities”: collectively any online facilities, tools, Services or information that SUE Behavioural Design Academy makes available through the Website either now or in the future;

“Services”: the services available to you through this Website, specifically use of the SUE Behavioural Design Academy proprietary e-learning platform;

“Payment Information”: any details required for the purchase of Services from this Website, including credit/debit card numbers, bank account numbers and sort codes;

“Premises”: Our place of business located at 's-Gravenhekje 1A, 1011 TG Amsterdam, the Netherlands;

“System”: any online communications infrastructure that SUE Behavioural Design Academy makes available through the Website either now or in the future, including web-based email, message boards, live chat Facilities and email links;

“Terms and Conditions”: these terms and conditions;

“User”/“Users”: any third party that accesses the Website and is not employed by Behavioural Design Academy B.V. and acting in the course of their employment;

“Website”: Our Website (www.suebehaviouraldesign.com) and any sub-domains of this site, including the learning platform at online.suebehaviouraldesign.com, unless expressly excluded by their own terms and conditions; and

“We/Us/Our”: SUE Behavioural Design Academy, a trade name of Behavioural Design Academy B.V., a company incorporated in the Netherlands with Company registration Number 68921187, VAT NL857648780B01, located at 's-Gravenhekje 1A, 1011 TG Amsterdam.

2. AGE RESTRICTIONS

Persons under the age of 18 should use this Website only with the supervision of an adult. Payment Information must be provided by or with the permission of an adult.

3. BUSINESS CUSTOMERS

These Terms and Conditions also apply to customers procuring Services in the course of business. Business customers (procuring Services in the course of a profession or

business) are not consumers and do not have the statutory right of withdrawal set out in clause 13.

4. INTELLECTUAL PROPERTY

4.1 All Content included on the Website and all Content We provide via Our academy or otherwise (unless uploaded by Users) including text, graphics, logos, icons, images, sound clips, video clips, data compilations, page layout, underlying code and software is Our property, or the property of Our affiliates or other relevant parties and is protected by intellectual property rights such as copyright, registered or unregistered design right, and trademark right.

4.2 You may not reproduce, copy, distribute, store, or in any other way re-use Our Content and material from the Website or from Our academy or material We provide to you, unless We have given Our express prior written permission to do so.

5. THIRD PARTY INTELLECTUAL PROPERTY

5.1 Unless otherwise expressly indicated, all intellectual property rights including copyright and trademark right in product images and descriptions belong to the manufacturers or suppliers of such products, or third parties of such products, as may be applicable.

5.2 You may not reproduce, copy, distribute, store or in any other fashion re-use such material unless otherwise indicated on the Website or unless given express written permission to do so by the relevant manufacturer or supplier, or other third party.

6. LINKS TO OTHER WEBSITES

This Website may contain links to other sites. Unless expressly stated, these sites are not under the control of SUE Behavioural Design Academy or that of Our affiliates. We assume no responsibility for the Content of such websites and disclaim liability for any and all forms of loss or damage arising out of the use of them. The inclusion of a link to another site on this Website does not imply any endorsement of the sites themselves or of those in control of them.

7. LINKS TO THIS WEBSITE

Those wishing to place a link to this Website on other sites may do so only to the home page of the site (www.suebehaviouraldesign.com) without Our prior permission. Deep linking requires Our prior express written permission. To find out more please contact Us by email at academy@sueamsterdam.com.

8. USE OF COMMUNICATIONS FACILITIES

8.1 When using any System on this Website you should do so in accordance with the following rules. Failure to comply may result in your Account being suspended or closed:

8.1.1 You must not use obscene or vulgar language;

8.1.2 You must not submit Content that is unlawful or otherwise objectionable, including Content that is abusive, threatening, harassing, defamatory, ageist, sexist or racist;

8.1.3 You must not submit Content that is intended to promote or incite violence;

8.1.4 It is advised that submissions are made in English as We may be unable to respond in other languages;

8.1.5 The means by which you identify yourself must not violate these Terms and Conditions or any applicable laws;

8.1.6 You must not impersonate other people, particularly employees and representatives of SUE Behavioural Design Academy or Our affiliates; and

8.1.7 You must not use Our System for unauthorised mass-communication such as 'spam' or 'junk mail'.

8.2 You acknowledge that SUE Behavioural Design Academy reserves the right to monitor any and all communications made to Us or using Our System.

8.3 You acknowledge that SUE Behavioural Design Academy may retain copies of any and all communications made to Us or using Our System.

8.4 You acknowledge that any information you send to Us through Our System may be modified by Us and you hereby waive your moral right to be identified as the author of

such information. Any restrictions you wish to place upon Our use of such information must be communicated in advance and We reserve the right to reject such terms and associated information.

9. ACCOUNTS

9.1 In order to procure Services on this Website and to use certain other parts of the System, you are required to create an Account which will contain certain personal details and Payment Information. By continuing to use this Website you represent and warrant that:

9.1.1 all information you submit is accurate and truthful;

9.1.2 you have permission to submit Payment Information where permission may be required; and

9.1.3 you will keep this information accurate and up-to-date.

9.2 It is recommended that you do not share your Account details, particularly your username and password. We accept no liability for any losses or damages incurred as a result of your Account details being shared by you.

9.3 If you have reason to believe that your Account details have been obtained by another person without consent, you should contact Us immediately to suspend your Account and cancel any unauthorised orders or payments that may be pending. Orders or payments can only be cancelled up until provision of Services has commenced.

9.4 When choosing your username you must adhere to clause 8. Any failure to do so could result in the suspension and/or deletion of your Account.

10. TERMINATION AND CANCELLATION OF ACCOUNTS

10.1 Either SUE Behavioural Design Academy or you may terminate your Account. We reserve the right to terminate your Account without giving reasons.

10.2 If We terminate your Account, and the Services were not already provided, any current or pending orders will be cancelled and provision of Services will not commence.

Any eventual payments for Services not provided will be refunded.

10.3 If We terminate your Account because of a breach of your contractual obligations, the full price of the Services is due, whether or not the Services have been provided. Any pending orders will be cancelled.

10.4 If We terminate your Account and the Services were already provided, the full price of the Services is due and any pending orders will be cancelled.

10.5 If you terminate your Account the full price of the Services of the confirmed order remains due, unless already paid for, and any pending orders will be cancelled.

10.6 If you are a consumer within the European Union and you terminate your Account clause 13 applies.

11. SERVICES, PRICING AND AVAILABILITY

11.1 Whilst every effort has been made to ensure that all general descriptions of Services correspond to the actual Services provided, We are not responsible for variations depending on your individual requirements. This does not exclude Our liability for mistakes due to negligence on Our part.

11.2 Where appropriate, you may be required to select the required plan of Services.

11.3 We neither represent nor warrant that such Services will be available at all times and cannot necessarily confirm availability until confirming your order.

11.4 All pricing information on the Website is correct at the time of going online. We reserve the right to change prices and alter or remove any special offers from time to time.

11.5 In the event that prices change between an order being placed and Us processing it, the price valid at the time of the order shall be used.

11.6 Access to a Service has no fixed end date and continues for as long as We offer that Service online. We may update and change the content of a Service.

11.7 If We stop offering a Service online, We will notify you by email at least three months in advance. Your access continues until that date.

11.8 If, within six months of your purchase of a Service, We announce that We will stop offering that Service online, We will, at Our option, provide access to an equivalent Service or a refund of:

11.8.1 100% of the price paid, if the announcement is made within two months of your purchase;

11.8.2 50% of the price paid, if the announcement is made between two and six months after your purchase.

12. ORDERS AND PROVISION OF SERVICES

12.1 Your order constitutes a contractual offer that We may accept at Our sole discretion. Our acceptance is indicated by Us sending you an order confirmation email; only then is there a binding contract.

12.2 Order confirmations will be sent to you before the Services begin and shall contain:

12.2.1 Confirmation of the Services ordered including full details of the main characteristics;

12.2.2 Fully itemised pricing including, where appropriate, taxes and other charges;

12.2.3 Relevant times and dates for the provision of the Services;

12.2.4 User credentials and relevant information for accessing those services; and

12.2.5 Information on consumers' right of withdrawal and the model withdrawal form (provided as a link).

12.3 We aim to fulfil your order within 2–3 working days. If the Services are to begin within 14 calendar days of Our acceptance of your order, at your express request, and you are a consumer, you will be required to expressly acknowledge that your statutory cancellation rights (clause 13) will be affected.

12.4 SUE Behavioural Design Academy shall use all reasonable endeavours to provide the Services with reasonable skill and care.

12.5 If Services are provided that are not in conformity with your order, you should contact Us immediately; We will make any necessary corrections within five (5) working days.

13. CANCELLATION OF ORDERS AND SERVICES

13.1 If you need to speak to Us about your order, please contact Us by email at academy@sueamsterdam.com or write to Us at our address (see clause 1). You may cancel an order that We have confirmed. Access to the Services will be stopped from the moment of cancellation.

13.2 If you are a business customer cancellation of the confirmed order does not release you from full payment. A business customer has no right of withdrawal.

13.3 If you are a consumer based within the European Union, you have a ‘cooling-off’ period. This period begins once your order is confirmed and ends fourteen (14) calendar days after that date. Your cancellation of the confirmed order within this cooling-off period is subject to clause 13.4. Your cancellation of the confirmed order after the cooling-off period does not release you from full payment.

13.4 If the Services are to begin within the cooling-off period you are required to make an express request to that effect. By requesting that the Services begin within the cooling-off period you acknowledge and agree that:

13.4.1 Where provision of Services has begun with your express prior consent and your acknowledgement that you thereby lose your right of withdrawal, your right of withdrawal lapses once you have started access to the Services within the cooling-off period. The full price of the Services is then due; and

13.4.2 If you have not started access to the Services within the cooling-off period you will receive a full refund when you cancel within the cooling-off period by using finance@sueamsterdam.com, send the model withdrawal form or use the withdrawal function on the Website.

13.5 A model withdrawal form is provided as a link in the order confirmation email and can be downloaded via these Terms and Conditions. A withdrawal function (‘[Cancel the](#)

[contract here](#)') is available on the Website. After use you receive an acknowledgement of receipt by email.

14. PRIVACY

Use of the Website is also governed by Our Privacy Policy (www.suebehaviouraldesign.com/privacy-policy), which is incorporated into these Terms and Conditions by reference.

15. HOW WE USE YOUR PERSONAL INFORMATION (DATA PROTECTION)

15.1 All personal information We collect will be collected, used and held in accordance with the General Data Protection Regulation (GDPR) and the Dutch implementing legislation (Uitvoeringswet AVG) and your rights thereunder.

15.2 We may use your personal information to: provide Our Services; process your payment; and inform you of new products and Services (you may opt out at any time).

15.3 We will not pass on your personal information to any other third parties without first obtaining your express permission.

16. COMPLAINTS

Complaints may be sent to Us by email at security@sueamsterdam.com. We acknowledge receipt within five working days and aim to resolve the complaint within two weeks. If more time is required, you will be informed within that period, with the reason for the delay and an indication of when We expect to be able to give a final answer. All correspondence relating to a complaint is kept for one calendar year.

17. DISCLAIMERS

17.1 We make no warranty that the Website will meet your requirements, be of satisfactory quality, be fit for a particular purpose, not infringe third-party rights, be compatible with all systems, be secure, or that all information provided will be accurate. We make no guarantee of any specific results from the use of Our Services.

17.2 No part of the Website is intended to constitute advice and the Content should not be relied upon when making decisions.

17.3 Whilst We use reasonable endeavours to keep the Website secure and free of errors and malware, you are strongly advised to take responsibility for your own internet security.

18. CHANGES TO THE FACILITIES AND THESE TERMS AND CONDITIONS

We reserve the right to change the Website, its Content or these Terms and Conditions at any time. You will be bound by any changes from the first time you use the Website following the changes. Changes required by law apply automatically to pending and future orders.

19. AVAILABILITY OF THE WEBSITE

19.1 The Website is provided 'as is' and on an 'as available' basis. We give no warranty that the Website or Facilities will be free of defects and/or faults and do not provide refunds for outages.

19.2 We accept no liability for any disruption or non-availability of the Website resulting from external causes including ISP or host equipment failure, communications network failure, power failure, natural events, acts of war or legal restrictions and censorship.

20. LIMITATION OF LIABILITY

20.1 To the maximum extent permitted by law, We accept no liability for any direct or indirect loss or damage, foreseeable or otherwise, arising from the use of the Website or any information contained therein, or from the use of Our Services.

20.2 Nothing in these Terms and Conditions excludes or restricts Our liability for death or personal injury caused by Our negligence, for fraud or fraudulent misrepresentation, or for any other liability that cannot be excluded or limited under applicable law.

20.3 If any of these Terms and Conditions are found unlawful, invalid or unenforceable, that term is severed and shall not affect the validity of the remaining Terms and

Conditions.

21. NO WAIVER

Failure by any party to exercise any right or remedy contained herein shall not be construed as a waiver of that right or remedy.

22. PREVIOUS TERMS AND CONDITIONS

In the event of any conflict between these Terms and Conditions and any prior versions, these Terms and Conditions shall prevail unless expressly stated otherwise.

23. THIRD PARTY RIGHTS

Nothing in these Terms and Conditions shall confer any rights upon any third party. The agreement is between you and SUE Behavioural Design Academy.

24. COMMUNICATIONS

24.1 All notices/communications shall be given to Us either by post to Our Premises (see address above) or by email to finance@sueamsterdam.com.

24.2 We may, if you opt to receive it, send you information about Our products and/or Services. To stop, click the 'Unsubscribe' link in any email you receive from Us.

25. LAW AND JURISDICTION

These Terms and Conditions and the relationship between you and SUE Behavioural Design Academy shall be governed by and construed in accordance with Dutch law and are submitted to the exclusive jurisdiction of the competent court in Amsterdam, the Netherlands. Where you are a consumer, you may also bring a dispute before the court of your place of residence that is competent under the law.

These Terms and Conditions were drawn up in English and translated into Dutch. In case of any discrepancy between the two versions, the English text prevails.

Date: September 2026

ANNEX 1 — MODEL WITHDRAWAL FORM

Complete and return this form only if you wish to withdraw from the contract. Use of this form is not obligatory: you may also inform Us of your withdrawal by any other unequivocal statement, including by using the [withdrawal function on the Website](#) or by email to finance@sueamsterdam.com.

To: Behavioural Design Academy B.V., trading as SUE Behavioural Design Academy, 's-Gravenhekje 1A, 1011 TG Amsterdam, the Netherlands — finance@sueamsterdam.com

I/We (*) hereby give notice that I/We (*) withdraw from my/our (*) contract for the provision of the following service:

- Description of the service: _____
- Ordered on (*) / received on (*): _____
- Name of consumer(s): _____
- Address of consumer(s): _____
- Email address: _____
- Signature of consumer(s) (only if this form is submitted on paper): _____
- Date: _____

(*) Delete as appropriate.

You can also complete and send the model form online: [go to the withdrawal form](#).

For trainings with a fixed start date and for team trainings, [Parts 1 and 2](#) apply.

[Download these terms as a PDF](#) · [Previous versions](#)