

## Privacy statement blndr B.V.

25 mei 2018

Your privacy is for blndr B.V. very important. We therefore comply with the privacy law. This means that your data is safe with us and that we always use it properly. In this privacy statement we explain what we do with information that we learn about you.

If you have any questions or want to know exactly what we keep track of you, please contact blndr B.V.

### **Description of services**

blndr is a company that conducts photo marketing activations on behalf of companies or organizations. Blndr also issues Software Licenses to other parties. After a photo has been taken by us, or by a licensee of blndr, at a location you can receive it by email, look it up online or receive a printed payment. We keep track of what you did and when, so that there is proof of it.

We do this on the basis of receiving permission for this. We keep this information until the end of the contract term with the licensee of our Software.

We store this information;

- E-mail address (es);
- The photo or photos that have been taken;
- Biometrics (Age, Sex, Laugh (yes / no)
- Placements on social media;
- First names and surname as far as you enter them yourself;
- Other data added by the licensee;
- Your language preference;

### *Providing to third parties*

The company that has taken the license from our Software where your photo was made can see the personal details mentioned.

### **Statistics and profiling**

We keep statistics on the use of our online service. With these statistics, we improve our Software to show, for example, only relevant information. We can combine your personal data with you to learn more about you. Of course we will respect your privacy at all times. If you do not want this, you can always report this to us.

For this we use your e-mail address, profile photo and gender, age. We do this on the basis of your consent.

### *Providing to third parties*

The company that took the license from our Software where your photo was made can see the statistics and profiling.

### **Advertisement**

We send the link with your photo from blndr. Our customers would like to send you advertising about offers and new products or services. They will do this;

- by email

You can object to this advertisement at any time. Send an e-mail to [info@blndr.nl](mailto:info@blndr.nl). We will then inform the licensee about the deletion of your data from the database.

### **Publication on the internet**

Please note: if you use our service, the following personal information may be available on the Internet:

- your photo

Publication means that everyone with the unique code that you have received, except search engines such as Google, can read and even keep it. We have no control over that. The link to your photo is not easy to find and the published photo is anonymous.

### **Provision to other companies or institutions**

With the exception of the aforementioned customers and licensees, we will not, under any circumstances, provide your personal data to other companies or institutions, unless we are required to do so by law (for example, if the police require this if there is a suspicion of a crime).

Social media buttons are included in our online service. With this, the administrators of these services collect your personal data.

### **Cookies**

Our online service uses cookies. Cookies are small files where we can store information so that you do not have to enter it all the time. But we can also see that you are visiting us again. When you visit our website for the first time, we present a notification with an explanation about cookies. Hereby we will ask for your agreement for the use of these cookies. You can disable cookies from your browser, but some things from our online service may not work properly.

## Google Analytics

We use Google Analytics to track how visitors use our online service. We have signed a processor agreement with Google. There are strict agreements about what they can keep up with. We allow Google to use the obtained Analytics information for other Google services. We do not let Google anonymize the IP addresses.

## Security measures

Security of personal data is of great importance to us. We take the protection of the Personal Data very seriously and take appropriate measures to prevent misuse, loss, unauthorized access, unwanted disclosure and unauthorized modification.

- **Security software:** We use adequate firewalls and other appropriate security measures;
- **TLS (formerly SSL):** We send Personal Data (and all other data) at all times via an AES256-SHA encrypted connection.
- **Data security during transport and remote access:** We only log on remotely to customers' systems via a secure connection (VPN).
- **Multi-Factor authentication:** insofar as possible, multi-factor authentication is used for all secured systems. For example, an extra code must be entered before logging in. Among other things, a number of sub-processors used multi-factor authentication.
- **DKIM and SPF:** are two internet standards that we use to prevent users from receiving emails in the name of the Processor that contain viruses, are spam or are intended to obtain personal (login) data.
- **Security test / penetration test:** We have our Software regularly, but at least annually, checked for security problems by an external security specialist;
- **Resource exhaustion:** We take measures against the loss of Personal Data because systems have too much or too little capacity;
- **Recovery plan:** We have a recovery plan, which strives to ensure that its services and the availability of the Personal Data are available again as soon as possible after a disaster situation has arisen.

## Data protection officer

We have appointed a so-called data protection officer. This person is responsible for the privacy within our organization. Our data protection officer is called Bart Klaassen and can be contacted per email to [info@blndr.nl](mailto:info@blndr.nl) for all your questions and requests.

## Changes to this privacy statement

When our services change, we must of course also use the privacy statement To adjust. Always pay attention to the date above and regularly check for new versions to be. We will do our best to announce changes separately.

## Access, change and delete your data

If you have questions or want to know what personal information we have about you, you can always contact us. See the contact details below.

You have the following rights:

- receive an explanation of what personal data we have and what we do with it
- insight into the exact personal data we have
- to have errors corrected
- the removal of outdated personal data
- withdrawing permission
- object to a particular use

Please note that you always clearly state who you are, so that we can be sure that we do not modify or delete data from the wrong person.

## To file a complaint

If you feel that we are not helping you in the right way, you have the right to file a complaint with the supervisor. This is called the Dutch Data Protection Authority.

## Contactgegevens

blndr B.V.  
Stationsplein 45, Unit D1.147  
3013AK Rotterdam, The Netherlands  
[info@blndr.nl](mailto:info@blndr.nl)