

Privacy statement Bluem B.V

Bluem b.v., located at Plotterweg 31, 3821 BB Amersfoort, is responsible for the processing of personal data as shown in this privacy statement.

Personal data that we process

Bluem processes your personal data because you use our services and / or because you provide these to us yourself and / or because you receive our newsletters. Below you will find an overview of the personal data that we process for our external communication: company name, first name, last name, gender, position, email address and telephone number.

Special and / or sensitive personal data that we process

We do not collect sensitive personal data such as race, belief and the like. Our website and / or services are intended for companies and therefore we do not intend to collect data on individuals and website visitors who are younger than 16 years of age. However, we cannot check whether a website visitor is older than 16. If you are convinced that we have collected personal data about a minor without parental consent (email address via the optin newsletter), please contact us via info@bluem.nl and we will remove this information.

For what purpose and on what basis we process personal data

Bluem processes your personal data for the following purposes: providing information to customers, prospects and interested parties about FINTECH news, product innovations, advertising brochures and offers. This includes the latest trends, tips and product innovations in the field of online payment, collection agents, e-invoicing, identification services and digital signing.

Automated decision making

Bluem does not take decisions on the basis of automated processing about matters that can have (significant) consequences for people. Bluem uses the Spotler email marketing system (www.spotler.nl) to send out its digital newsletters.

How long we keep personal data

Save personal data no longer than necessary. This means that we save your data until:

- Person unsubscribes for Bluem's news via the unsubscribe form,
- Person is no longer working for the company,
- Company is no longer a customer of Bluem, or
- Person indicates otherwise that he does not want to receive information from Bluem.

Sharing of personal data with third parties

Bluem only provides to third parties and only if this is necessary for the implementation of our agreement with you or to comply with a legal obligation.

Cookies, or similar techniques, that we use

Bluem only uses a cookie for the registration popup for the newsletter on the website www.bluem.nl. Furthermore, we do not use cookies or similar technologies on our public website.

View, modify or delete data

You have the right to view, correct or delete your personal data. The newsletter that we send out periodically contains a link for "unsubscribe" and "change data". You always have access to your personal data via the last link and you can change it yourself online. In addition, you have the right to withdraw your consent for data processing or to object to the processing of your personal data by Bluem and you have the right to data transferability. This means that you can submit a request to us to send the personal data that we hold about you in a computer file to you or another organization mentioned by you. You can send a request for access, correction, deletion, data transfer of your personal data or request for withdrawal of your consent or objection to the processing of your personal data to info@bluem.nl. To ensure that the request for inspection has been made by you, the request must come from the same email address that is registered with us. This is to protect your privacy. We will respond to your request as quickly as possible, but within two weeks. Bluem would also like to point out that you have the possibility to file a complaint with the national data protection authority, the Dutch Data Protection Authority. You can do this via the following link: <https://autoriteitpersoonsgegevens.nl/nl/contact-met-de-autoriteit-persoonsgegevens/tip-ons>

How we protect personal data

Bluem takes the protection of your data seriously and takes appropriate measures to prevent abuse, loss, unauthorized access, unwanted disclosure and unauthorized changes. If you have the impression that your data is not properly secured or there are indications of abuse, please contact our customer service or via info@bluem.nl. Bluem has taken the following measures to protect your personal data:

- Security software, such as a virus scanner and firewall
- TLS (formerly SSL) We send your data via a secure internet connection. You can see this on the address bar 'https' and the padlock in the address bar.
- DKIM, SPF and DMARC are three internet standards that we use to prevent you from receiving emails on our behalf that contain viruses, are spam or are intended to obtain personal (login) data.
- DNSSEC is an additional security (supplementary to DNS) for converting a domain name (website) to the associated IP address (server name); it is provided with a digital signature. You can have that signature checked automatically. In this way we prevent you being redirected to a false IP address.

Contact details

<https://www.bluem.nl>

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