

Betty Blocks Privacy & Cookie Statement

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Betty Blocks Privacy & Cookie Statement

Privacy-sensitive details or personal data are processed via the Betty Blocks online service. In doing so, we make a distinction between the personal data processed via our website, to which this privacy and cookie statement applies, and the personal data processed via the apps. For the processing of these personal data, we would refer you to the relevant app provider.

Betty Blocks considers it very important to process personal data with due care. Consequently, we process and secure personal data carefully.

During processing, we comply with the requirements laid down in the Dutch Personal Data Protection Act. That means, among other things, that we:

- **clearly state the purposes** for which we process personal data. This is accomplished via this privacy statement;
- **restrict our collection of personal data** to only those personal details required for legitimate purposes;
- **ask you first for your express consent** to process your personal details in cases in which your consent is required;
- **take appropriate security measures** to protect your personal data and demand that as well of parties that process personal data on our instructions;
- respect your right to provide you, at your request, with your personal data for inspection, correction or deletion.

Betty Blocks is the party responsible for processing your personal data. We use this privacy statement to explain which personal data are compiled by us and used for which purpose. We recommend carefully reading this statement.

This privacy statement was most recently amended on 12 November 2015.

Use of personal details

By using Betty Blocks, you leave certain information behind. This can be personal in nature. We only store and use the personal data that are directly provided by you in the context of the service you requested or whose provision makes it clear that we are given them for processing purposes.

We use the following data for the purposes referred to in this privacy statement:

- Name and address
- Telephone number
- Invoice address
- E-mail address
- Payment details
- IP address

We expressly do not process any personal data of users of the apps developed by our users. The developers are responsible therefor themselves.

Registration

In order to use Betty Blocks, you must register first. After registration, we store the personal data you provided via the user name you selected. We store these data, so that (i) you need not re-enter them every time, (ii) we can contact you within the context of the execution of the agreement, invoicing and payment, and (iii) we can provide you with a summary of the products and services that you have purchased from us.

We will not furnish third parties with the data linked to your user name unless such is required within the context of the execution of the agreement that you conclude with us or if such is required by law. In the event fraud or abuse of our website is suspected, we may submit personal data to the competent authorities.

Portal access

With our portal you can gain access to a managing environment where you can set up your account, enter data and make changes yourself.

Contact form and newsletter

We offer a newsletter used to inform interested parties of our products and/or services. In addition, we use the e-mail address to send service notifications. Every newsletter contains a link that you can use to unsubscribe. Your e-mail address is added to the list of subscribers only with your explicit consent.

If you complete a contact form on the website or send us an e-mail, the details that you send us are stored as long as required according to the nature of the form or the content of your e-mail for the complete reply thereto and processing thereof.

Furnishing third parties

We expressly do not furnish third parties with your details.

Our site includes social media buttons. These buttons are used by the administrators of these services to compile your personal data.

Google Analytics and Mixpanel

We use Google Analytics and Mixpanel to track how visitors use our website. We have concluded a processor's agreement with Google to make arrangements for processing our data. Furthermore, we do not permit Google to use the Analytics information obtained for other Google services. Finally, we have the IP addresses anonymised.

Security

We take security measures to limit abuse of and unauthorised access to personal data.

Third-party websites

This privacy statement does not apply to websites of third parties associated with this website via links. We cannot guarantee that these third parties process your personal details in a reliable or safe manner. We recommend reviewing the privacy statements of these websites before using them.

Amendments to this privacy statement

We reserve the right to make amendments to this privacy statement. It is recommended that this privacy statement be regularly consulted, so that you are up to date on these amendments.

Inspection of and amendments to your details

For questions regarding (i) our privacy policy or (ii) inspection of, amendments to or deletion of your personal details, please contact us at any time via the information below:

Betty Blocks

Overweg 19

1713 HX Obdam

Tel. 0226-331445

<http://www.bettyblocks.com/nl/contact>