

## eBloom Privacy Policy

This privacy policy will explain how eBloom uses the personal data we collect from you when you use our website.

Topics:

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### What data do we collect?

The quantity and type of information that we receive from you on our website depends on the information you provide through registration processes on our website. eBloom collects the following data:

- Personal identification information (Name, email address, phone number)
- Preferred language
- Company you work for
- Location

### How do we collect your data?

You directly provide eBloom with most of the data we collect. We collect data and process data when you:

- Register for a demo
- Request a report
- Subscribe to our newsletter
- Use or view our website via your browser's cookies



## How will we use your data?

eBloom collects your data so that we can:

- Understand how our site is used and how we can improve it
- Send the requested report
- Prepare in the best way our demo
- Email you our newsletter

## How do we store your data?

eBloom securely stores your data on the territory of the European Union in accordance with the GDPR.

## Marketing

eBloom will send you its newsletter if you subscribe to it. We will never sell or share your contact data with third parties.

## What are your data protection rights?

eBloom would like to make sure you are fully aware of all your data protection rights. Every user is entitled to the following:

**The right to access** – You have the right to request eBloom for copies of your personal data.

**The right to rectification** – You have the right to request that eBloom corrects any information you believe is inaccurate. You also have the right to request eBloom to complete the information you believe is incomplete.

**The right to erasure** – You have the right to request that eBloom erases your personal data.

**The right to restrict processing** – You have the right to request that eBloom restricts the processing of your personal data, under certain conditions.

**The right to object to processing** – You have the right to object to eBloom's processing of your personal data, under certain conditions.

**The right to data portability** – You have the right to request that eBloom transfers the data that we have collected to another organization, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us at our email: [contact@ebloom.be](mailto:contact@ebloom.be).



## **Cookies**

Cookies are text files placed on your computer to collect standard Internet log information and visitor behavior information. When you visit our website, we may collect information from you automatically through cookies or similar technology.

For further information, visit [allaboutcookies.org](http://allaboutcookies.org).

### **How do we use cookies?**

We use cookies and Google Analytics which allows us to understand how our site is used and how we can improve it.

### **What types of cookies do we use?**

There are a number of different types of cookies, however, our website uses:

- **Functionality cookies** – eBloom uses these cookies so that we recognize you on our website and remember your previously selected preferences. These could include what language you prefer and location you are in. A mix of first-party and third-party cookies are used.
- **Statistics cookies** – eBloom uses these cookies to collect information about your visit to our website, the content you viewed, the links you followed and information about your browser, device, and your IP address.

### **How to manage cookies**

You can set your browser not to accept cookies, and the website [allaboutcookies.org](http://allaboutcookies.org) tells you how to remove cookies from your browser. However, in a few cases, some of our website features may not function as a result.

### **Privacy policies of other websites**

eBloom's website contains links to other websites. Our privacy policy applies only to our website, so if you click on a link to another website, you should read their privacy policy.

### **Changes to our privacy policy**

eBloom keeps its privacy policy under regular review and places any updates on this web page. This privacy policy was last updated on 15 April 2021.

## **How to contact us**

If you have any questions about eBloom's privacy policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us at [contact@ebloom.be](mailto:contact@ebloom.be).

## **How to contact the appropriate authority**

Should you wish to report a complaint or if you feel that eBloom has not addressed your concern in a satisfactory manner, you may contact the Data Protection Authority.

Email: [contact@apd-gba.be](mailto:contact@apd-gba.be)

Address: Rue de la Presse 35, 1000 Bruxelles

Phone: +32 (0)2 274 48 00