

# Privacy Policy

## About us

This Privacy Policy explains what information we collect about you, how we may use it and the steps we take to ensure that it is kept secure. We also explain your rights and how to contact us.

Please note, this website ('Site') may contain links to other websites which are provided for your convenience. We are only responsible for the privacy practices and security of this Site. We recommend that you check the privacy and security policies and procedures of each and every other website that you visit.

BY USING THIS WEBSITE AND GIVING YOUR INFORMATION TO US, YOU INDICATE YOUR CONSENT TO US COLLECTING AND USING YOUR PERSONAL INFORMATION IN ACCORDANCE WITH THE TERMS SET OUT IN THIS POLICY.

In these provisions:

'you', 'your' and 'yours' means you, the person(s) accessing this Site and the party on whose behalf you are doing so; and 'we', 'us' and 'our' means Fontem Ventures B.V. and its group companies including those which sell products and services through the Site from time to time.

## What information we collect about you

We may collect personal information about you for the reasons below. This may include your name, contact details, location, billing information, transaction and credit or debit card information, information about your lifestyle, social circumstances and views and experiences with our products and/or services, and any of our goods or services and/or business activities you may be interested in hearing more about. If you provide it to us, this information may include sensitive personal information such as information regarding health and/or racial or ethnic origin.

## How we will use your information

All personal information that we obtain about you will be recorded, used, and protected by us in accordance with current data protection legislation, our Terms and Conditions and this Privacy Policy. We may use your personal information:

- to identify visitors to the Site;
- to promote our products and/or services;
- to provide the products and/or services you request from us;
- to communicate with you in the event that any services you have requested are currently unavailable;
- to carry out market research and analyse your feedback so that we can improve the services we offer;
- to track and analyse activity on the Site; and to create an individual profile for you so that we can enhance user experience, understand and respect your preferences and provide you with information, relevant offers and opportunities where you have agreed to receive them.

You can tell us not to contact you at any point by e-mailing us on [support@blu.co.uk](mailto:support@blu.co.uk)

## **Disclosing your personal information to third parties**

Occasionally, we may need to appoint other organisations to carry out some activities on our behalf. These may include, for example, data storage or processing activities, website hosting and marketing services (including without limitation by email), services for the shipment and delivery of products and the collection and analysis of ratings, reviews and other feedback you provide about our products and services. In these circumstances, we will ensure that your information is properly protected and that it is only used in accordance with this Privacy Policy.

Some of these third party organisations may be located in countries outside the UK whose data protection legislation may not be as stringent as the legislation in the UK. Please note that your personal information will only be transferred to countries in the European Economic Area or where the recipient has confirmed an adequate level of protection for your data.

## **Security**

We take the security of your personal information seriously. We have security procedures in place to ensure that our paper and computer systems and databases are protected against unauthorised use, loss and damage.

## **Links to Other Websites**

The Site may link to other websites which are outside our control, and other websites outside our control may link to the Site. Whilst we try to ensure that we link only to websites which share our privacy and security standards, we and our service providers are not responsible for the terms of use, privacy policies, operation, performance and content of other websites or for the protection of any information which you provide on other websites. You should exercise caution and review the privacy statement applicable to the website in question.

## **Changes to this Privacy Policy**

Privacy laws and practice are constantly developing and we aim to meet high standards. We therefore regularly revisit our policies and procedures. We may, from time to time, update this Privacy Policy and suggest that you check this page periodically to review our latest policies.

## **Your rights to access your personal information**

You have the right to receive a copy of the personal information that we hold about you. We may charge a small fee towards the cost of administering any request you make. The current fee is £10.00.

## **Your queries**

If you have any queries regarding this Privacy Policy or wish to request a copy of the personal information we hold about you, then please write to us at the address below:

Mail (registered office):

Fontem Ventures B.V. 12th  
Floor  
Barbara Strozziilaan 101  
1083 HN Amsterdam The  
Netherlands