

Blits B.V. Privacy Policy

Last updated: 26th of December 2024

This Privacy Policy describes how personal information is collected, used, and shared when you interact with Blits B.V. ("Blits," "we," or "us") through our website <https://www.blits.ai> (the "Site") or use our services. This policy ensures compliance with applicable laws and maintains alignment with Blits' EULA and General Terms & Conditions.

Chapter 1. PERSONAL INFORMATION WE COLLECT

When you visit the Site or use our services, we may collect the following information:

Automatically Collected Information:

- **Device Information:** Includes browser type, IP address, time zone, cookies, referring/exit pages, and date/time stamps. We collect this using technologies such as:
 - **Cookies.**
"Cookies" are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <https://www.allaboutcookies.org>
 - **Log Files.**
 - **Web Beacons, Tags, and Pixels.**

User-Provided Information:

- **User Information:** Includes name, billing/shipping address, payment details, email address, and phone number.

Generated Data:

- **Data created during interactions with our services,** including anonymized and aggregated metrics, as outlined in the T&C's and EULA policies.

Chapter 2. HOW DO WE USE YOUR PERSONAL INFORMATION?

We use collected information for the following purposes:

- **Service Provision:** To fulfill requests, process payments, and provide invoices.
- **Communication:** Respond to inquiries and provide updates about services.
- **Fraud Prevention:** Screen for risks or malicious activities.
- **Improvement:** Analyze interactions to enhance our services.

Third-Party Tools:

We may share your data with service providers like HubSpot and Google Analytics to optimize our offerings. Third parties are required to adhere to Blits' data protection standards and applicable laws.

Chapter 3. BEHAVIOURAL ADVERTISING

We use targeted advertising to enhance user experiences. Users can opt out via Network Advertising Initiative. For platform users, Blits' GDPR Module includes features to anonymize and mask sensitive data, limiting unnecessary personal data processing.

Chapter 4. DO NOT TRACK

Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

Chapter 5. YOUR RIGHTS

Clients using Blits services are deemed data controllers for any data they process. Blits acts solely as a data processor. Clients are responsible for:

Ensuring compliance with applicable data protection laws.

Properly implementing input validation and security controls, as outlined in the EULA and T&C's.

Chapter 6. DATA RETENTION

We retain user-provided data as long as necessary for the purposes outlined or as legally required. Clients can request deletion of their data via written notice. Deleted data is processed as follows:

- Securely purged from our systems.
- Documentation of deletion for compliance purposes.

Chapter 7. MINORS

Blits services are not intended for individuals under 18. Clients are responsible for ensuring that bots or platforms they develop using Blits do not collect personal data from minors.

Chapter 8. SECURITY MEASURES

We implement industry-standard security measures to protect user data, including encrypted data transfers and restricted access protocols. However, clients must:

- Use Blits' GDPR Module to manage user opt-ins.
- Ensure input validation and secure bot configurations.

Chapter 9. UPDATES TO THIS POLICY

We may update this Privacy Policy as needed. Substantive changes will be communicated on the Site at least 30 days before they take effect.

Chapter 10. CONTACT US

European residents have rights to access, correct, or delete personal information. These requests can be directed to Blits at:

Email: info@blits.ai

Address: Blits BV, Warmoesstraat 151, 1012 JC Amsterdam, Netherlands

Chapter 11. GOVERNING LAW

This Privacy Policy is governed by Dutch law. Any disputes will be resolved exclusively in the competent courts of Amsterdam.

Chapter 12. CONTACT US

For inquiries about this Privacy Policy, please contact:

- **Email:** info@blits.ai
- **Address:** Warmoesstraat 151, 1012 JC Amsterdam, Netherlands

This Privacy Policy is designed to complement and align with Blits;

EULA: <https://www.blits.ai/eula>

General Terms Conditions: <https://www.blits.ai/terms-and-conditions>