

The General Data Protection Regulation “GDPR” (679/2016), replaces the 1995 Data Protection Directive (95/46/EC), and it was designed for the protection of people regarding the processing of their personal data, and on the free movement of such data. It balances data privacy laws across Europe while also addressing the export of personal data outside the EU; with the aim to protect all EU citizens’ data privacy and reshape the way organizations approach data privacy.

## GROUNDS FOR DATA COLLECTION

Processing of your personal information (hereinafter “Personal Information”) is necessary for the performance of our contractual obligations towards you and providing you with our services, to protect the Company’s interests, as well as for compliance with legal and financial regulatory obligations to which Blue Lable is subject. When you use our services, you consent to the collection, storage, use, disclosure, and other uses of your Personal Information as described in this document.

## PERSONAL INFORMATION

We may collect, use, store and transfer various kinds of personal information about you which we have grouped together as follows:

- > Identity Information includes first name, maiden name, last name, proof of identity, username or similar identifier, marital status, title, date and place of birth and gender, country of residence and citizenship;
- > Contact Information includes billing address, delivery address, email address and telephone numbers;
- > Financial Information includes bank account, bank statements, payment card details and copies, e-wallet information;
- > Transaction Information includes details about payments to and from you and other details of products and services you have purchased from us, payment methods, purpose of transactions with us;
- > Profile Data includes your username and password, purchase made by you, your interests, preferences, feedback, and survey responses;
- > Usage Information includes information about how you use our website, products, and services;
- > Marketing and Communication Information includes your preferences in receiving marketing from us and our third parties and your communication preferences.

## NON-PERSONAL INFORMATION

We record and collect data from or about your device (for example your computer or your mobile device when you access our services and visit our site. This includes, but isn’t not limited to: your cookie identifiers, and other identifiers such as your operating system version, browser type, language preferences, time zone, referring domains and the duration of your visits. This will facilitate our ability to improve our service and further personalize your experience with us. If we combine Personal Information with non-Personal Information about you, the combined information will be treated as Personal Information for as long as it remains combined.

## HOW WE USE PERSONAL INFORMATION

We will only use your Personal Information only when the Law allows us to. Most commonly, we will use your Personal Information in the following circumstances:

- > Where we need to enact the contract, we are about to enter or have already entered into with you.
- > Where we need to comply with a legal or regulatory obligation.

If you have further questions regarding our GDPR Policy, please contact us at [dpo@blue-lable.com](mailto:dpo@blue-lable.com)