

# Privacy Policy for visitors to BlooMEDical Benelux BV websites\*.

\* [www.bloomedical.com](http://www.bloomedical.com), [www.almalasers.nl](http://www.almalasers.nl), [www.sopranolasers.nl](http://www.sopranolasers.nl),  
[www.almafemilift.nl](http://www.almafemilift.nl), [www.almabeauty.nl](http://www.almabeauty.nl)

BlooMEDical Benelux BV guarantees the privacy rights of all users of its websites and ensures that personal data that are provided to BlooMEDical are treated with care and confidentially.

By leaving your information on the websites of BlooMEDical, you consent to BlooMEDical using your data in accordance with this Privacy Policy.

## **1. DEFINITIONS + GENERAL**

### *Definitions*

- a. Privacy Policy: this privacy policy
- b. User: every user of the website
- c. Responsible party: BlooMEDical Benelux B.V., hereinafter referred to as BlooMEDical, with its registered office at Neerloopweg 5 A1 – 4814 RS Breda, the Netherlands. Represented by Mr Robert Koning, General Director, reachable at [info@bloomedical.com](mailto:info@bloomedical.com), T +31 (0)76 5245353, F +31 (0)76 5245359.
- d. Website: [www.bloomedical.com](http://www.bloomedical.com), [www.almalasers.nl](http://www.almalasers.nl), [www.sopranolasers.nl](http://www.sopranolasers.nl), [www.almafemilift.nl](http://www.almafemilift.nl), [www.almabeauty.nl](http://www.almabeauty.nl).

This Privacy Policy describes how BlooMEDical processes the personal data of its website users.

## **1.1 Collecting personal data**

BlooMEDical only collects personal data 1) that are expressly and voluntarily made available to it, 2) for fulfilling an agreement, 3) if it has a justified interest or 4) if this is necessary to comply with a legal obligation. BlooMEDical processes the following personal data: company name, contact person, address, phone number, e-mail address, profession and nationality.

You can visit the BlooMEDical websites without providing BlooMEDical information about your identity. However, there are situations in which information may be required from you that can identify you, such as your name, address and e-mail address. This information will be used to correspond with you or to effectuate a registration for an event, for example. In these cases, we will ask you to enter the personal data relevant to the event on a web form intended for that purpose.

We will use data about your clicking and user behaviour for research on options for further optimising and communicating about our products and services. We will use all the information you provide us only in accordance with the law and in a proper and careful manner.

## **1.2 Processing personal data**

### *Objective of the processing*

BlooMEDical collects information within the scope of our service provision. If you are asked to provide personal data (as mentioned in item 1.1.), for example within the scope of placing an order or another action, these data will be used for the administrative processing of your request. In other words: When you place an order, BlooMEDical will use your personal data to process the order. If you request information, we will use your personal data to provide you with the requested information. If you register for a workshop, we will use your personal data to inform you about the workshop.

### *Saving personal data*

The personal data that BlooMEDical collects are saved in a CRM system, among other things. This system is used for managing customer data and interactions with these customers.

### *Newsletter*

BlooMEDical offers a newsletter for interested parties. This newsletter provides news about the products and services we offer and other related issues. You will only receive the newsletter if you expressly consent to this. Such consent is not required for existing BlooMEDical customers. If desired, you must provide an e-mail address to which the newsletter will be sent. Every newsletter contains a link with which the newsletter subscriber can unsubscribe. The newsletter's list of subscribers is not provided to third parties. You have the right to revoke your consent at any time.

### *Forwarding to third parties*

BlooMEDical will not forward your personal data to third parties, unless such data are forwarded to a processor hired by BlooMEDical for this Privacy Policy with whom BlooMEDical has concluded an agreement that ensures that the processor will provide the appropriate guarantees with regard to technical and organisational security measures regarding the processing activities to be performed while taking confidentiality into account or if BlooMEDical is obliged to provide the personal data to competent authorities based on legal

obligations. Of course, all activities will always take place in accordance with the objectives described above.

### *Rights of data subjects*

You have – subject to legal exceptions – the right to ask BlooMEDical for inspection and/or rectification and/or deletion of your personal data and/or limitation of the respective processing.

You also have the right to object to the processing, and BlooMEDical has to transfer the data to you upon your request.

You have the right to submit a complaint to the pertinent regulatory body, specifically the Dutch Data Protection Authority (Autoriteit Persoonsgegevens) in the Netherlands.

If you wish to enforce one of these rights, or if you have questions about this Privacy Policy, you can contact BlooMEDical by e-mail at [info@bloomedical.com](mailto:info@bloomedical.com) or by post at BlooMEDical Benelux BV, Neerloopweg 5 A1, 4814 RS Breda, the Netherlands

## **1.3 Your e-mail address**

If you have provided your e-mail address, for example for receiving our newsletter, then your e-mail address may be used to inform you, as a (potential) customer, about interesting, similar BlooMEDical products and services that are relevant for you through the newsletter. This will be communicated by means of a clearly visible notification on all forms on the website. If you are no longer interested in such information, you can unsubscribe at any time by e-mail at [info@bloomedical.com](mailto:info@bloomedical.com) or by post at BlooMEDical Benelux BV, Neerloopweg 5 A1, 4814 RS Breda, the Netherlands or via the link at the bottom of the newsletter.

## **1.4 Data retention period**

BlooMEDical will not save personal data longer than is necessary for the objectives for which these data were collected or are being used or for longer than it is allowed to under current privacy laws.

## **1.5 Unsubscribing**

If you do not wish to receive information about (new) products and services and wish to revoke your consent to this, you can contact BlooMEDical by e-mail at [info@bloomedical.com](mailto:info@bloomedical.com) or by post at BlooMEDical Benelux BV, Neerloopweg 5 A1, 4814 RS Breda, the Netherlands or via the link at the bottom of the newsletter.

## **1.6 Security**

The data that you provide to BlooMEDical will be saved in a secure environment. At all times when processing personal data BlooMEDical guarantees a security level that is sufficient, in view of the current state of technology, to prevent unauthorised access to or modification, publication or loss of the personal data.

## **1.7 Cookies**

BlooMEDical.com, Almalasers.nl, Sopranolasers.nl, [www.alfamilift.nl](http://www.alfamilift.nl) and [www.almabeauty.nl](http://www.almabeauty.nl), use cookies when offering electronic services in order to optimise the functionality of certain pages of the website. Cookies are small text files that are placed on the website visitor's computer by a website page. Information is saved in this cookie, such as a visitor's preferences. This enables BlooMEDical to be of even better service to the user at his/her next visit.

Visitors can determine how cookies are handled. They can set their browser to allow, not allow or partially allow the use of cookies. In the latter case, it is possible to configure which websites are allowed to place cookies. Placement of cookies will then not be permitted for all other website. This option is offered by most of today's browsers.

Cookies can always be deleted from a computer, again by configuring the browser. Chapter 2 describes the entire cookie policy.

## **1.8 Modifications**

BlooMEDical reserves the right to modify this Privacy Policy. Every modification will be listed on this page. BlooMEDical also recommends that you review this page regularly to see whether any modifications have been implemented. The current Privacy Policy was last modified in August 2018.

## **2. Use of cookies on our website**

When visiting a BlooMEDical website, specifically [www.bloomedical.com](http://www.bloomedical.com), [www.almalasers.nl](http://www.almalasers.nl), [www.sopranolasers.nl](http://www.sopranolasers.nl), [www.almafemilift.nl](http://www.almafemilift.nl) or [www.almabeauty.nl](http://www.almabeauty.nl), personal data of visitors are collected and saved. So-called cookies are used for this. Below is a brief explanation about exactly which information is collected using cookies and what is done with the information, why we believe this is necessary and through which websites these data are collected. At the end we provide brief instructions on what you can do if you prefer not to allow any cookies or allow only some cookies.

## 2.1 What do cookies do?

Cookies are small (text) files that a web page server places on your computer or other electronic device (hereinafter referred to as “computer”) when you visit a web page. Because your computer contains that cookie, the web page server can recognise your computer. A cookie cannot start programmes or spread viruses.

Cookies have a certain period of validity starting from the moment they are placed on a computer. After this period of validity has expired, the cookie is deleted by your browser. For some cookies the period of validity is the duration of the browser session, but there are other cookies that remain valid for a longer period of time so that they can also be read out during the next visit to our website. We will process any personal data collected from you using cookies according to our Privacy Policy.

## 2.2 Which cookies are used by BlooMEDical?

The overview below shows which cookies BlooMEDical uses.

Website	Functional cookies	Analytical cookies
<a href="http://www.bloomedical.com">www.bloomedical.com</a>	Are not placed	Google Analytics
<a href="http://www.almalasers.nl">www.almalasers.nl</a>	-	-
<a href="http://www.sopranolasers.nl">www.sopranolasers.nl</a>	-	-
<a href="http://www.almafemilift.nl">www.almafemilift.nl</a>	-	-
<a href="http://www.almabeauty.nl">www.almabeauty.nl</a>	-	-

## 2.3 Explanation of ‘analytical cookies’

### 2.3.1 Google Analytics

#### Cookies:

- First-party: \_\_utma, \_\_utmb, \_\_utmc, \_\_utmz

**Explanation:** Google Analytics is a service by Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043).

Google Analytics is a web analysis service that uses cookies to analyse how visitors use a website. Cookies are used to save visitor information, such as the time at which the visit to the website took place, whether the visitor has visited the site before and via which other site the visitor arrived at the website.

Google will use this information to evaluate how you are using the website, to compile reports about activities on the website and to offer other services regarding use of the website and the Internet. Google will not combine your IP address with other information that Google has.

This page contains more information about the Google Analytics service. Google's Privacy Policy describes how Google handles personal data when Google's products and services, including Google Analytics, are used. In addition to refusing cookies on your browser, you can also install the Google Analytics opt-out add-on in your browser. This will prevent Google Analytics from collecting information about your website visits.

### **2.3.2 BlooMEDical Benelux BV policy on use of cookies**

It is important to know that the cookies that we use are primarily intended to record and analyse your browsing behaviour.

BlooMEDical has concluded a processing agreement with Google Analytics and has chosen to hide the last eight digits of the IP address. BlooMEDical has disabled 'share information'. In addition, BlooMEDical does not use other Google services in combination with Google Analytics cookies.

## **2.4 Prefer not to allow cookies?**

You can configure your browser so that no cookies are saved, you can choose to allow or reject every cookie or that all cookies are deleted when you close your browser. A handy step-by-step plan for managing your cookies is available on the website of the consumer association.

Cookies are placed on every computer you use to visit websites. If you do not wish to receive any more cookies at all, you can change your settings on all computers that you use.

## **2.5 BlooMEDical Privacy Policy**

Our policy on cookies on our websites is always in compliance with the applicable, valid privacy laws. We comply with all laws and regulations that

have been enacted or are under active development in this area. See chapter 1 for more information about our Privacy Policy.