

## 1. INTRODUCTION

- 1.1 Blue Water App (hereinafter: the App) is offered by Blue Water App B.V. (hereinafter: Blue Water App), with its registered office at Willem de Zwijgerlaan 15, 2341 EG in Oegstgeest, The Netherlands, and registered with the Chamber of Commerce under number 59429267.
- 1.2 Blue Water App can be contacted at the above address and by email on [Info@bluewaterapp.nl](mailto:Info@bluewaterapp.nl)
- 1.3 This statement is intended to inform you about the processing of your personal data in connection with your use of the App, the use of the Blue Water App website (hereinafter: Website), and in connection with your communication with us. In connection with these processing operations, Blue Water App is the "controller" within the meaning of the General Data Protection Regulation.

## 2. PURPOSES OF PROCESSING PERSONAL DATA

- 2.1 We process your name, address, telephone number, email address and the brand, type and name of your yacht to identify you, to maintain contact with you (e.g. in response to a question or about the use of the App) and to be able to perform and maintain our agreements with respect to the use of the App. A number of marinas abroad also request this information about the crew, including passport information, if you want it to be sent automatically to the port.
- 2.2 We will also use your email address to send you current messages about the App (such as news, developments, and new functionalities) if you have registered for this.
- 2.3 The App uses your current location. This first happens when you open the App to find and display available marinas near you. This happens again when you approach a marina that supports the App and the Bluetooth functionality of your phone has been enabled. These ports are equipped with devices, iBeacons, that transmit signals to the App, allowing you to receive a push message on your phone with information about this marina (including the available berths). Your location data will not be stored, but will only temporarily be processed for these purposes.
- 2.4 The App further processes your (regular) berth(s) in the various marinas, thus facilitating navigation to this berth. The App also processes your booking and reservation history to give you an overview of the various bookings you have made at the marinas.
- 2.5 To facilitate your payment to the marina when making bookings, we refer you to an external payment service provider. Through this payment service provider, Blue Water will have access to data regarding the amount paid, the time of payment, the reservation number, your postcode, your country of origin, and the type of credit card and expiry date. Blue Water App does not store your bank account number or credit card number.
- 2.6 The basis for the processing operations described under 2.1 and 2.4 is the performance of the agreement for the App. However, using your location and sending the newsletter (as referred to under 2.2 and 2.3) requires your consent, which we request prior to this. Providing us with your personal data is not a legal obligation. However, if the data is not provided, some of the services and functionalities of the App may not be offered or may not be offered in the best possible manner.

## 3. COOKIES

- 3.1 We use technologies that can read information from your peripheral equipment or store it on your peripheral equipment (hereinafter: cookies) on the Website and in the App.
- 3.2 For example, cookies enable us to keep statistics about the number of visitors on the Website and the App, and which pages are viewed most frequently. To keep statistics, we use a cookie from Google, as part of the Analytics service. The data is stored by Google on servers in the United States. Google is certified under the [EU-US Privacy Shield](#). We have taken additional measures to protect your privacy. For example, we have concluded a data processing agreement with Google containing various arrangements to protect your privacy. In addition, we have disabled the "Share data" function so that Google does not use this data for any other

purpose. Furthermore, we have set up Google Analytics in such a way that your entire IP address is not used. We do not use Google Analytics in combination with other Google services. Because of these measures, we may also use Google Analytics without your consent.

- 3.3 We also pass on this usage behaviour to the parties (advertising networks). The ad networks combine this usage behaviour with similar data they receive from your visit to other websites where they advertise. Based on this, an interest profile is created about you, allowing us to show you our relevant advertisements on other websites, which are tailored to this interest profile.
- 3.4 You can delete cookies placed through your browser and disable acceptance of (certain) new cookies. The following hyperlinks provide more information on how to set this up in different Internet browsers: [Chrome Internet Explorer Firefox Safari](#).

#### **4. RETENTION PERIODS**

- 4.1 Blue Water App shall not keep your data for longer than is necessary for the purposes stated in article 2.
- 4.2 Your personal data may be kept for a longer period to the extent necessary to comply with statutory obligations, such as tax retention periods.

#### **5. EXTERNAL SERVICE PROVIDERS**

- 5.1 Blue Water App uses external service providers to host your personal data and carry out the processing operations referred to under 3. Cookies, such as payment service providers. They may receive and/or process your personal data to the extent necessary for the performance of their tasks on our behalf.

#### **6. YOUR RIGHTS**

- 6.1 You have the right to request Blue Water App to give you access to your personal data and to correct, erase and block this, or to object to the processing. In addition, you are entitled to data portability under certain circumstances. You also have the right to lodge a complaint with the Dutch Data Protection Authority.
- 6.2 You have the right to withdraw your consent to the processing of personal data at any time. This shall not affect the lawfulness of the authorised processing operations which were carried out prior to such withdrawal. Withdrawal of your consent may result in Blue Water App no longer being able to provide certain services.

#### **7. AMENDMENTS**

- 7.1 This privacy statement may be amended. We publish the most recent version of this statement on the Website and in the App.