

Blossom – Privacy Policy

Thank you for downloading and installing this app! With this app you can find affiliated (yoga/Pilates/HIIT) studios and book (and manage) your classes.

By clicking on I AGREE, you consent to the processing by Blossom of your personal data. We realize that the privacy of your personal data is important. That is why we promise to treat your personal data carefully and in compliance with applicable (privacy) law, e.g. the General Data Protection Regulation (“**GDPR**”). In this privacy policy we will explain how Blossom handles personal data insofar as it is processed as a result of your use of our app.

1. Who is responsible for processing your personal data?

Blossom is responsible for the personal data of end users that download, install, register for, and make use of the app. As a result, Blossom is the ‘controller’ (within the meaning of the GDPR) with respect to such personal data.

However, if you (as an end user) book a class with an affiliated studio through our app, the relevant studio is (also) responsible for your personal data (and the ‘controller’ under the GDPR). For this reason, you should (also) consult the relevant privacy policy of the relevant studio to obtain information on how it processes your personal data.

With regard to personal data of the studio itself (e.g. employee data etc.), the studio itself is solely responsible and, as a result, the ‘controller’ (with Blossom merely acting as a ‘processor’ under the GDPR).

2. Types of personal data processed by the app

This app processes the following types of personal data from end users:

- name;
- (e-mail) address;
- password (we store passwords encrypted);
- gender;
- date of birth (age);
- telephone number;
- profile picture (optional);
- payment information;
- your bookings and other user activity.

3. Legal basis for processing your personal data

Blossom processes your personal data either because it is necessary to perform a contract we have with you, because you have given us your consent for one or more specific purposes, because we need to comply with a legal/statutory obligation, or (lastly) because it is necessary for the purposes of our (or a third party’s) legitimate interests. The latter legal basis will (and can) not be used where said legitimate interests are overridden by your interests or fundamental rights and freedoms which require protection of personal data.

4. Purposes for which your personal data is used

Blossom processes your personal data for the following purposes:

- to create and administer your account;
- to process and record your bookings;
- to ensure the proper functioning of the app;

- to provide you with assistance;
- to send you information (e.g. about changes to Blossom's terms of use and this privacy policy);
- for direct marketing (from which you can always unsubscribe);
- to improve the app and the services offered through it;
- for internal business purposes;
- to respond to legal duties (e.g. requests from government authorities).

5. Data retention

Blossom will retain your personal data for as long as necessary and permitted in light of the purpose(s) for which it was obtained and consistent with any applicable (privacy) laws (including the GDPR). Criteria that determine the exact retention period are (i) whether you have an active account; (ii) whether there is a legal obligation to retain your personal data; and (iii) whether retention is advisable in light of our legal position (e.g. in case of a dispute).

6. Third party disclosures

Blossom will only disclose your personal data to (i) the relevant studio(s) you have booked a class with; (ii) third parties that it retains for the servicing of the app (e.g. payment services providers); (iii) to third parties that, in Blossom's ordinary course of business, are required to have access to personal data that Blossom processes (e.g. government authorities or business partners). In any such case, Blossom shall ensure that your personal data is handled with care (and securely).

7. Your rights as a data subject

Under the GDPR you have a number of rights with regard to your personal data:

- Right to access: this includes your right to request information from Blossom on how it processes personal data. Much (if not all) information can already be found in this privacy policy.
- Right to correction: you have the right to have inaccurate personal data rectified, or completed if it is incomplete. To this end, you can also log into your account and go to the 'My Account' page.
- Right to be forgotten: this entails your right to have your personal data erased. Keep in mind that Blossom always retains your data for a specific purpose and therefore cannot always honor your request (immediately). In that case we will explain this to you.
- Right to restriction: you can request that Blossom restricts the processing of your personal data in certain cases, e.g. in case you request Blossom to retain your personal data to establish, exercise or defend a legal claim (where Blossom would normally have erased the data in line with its data retention policies).
- Right to object: you have the right to object to the processing of your personal data in certain circumstances, e.g. the processing of your data for direct marketing purposes.
- Right to data portability: you can request Blossom to receive your personal data in a structured, commonly used and machine-readable format.
- Right to withdraw your consent: insofar as your consent is required by Blossom for the processing of (certain) personal data, you have the right to withdraw your consent at any time.

You can direct all these requests to namaste@blossomstudio.app, after which we will follow up on your request as soon as possible (but one month after receipt at the latest). For personal data in respect of which Blossom is not responsible but the relevant studio(s), you can send your request to that studio.

8. Data security

Blossom has taken technical and organizational measures to protect your personal data against unauthorized access, (unintentional) destruction, distribution or any other form of unlawful processing of your data. Among other measures, your data is stored on secure servers and we ensure that our employees only have access to your data to the extent to which this is necessary to perform their duties.

9. Reporting a (potential) data breach

If you suspect or know of a (potential) breach of your personal data (for example if it is accessible where it should not be): inform us as soon as possible via namaste@blossomstudio.app We will immediately act on your report and, where necessary, inform the relevant (data protection) authority and / or the individuals involved.

10. Question or complaint?

If you have a question or complaint about the processing of your personal data by Blossom, you can always contact us via namaste@blossomstudio.app If you are not satisfied with our response, you can directly contact the relevant (data protection) authority.

11. Changes to this privacy policy

We may change this privacy policy, for instance when the processing of personal data by Blossom is altered. You can always find the current version on our website (blossomstudio.app). It is also possible that we inform you directly about (important) changes.

Last updated: 3-3-2020