

Blue Vega Privacy Notice

1. **Who are we?** Blue Vega is a Swiss sole proprietorship of Cristina Ruiz de Castañeda who provides consulting services to their clients.
2. **Background.** Blue Vega values privacy and is committed to being transparent in processing any of your personal information (“Personal Data”).
3. **When does this Privacy Notice Apply?** This Privacy Notice applies to visits to our Website at bluevega.net (the “Website”), when contacting us through various channels or through other interactions you may have with us (e.g. general inquiries, conferences, etc.).
4. **Consent.** You acknowledge and consent to the terms of this Privacy Notice. If you disagree with any part of this policy, please inform us and refrain from using our Website.
5. **What type of Personal Data do we collect?** We collect and process the Personal Data you provide to us during your interactions. This may include information such as your name, email address, postal address, phone number, language preference, job title, business affiliations, as well as any Personal Data included in the content of your communication. Additionally, we may (but are not obligated to) gather publicly available information (such as LinkedIn, online media or your organization’s Website) to verify the accuracy of the Personal Data and to enhance our communication with you.
6. **How do we collect Personal Data?** Most of the personal information we process is provided to us directly by you. In addition, depending on the activity, we may collect the following Personal Data

Activity	Personal Data that we may collect
Visiting our Website	<ul style="list-style-type: none"> ● Device identifiers (including IP address) ● The domain name of the website that directed you to our Website ● The number of times you have visited our Website ● The average time spent on a page ● What pages have you viewed ● Contact details ● Login information (account number, password) for the Client area of the Website ● Cookie information. For more details about how we use cookies, and your opt-out opportunities and other options, please see our Cookie Policy. <p>Do not track disclosure: Do Not Track (“DNT”) is a privacy preference that users can set in certain web browsers. Please note that we do not respond to or honor DNT signals or similar mechanisms transmitted by web browsers. You may, however, disable certain tracking (eg, by disabling cookies) and as set out in our Cookie Policy.</p>

	<p>Clear GIFs, pixel tags and other technologies: We may use clear GIFs (also referred to as web beacons, web bugs or pixel tags), pixel tags and other technologies, in connection with our services to, among other things, track the activities of users of our services, help us manage content, and compile statistics about usage of our services. We and our third-party service providers also use clear GIFs in HTML emails to our customers, to help us track email response rates, to identify when our emails are viewed, and to track whether our emails are forwarded.</p> <p>Log files: Most browsers collect certain information, such as your IP address, device type, screen resolution, operating system version, and internet browser type and version. This information is gathered automatically and stored in log files.</p>
Attending Professional Events	<ul style="list-style-type: none"> ● Contact information, including name, mailing address, phone number, email address and contact preferences
Requesting Marketing Material	<ul style="list-style-type: none"> ● Contact information, including potentially your name, mailing address, phone number, email address, contact preferences ● Marketing preferences ● Social media account information

7. Purposes of Processing Your Personal Data. We use the Personal Data we collect from you for the following purposes:

- 7.1. Provide, update, maintain and protect our Website and business.
- 7.2. Optimize the Website and your experience on it. For example, to ensure that the content of the Website is presented on your computer as efficiently as possible, as well as for troubleshooting, data analysis, testing, research, and statistical purposes.
- 7.3. To market our products and services. We sometimes send emails about new development, promotional communications or other news about Blue Vega. These are marketing messages, so you can control whether or not you receive them. You can manage those preferences or even opt-out by clicking on the dedicated link in those messages.
- 7.4. To organize events. We sometimes organize events and other activities for our customers, prospects, partners, etc.
- 7.5. For billing, account management and other administrative matters. We may need to contact you for invoicing, account management and similar reasons and we use account data to administer accounts and keep track of billing and payments.
- 7.6. To comply with our legal or contractual obligations. Fraud and Illegal Activities Prevention. We may use Personal Data to prevent, protect against, investigate, or prosecute any fraud, abuse, or other misuse or illegal activity using our Website or using our Service

8. **Legal basis for the processing of Personal Data.** The lawful bases we rely on for processing this information are:
 - 8.1. Performance of the Contract. When we process Personal Data is to perform the service which you have requested.
 - 8.2. Legitimate Interests. When we process Personal Data because it is in our legitimate interest to do so, and that interest is not overridden by your privacy interests.
 - 8.3. Consent. In some cases, we do not process your Personal Data unless we have your consent to do so. You are able to remove your consent at any time. You can do this by contacting info@bluevega.net.
 - 8.4. Legal Obligation. In some cases, we collect, process, and share Personal Data because we have a legal obligation to do so.
9. **Who do we share your information with?** We may share Personal Data with our partners (e.g. marketing, event organizer, data hosting providers or other service providers) who perform one or more of the functions or purposes outlined above on our behalf. Third parties with whom we share Personal Data are substantially bound data privacy laws and/or terms of confidentiality.
10. **Your rights.** Depending of the jurisdiction applicable to you, you may have certain rights you can exercise under certain circumstances. These may include:
 - 10.1. Right of Access/Right to Know/Right to Data Portability: You have the right to request that we disclose to you the Personal Data we collect, use, or share about you, as well as information about our data privacy practices.
 - 10.2. Right of Erasure/Deletion: You may have the right to request that we delete the Personal Data that we have collected from you or about you.
 - 10.3. Right to Object: You may have the right to object to, or opt-out of, certain processing that we carry out with your Personal Data.
 - 10.4. Right to Rectification: You may have the right to update or to correct any incomplete or inaccurate Personal Data that we hold about you.
 - 10.5. Right to Non-Discrimination: We will not discriminate against you for exercising any of these rights.
 - 10.6. Right to Lodge a Complaint: You have the right to lodge a complaint with an appropriate data protection authority if you have concerns about how we process your Personal Data.

Please note that to protect the security, confidentiality, and integrity of your Personal Data, we may need to verify your identity before processing your request. In some cases, we may need to collect additional information to verify your identity, such as a government-issued ID.
11. **Do not sell.** We do not sell or transfer your Personal Data to third parties without your consent, except as required by applicable laws or regulations.
12. **No Profiling.** We do not engage in profiling or automated decision-making.
13. **How long do we retain the Personal Data.** We may retain Personal Data pertaining to you for as long as necessary for the purposes described in this Privacy Notice. This may include keeping your Personal Data for the period of time needed for us to pursue

legitimate business interests, comply with (and demonstrate compliance with) legal obligations, resolve disputes and enforce our agreements.

14. **Protecting Your Personal Data.** We maintain appropriate technical and organizational measures to ensure the confidentiality and integrity of your Personal Data. Access to your Personal Data is limited to a need-to-know basis.
15. **Changes to the Privacy Notice.** We may update or modify this Privacy Notice from time to time. Any changes will be effective immediately upon posting the revised Privacy Notice on our Website. We encourage you to periodically review this Privacy Notice to stay informed about how we handle your Personal Data. Your continued use of our Website or engagement with us after any modifications to this Privacy Notice constitutes your acceptance of the updated terms. It is advisable to regularly check this page for any updates to the Privacy Notice.
16. **Contact us.** If you have any questions or concerns regarding our processing of your Personal Data, please contact us at info@bluevega.net or through the contact information provided on our Website.

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