



# BlueLink Privacy Policy

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Welcome to BlueLink. We are committed to protecting your privacy and ensuring the security of your personal information. This Privacy Policy outlines the types of information we collect, how we use it, the measures we take to protect it, and the choices you have regarding your data.

## 1. Information We Collect

**We may collect the following categories of personal data through our websites, mobile applications, and platform services:**

### **a. Identity and Verification Data:**

- Full name
- Email address
- Phone number
- Residential address
- Date of birth
- Government-issued identification documents
- Biometric data (e.g., selfie for KYC verification)

### **b. Financial and Transactional Information:**

- Bank account and card details (processed via PCI-compliant partners)
- Blockchain wallet addresses
- Fiat and crypto transaction history

### **c. Technical and Behavioral Data:**

- IP address and geolocation
- Device type and operating system
- Browser and session data
- Usage metrics and activity logs

## **2. How We Use Your Information**

### **We use your information for the following purposes:**

- To comply with legal obligations (e.g., KYC/AML requirements)
- To provide, operate, and maintain your BlueLink account and access to services
- To process and secure fiat and crypto transactions
- To communicate service updates, support notices, and alerts
- To detect fraud, monitor system integrity, and protect users
- To personalize your experience and improve platform performance

## **3. Legal Grounds for Processing**

### **We process your personal information under lawful bases including:**

- Your explicit consent
- Contractual necessity
- Legal and regulatory obligations
- Our legitimate interests in enhancing services and security

## **4. Security of Your Information**

### **We maintain strong security controls, including:**

- End-to-end encryption and SSL protocols
- 2FA (Two-Factor Authentication) for account access
- Secure storage and internal access policies

- Regular audits, penetration testing, and vulnerability scans

## 5. Data Sharing and Disclosure

### **Your data may be shared with:**

- Licensed KYC/AML providers and financial institutions
- Regulatory or government agencies when legally required
- Technology and compliance partners under strict confidentiality agreements

We do not sell or lease personal data to third parties.

## 6. Data Retention Policy

### **Your information will be retained as long as necessary to:**

- Maintain your account
- Fulfill legal and compliance obligations
- Support fraud prevention and audit purposes

## 7. International Data Transfers

Your data may be transferred to and processed in jurisdictions outside your country of residence, including the EU, UAE, and Cayman Islands. We implement appropriate safeguards in accordance with GDPR and international data protection standards.

## 8. Your Rights and Choices

### **You may request to:**

- Access, correct, or delete your personal data
- Withdraw consent to data processing (where applicable)
- File a complaint with a relevant data protection authority

## 9. Use of Cookies and Tracking Technologies

**BlueLink uses cookies and similar technologies to:**

- Maintain session and login information
- Collect usage analytics for improvement
- Customize user experience

You can manage cookie settings via your browser at any time.

**10. Changes to This Policy**

We may revise this Privacy Policy from time to time. We will notify users of material changes via our platform or email updates.

**11. Contact Information**

**If you have any questions or privacy-related requests, please contact:**

BlueLink Privacy Team

Email: [Contact@bluelinkblockchain.com](mailto:Contact@bluelinkblockchain.com)

Website: [www.bluelinkblockchain.com](http://www.bluelinkblockchain.com)

By using BlueLink services, you consent to the practices described in this Privacy Policy.