

# Privacy Policy

## 1. Introduction

Bloom, operated by University of Birmingham's team50-21 and located at [bloom.bham.team](https://bloom.bham.team) (referred as 'Website' henceforth) reserves the right to modify, change or update this privacy policy (referred as 'Policy' henceforth) at any time. Changes to the Policy will be notified by posting the modified Policy on this page. Modifications will be effective immediately, so we encourage you to check this page periodically for any changes. By using or navigating the Website or any other products or services offered by Bloom (referred as 'Services' henceforth), you acknowledge that you have read, understand, and agree to be bound by this Policy or any modified Policy as posted. If you do not agree to this Policy, please do not use or access the Services.

## 2. Collection of data and information

We collect Personal Information through the Services, for example, when you sign up for a newsletter, request Services, register for an account, use the Services that can be accessed only by authenticated users who have logged in, provide information in conjunction with our Services.

We collect public information about you and information you provide to us and make it available to other users of Bloom as part of our Services. We use the data we have about you to provide and personalise, including with the help of automated systems, our Services.

### A. What data do we collect?

- Personal details: name, email address, username, password, business information.
- Permissions, consents, and preferences you give us
- Browsing data, technical data, location data, feedback, performance, security and aggregated data about how our website is used (usage statistics, access logs, devices used, network, operating system, browser, etc.)

### B. How do we collect your data?

- Register online and/or use our Services.
- Fill out forms in our website or apps, provide feedback or when you contact us.
- Use or view our website via your browser's cookies.

### C. How will we use your data?

- To manage your account.

- Conduct research to maintain and improve the Website and the Services.
- Email you with any administrative information, for example, any updates regarding the Services and changes to our policies.
- Answer your queries and complaints through email.

### 3. Storage of your information

Bloom securely stores your data at the remote server and will only keep your email address, username and password for 5 years after they are not being used. Once this time period has expired, we will delete your data from the remote server through an automated process. Additionally, the password is not saved in a text form, for security reasons it is stored in an unreadable form.

Personal information collected on our Services is typically stored and processed in the United Arab Emirates; however, in some instances, it may be transferred, stored, and/or processed in other jurisdictions. It is important for you to note that the laws on holding data in any country in which we transfer, store, or process your data may be less stringent than the laws of your country, but Bloom intends to adhere to the principles set forth in this Policy, unless otherwise required by applicable laws. By using our Services, you consent to the transfer of your personal information to any country in the world in accordance with the terms of this Policy.

### 4. Marketing

We may contact you about Bloom news, product updates and new products that we think you might be interested in. We may also contact you to provide you with offers, marketing materials and other promotional materials, both online and through other marketing channels, such as third-party social networks, like Facebook. You can email us at [info@bloom.com](mailto:info@bloom.com) any time to opt out of this.

We take steps to limit direct marketing to a reasonable and proportionate level, and to send you communications which we believe may be of interest or relevance to you, based on the information we have about you. We might also use your personal data to show you digital advertisements via your social media feed, on search engine results pages, or on other websites.

### 5. What are the data protection laws?

Bloom (as based in UAE) would like to make sure you are fully aware of all the data protection laws. You are entitled to the following:

1. The provisions of the law apply to the processing of personal data, whether in full or part through electronic systems, inside or outside the country.

2. The law defines the controls for the processing of personal data and the general obligations of companies that have personal data to secure it and maintain its confidentiality and privacy. It prohibits the processing of personal data without the consent of its owner, except for some cases in which the processing is necessary to protect a public interest or to carry out any of the legal procedures and rights.
3. The law gives the owner of the data the right to request for corrections of inaccurate personal data and to restrict or stop the processing of his personal data.
4. It sets out the requirements for the cross-border transfer and sharing of personal data for processing purposes.

## 6. Privacy Policy of other websites

The Bloom website contains links to other websites. Our privacy policy applies only to our website, so if you click on a link to another website, you should read their privacy policy.

## 7. Contact us

If you have any questions about Bloom's privacy policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us.

Email us at: [info@bloom.com](mailto:info@bloom.com)

Call us: +971 4 000 0000