

Your privacy matters to us. In this privacy policy, you'll find how we handle your personal data, why we collect it, what your rights are, and who we may work with. We comply with the General Data Protection Regulation (GDPR). You can also download a PDF file, scroll down on this page to do so.

Last updated: 29 April 2025

This is an English translation of our original Dutch privacy policy. It is provided out of courtesy and transparency for non-Dutch speaking visitors. In case of any discrepancies or legal questions, the Dutch version shall prevail.

1. Contact Information

Blackbird Bloom

Pieterbreuggellaan, 5261AM Vught, the Netherlands
Chamber of Commerce (KvK): 93447019
VAT: NL005018155B72
Email: letters@memblee.com
Contact person: M.B. van Griensven

2. What personal data do we collect?

We collect personal data when you:

- book a service
- purchase a (digital) product
- fill out a form on our website
- sign up for our newsletter
- create an account or download something
- participate in a workshop, session, programme or event

This may include the following data:

- Full name
- Email address
- Phone number
- Postal address
- Date, time and place of birth
- Spiritual preferences or interests (e.g. Human Design, astrology)
- Payment information (processed via Mollie)
- IP address, browser data, device information

3. Why do we process this data?

We use your data for the following purposes:

- To deliver our services and fulfil agreements
- To process orders and payments
- To send newsletters, updates or service-related messages

- To improve our website and services
- To maintain a client database and internal administration
- To comply with legal obligations (e.g. tax law)

The legal basis for processing depends on the specific purpose:

- **Contractual necessity** (e.g. bookings and purchases)
- **Legal obligation** (e.g. accounting rules)
- **Legitimate interest** (e.g. service improvement)
- **Consent**, specifically:
 - when signing up for our newsletter
 - when processing special categories of personal data

Consent is explicitly requested and can be withdrawn at any time.

4. Special categories of personal data

We only process sensitive data – such as birth data or spiritual preferences – when:

- it is relevant to the service you have requested, **and**
- you have explicitly given us permission to do so.

This data is handled with confidentiality and never stored or shared unless strictly necessary.

5. Cookies

Our website only uses **functional cookies** that are essential for its basic operation, such as logging in or storing items in your cart.

We do **not** use analytical or marketing cookies.

6. Sharing your data with third parties

We only share your data with third parties when necessary for our services or to comply with legal obligations. This includes:

- **Mollie**, for secure payment processing
- **MailerLite**, for email communication

We have entered into data processing agreements with these parties, or we have accepted their standard processing terms in accordance with Article 28 of the GDPR. These third parties process your data under their own responsibility and in compliance with data protection law.

7. Services outside the EU

As we offer online services that may be accessed from outside the EU, your personal data may be processed internationally. We take appropriate safeguards to ensure GDPR compliance, including:

- Standard Contractual Clauses approved by the European Commission
- Encryption

- Data minimisation

8. Data retention

We retain your personal data no longer than strictly necessary, or for as long as legally required. For example:

- 7 years for administrative and financial records
- Until you unsubscribe for newsletter-related data

9. Security

We implement appropriate technical and organisational measures to protect your data from misuse, loss, unauthorised access or disclosure. This includes:

- Secure SSL connections
- Encrypted data storage
- Internal access restrictions
- Password management and backup procedures

10. Your rights

You have the right to:

- access your personal data
- have your data corrected or deleted
- withdraw your consent
- object to certain types of processing
- request data portability to another provider
- file a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens – www.autoriteitpersoonsgegevens.nl)

If you have an account on our website, you can view, update or delete certain information via your profile. For other requests, email us at **letters@memblee.com**

11. Changes to this policy

Blackbird Bloom reserves the right to amend this privacy policy at any time. The most current version is always available on our website.

Questions?

Please feel free to contact us via **letters@memblee.com** if you have any questions about your privacy or the processing of your personal data.