

Privacy Policy

Last updated: October 01, 2022

Blue Bird Digital LLC (“Company,” “we,” “our,” or “us”) operates the <https://blue-bird.io/> website (the “Site”), our platforms and the services available through our Site (collectively, the “Services”). This page informs our users (“you” and “your”) of our policies regarding the collection, use and disclosure of personal data when you use our Services and the choices you have associated with that data.

We periodically update this Policy. While we will notify you of any material changes to this Privacy Policy, we encourage you to review this Policy periodically.

By using the Service, you agree to the collection and use of information in accordance with this Policy. If you do not agree with the data practices described in this Policy, you should not use the Services.

Detailed information on the subject of data protection can be found below.

Data we collect

We collect several different types of information for various purposes to provide and improve our Services to you.

Personal Data

While using our Services, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you (“Personal Data”). Personally identifiable information may include, but is not limited to:

- Full name
- Email address
- Phone number
- Information about service
- Cookies and Usage Data

We may use your Personal Data to contact you with newsletters, marketing or promotional materials and other information that may be of interest to you. You may opt out of receiving any, or all, of these communications from us by following the instructions provided in any email we send or by notifying us directly in response.

Usage Data

We may also collect information on how the Services are accessed and used (“Usage Data”). This Usage Data may include information such as your computer’s Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Services that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

Cookies Data

We use cookies and similar tracking technologies to track the activity on our Services and we hold certain information.

Cookies are files with a small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. Other tracking technologies are also used such as beacons, tags and scripts to collect and track information and to improve and analyse our Services.

Examples of Cookies we use:

- **Session Cookies.** We use Session Cookies to operate our Services.
- **Preference Cookies.** We use Preference Cookies to remember your preferences and various settings.
- **Security Cookies.** We use Security Cookies for security purposes.

If you delete your Cookies, change browsers or use a different Cookie, our Cookie (or an opt-out cookie) may no longer work and you will have to reinput (or opt-out) again.

Use of data

We will only use your Personal Data as described below, unless you have specifically consented to another type of use, either at the time the Personal Data is collected from you or through some other form of consent from you or notification to you:

- We may share your Personal Data collected in connection with providing the Services.
- We may use your Personal Data to provide and maintain our Services (including but not limited to notify you about changes to our Services, to gather analysis or valuable information so that we can improve our Services; to monitor the usage of our Services; to detect, prevent and address technical issues etc.)
- We may use your Personal Data to respond to your inquiries or requests.
- We may use your Personal Data to send you emails from time to time about our Services, such as future offerings, but we will not provide your personally identifiable information to third parties for them to contact you directly unless otherwise permitted by this Policy or you provide your consent.
- We may permit our vendors and subcontractors to access your Personal Data, but they are only permitted to do so in connection with performing Services for us. They are not authorized by us to use the information for their own benefit.
- We may share your Personal Data with third parties to further the purpose for which you provided such information to us; for example, we may share your information with our payment provider, as necessary for processing your purchases made online via the Services; or with our email platform, as necessary for sending you emails. We urge you to read the privacy policies of any such third parties before submitting any personal credit card information through the Services.
- We may Personal Data information as required by law or legal process.
- We may disclose Personal Data to investigate suspected fraud, harassment or other violations of any law, rule or regulation.

- We may transfer your Personal Data in connection with the sale or merger or change of control of our Company or the division responsible for the services with which your Personal Data is associated.
- We may share your personally identifiable information with an affiliate of our Company who is in the same corporate family as us as long as their privacy practices are substantially similar to ours.

Non-personal data or aggregate information may be used by us for any purposes permitted by law and may be shared with any number of parties, provided that such information shall not specifically identify you.

Analytics:

We use analytics services that use cookies, javascript and similar technologies to help us analyze how users use the Services. The information generated by these services about your use of the Services (including your IP address or a truncated version of your IP address) is transmitted to and stored by analytics service providers on their servers. Those service providers will use this information for the purpose of evaluating your, and other users', use of the Services, compiling reports for us on website activity and providing other services relating to website activity and Internet usage.

We use cookies on our site for Google Analytics. Google Analytics is a web analytics tool that helps website owners understand how visitors engage with their website. Google Analytics customers can view a variety of reports about how visitors interact with their website so that they can improve it.

Google Analytics collects information anonymously. It reports website trends without identifying individual visitors. You can opt out of Google Analytics without affecting how you visit our site – for more information on opting out of being tracked by Google Analytics across all websites you use, visit <https://tools.google.com/dlpage/gaoptout>

We also use Google conversion tracking and/or similar services to help us understand your and other users' use of the Services. For more information on the privacy practices of Google, you can check its at www.google.com/intl/en/policies/privacy.

Disclosure of data

We may disclose your Personal Data in the good faith belief that such action is necessary to:

- To comply with a legal obligation
- To protect and defend the rights or property of the Company
- To prevent or investigate possible wrongdoing in connection with the Services
- To protect the personal safety of users of the Services or the public
- To protect against legal liability.

Data subject rights

If you are a resident of the European Economic Area (EEA), you have certain data protection rights. Company aims to take reasonable steps to allow you to correct, amend, delete or limit the use of your Personal Data.

If you wish to be informed about what Personal Data we hold about you and if you want it to be removed from our systems, please contact us.

In certain circumstances, you have the following data protection rights:

Right to information and access. You can ask us for information about what personal data is being processed and the rationale for such processing. We ensure your right to get access to your personal data that is being processed.

Right to rectification. You can ask us for modifications to your personal data in case you believe that your personal data is not up to date or accurate.

Right to withdraw consent. You can withdraw a previously given consent for the processing of your personal data for a purpose.

Right to be forgotten. You can ask for the deletion of their data. This applies to situations where you would like to stop using our Services.

Right for data portability. You can ask to transfer of your personal data. The personal data will be provided or transferred in a machine-readable electronic format.

Right in relation to automated decision making and profiling. You have the right to not be subject to entirely automatic profiling algorithms. If any such algorithms are used, you have the right to know details of their operation.

All the requests regarding the data subject rights should be sent in a written form by the user or its legal representative by email to info@blue-bird.io

Please note that we may ask you to verify your identity before responding to such requests.

You have the right to complain to a Data Protection Authority about our collection and use of your Personal Data. For more information, please contact your local data protection authority in the European Economic Area (EEA).

California residents

If you're a California resident, you have certain privacy rights under California law, including the California Consumer Privacy Act of 2018 ("CCPA").

Protection for Children:

We generally do not collect personally identifiable information from children under the age of 18. If at any time in the future we plan to collect personally identifiable information from children under 18, such collection and use, to the extent applicable, shall, when required, be done in compliance with the Children's Online Privacy Protection Act ("COPPA") and appropriate consent from the child's parent or guardian will be sought where required by COPPA. When we become aware that personally identifiable information from a child under 18 has been collected without such child's parent or guardian's consent, we will use all reasonable efforts to delete such information from our database.

Links to other sites

Our Services may contain links to other sites that are not operated by us. If you click a third party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

Retention of data

We will retain your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes and enforce our legal agreements and policies.

We will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of our Service, or we are legally obligated to retain this data for longer periods.

Data security

We take all necessary measures to protect your information from unauthorised or accidental access, destruction, modification, blocking, copying, distribution, as well as from other illegal actions of third parties. All Data is protected using appropriate physical, technical and organizational measures.

But please remember that no method of transmission over the Internet or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Data, we cannot guarantee its absolute security.

Contact Us

If you have any questions about this Privacy Policy, please contact us at: info@blue-bird.io