

Bluur Privacy Policy

Last updated: December 29, 2025

We care about the privacy and security of the data you entrust to us. This Privacy Policy sets out the rules for collecting, using and sharing Personal Data in connection with the use of the Service. By using the Service, you accept these rules.

1. INTRODUCTION AND DEFINITIONS

For the purposes of this Privacy Policy:

- **Account** means a unique account created to access our Service or parts of our Service;
- **Company** (referred to as the "Company" in this Agreement) means BTC Spółka z ograniczoną odpowiedzialnością, Ul. 1 Maja 38, 71-627 Szczecin, Polska;
- **Application** means the software made available by the Company as a service, accessible through a web browser, under the name Bluur;
- **Data Controller** means the Company as the legal entity that, alone or jointly with others, determines the purposes and means of processing Personal Data in accordance with the General Data Protection Regulation (GDPR). This Privacy Policy applies where we act as the Data Controller in relation to Personal Data;
- **Device** means any device that can access the Service, such as a computer, mobile phone or digital tablet;
- **Personal Data** means any information relating to an identified or identifiable natural person. For the purposes of the GDPR, Personal Data includes information such as a name, identification number, location data, online identifier, or one or more factors specific to a person's physical, physiological, genetic, mental, economic, cultural or social identity;
- **Service** refers to the Application;
- **Service Provider** means any natural or legal person who processes data on behalf of the Company. This includes third-party companies or individuals engaged by the Company to facilitate the Service, provide the Service on behalf of the Company, perform services related to the Service, or assist the Company in analyzing how the Service is used. For the purposes of the GDPR, Service Providers are considered Data Processors;
- **Third-Party Social Media Service** means any website or social network through which a user may log in or create an account in order to use the Service;
- **Usage Data** means data collected automatically, whether generated through the use of the Service or originating from the Service infrastructure itself (for example, the duration of a page visit);
- **You** means the individual accessing or using the Service, or the company or other legal entity on whose behalf such individual is accessing or using the Service. Under the GDPR, You may be referred to as the Data Subject or the User because You are the individual using the Service.

2. WHAT INFORMATION DO WE COLLECT, WHY DO WE COLLECT IT, AND HOW IS IT USED?

We collect and use information in the following ways:

A. When you browse our website: <https://bluur.ai>

Personal data we may collect: On our Website, we use analytics tools, cookies and log files that may collect Personal Data such as your IP address, unique identifiers, browsing history and Device parameters.

Purpose: We use this information to analyze website usage trends, optimize performance and support our promotional activities. This allows us to provide a stable browsing experience tailored to the user.

Legal basis: Processing is based on the Company's legitimate interest or on your voluntary consent expressed through your browser settings or the cookie banner.

Consequences of not providing data: Refusing cookies may limit access to certain interactive features of the website.

B. When you contact us through a form

Personal data we may collect: Your full name, business email address, telephone number, company name and job title. We also process any information included in the content of your inquiry.

Purpose: We use this data to answer your questions, send information materials and enable registration for a free trial period. We also use it to establish a business relationship and provide pre-sales technical support.

Legal basis: Processing is necessary to take steps at your request before entering into a contract, or it is based on the Company's legitimate interest in handling correspondence.

Consequences of not providing data: Without this information, we will not be able to respond to your request for a quotation.

C. When you create an account and use the Blur Service

Personal data we may collect: Authentication data, business contact details, company information and data concerning activity within the Application.

Purpose: We process this data to provide the Service, manage your Account, ensure security and authorize access. This data is also necessary to improve the Platform and provide technical support through a ticketing system or chat.

Legal basis: Performance of the Service agreement and compliance with legal obligations, such as accounting obligations.

Consequences of not providing data: Failure to provide the data makes it impossible to create an Account and use the Platform's features.

D. As part of Email Marketing activities

Description of activities: The Company may use Personal Data to contact Users through newsletters, marketing materials and promotional information that may be of interest to them. You may unsubscribe at any time by clicking the link in an email or by contacting us directly.

Providers: We use the Mailerlite system (Privacy Policy: <https://www.mailerlite.com/pl/legal/privacy-policy>).

Legal basis: Processing is based on your voluntary consent.

Consequences of not providing Personal Data: If you do not provide the data or withdraw your consent, we will not be able to send you newsletters, information about new Service features or promotional offers.

E. During payment processing

Description of activities: For paid services, payments are processed by external providers. The Company does not store or collect payment card details. This information is transmitted directly to the payment processor in accordance with PCI-DSS standards.

Providers: The main payment processor is Stripe (<https://stripe.com/de-pl/privacy>).

Legal basis: Processing is necessary for the performance of a contract to which you are a party and for compliance with legal obligations imposed on the Data Controller, particularly tax and accounting requirements.

Consequences of not providing Personal Data: Failure to provide the data required to process a payment will make it impossible to purchase paid versions of the Service, issue an invoice or complete a financial transaction.

F. When you use third-party social media services

Description of activities: The Company enables Users to create an Account and log in to the Service through third-party social media services such as Google, Microsoft and Apple. If you choose to register through or grant access to your account with such a service, we may collect Personal Data associated with that account, in particular your full name and email address.

Additional information: You may also choose to share additional information with us through your account settings in the third-party service. By providing such information and Personal Data during registration or otherwise, you consent to its use, sharing and storage by the Company in accordance with the rules described in this Privacy Policy.

Legal basis: Processing is based on your voluntary decision to use an external authentication method (performance of a contract or taking steps at your request before entering into a contract).

Consequences of not providing Personal Data: If you choose not to connect your account to an external service, logging in with Google, Microsoft or Apple will not be possible, and registration will require the traditional method using an email address and password.

3. WHO DO WE SHARE YOUR PERSONAL DATA WITH?

User data is processed at the Company's operational offices in the territory of the Republic of Poland and at locations within the European Union. For payment handling and invoicing purposes, data may be processed outside the European Economic Area (EEA) only to the extent necessary.

Disclosure of Personal Data

In certain circumstances, the Company may be required to disclose your Personal Data if required by law or in response to valid requests from public authorities, such as a court or government agency.

- Law enforcement authorities

In certain cases, the Company may be required to disclose Personal Data where required by applicable law or in response to a valid request from public authorities, such as courts or government agencies.

- Other legal requirements

The Company may disclose Personal Data in good faith where it believes that such action is necessary to:

- Comply with a legal obligation,

- Protect and defend the rights or property of the Company,
- Prevent or investigate possible wrongdoing in connection with the Service,
- Protect the personal safety of Users of the Service or the public,
- Protect against legal liability.

4. SCOPE OF PERSONAL DATA COLLECTED

Personal Data

We collect data that you provide directly to us when using the Service. For example, data is collected when a User registers for the Service, creates an Account, completes a form, participates in interactive Service features, contacts customer support or otherwise communicates with us. The types of information we may collect include, among other things:

- Email address,
- Full name,
- Telephone number,
- Entity name, address and billing details,
- Address, voivodeship, postal code and city,
- Any other information you choose to provide to us.

Personal Data is never sold, rented, shared or used in any way other than as necessary to provide the Service. If you do not provide information required to provide the Service, access to certain features or to the entire Service may be restricted.

The Company discloses Personal Data only to those employees, contractors and affiliated entities who:

- a) require access to the information in order to process it on behalf of you and the Company,
- b) have agreed in writing to comply with confidentiality obligations at a level no less protective than that set out in this Privacy Policy.

Usage Data

Usage Data is collected automatically when using the Service. It may include information such as the Device's IP address, browser type and version, pages of the Service visited, the time and date of the visit, time spent on individual pages, unique Device identifiers and other diagnostic data.

When the Service is accessed using a mobile Device, the following information may also be collected automatically:

- the type of mobile Device used,
- the unique identifier of the mobile Device,
- the IP address of the mobile Device,
- the mobile Device's operating system,
- the type of internet browser used on the mobile Device,
- unique Device identifiers and other diagnostic data.

5. HOW DO WE PROTECT YOUR PERSONAL DATA?

The Company makes every effort to protect the information provided by applying appropriate physical, electronic and organizational security measures designed to safeguard Personal Data against loss, unauthorized access, alteration or disclosure, regardless of where or how it is stored. Protecting Personal Data is a priority for the Company; however, no method of transmitting data over the Internet or storing information can guarantee complete security. Despite the use of reasonable safeguards, complete protection against potential threats cannot be ensured.

6. HOW DO WE RETAIN YOUR PERSONAL DATA?

The Company retains Personal Data for as long as necessary to achieve the purposes for which it was collected, in accordance with this Privacy Policy. In certain cases, a longer retention period may be required or permitted, for example to:

- comply with legal or contractual obligations,
- conduct audits and investigations,
- enforce agreements and resolve disputes.

Usage Data is retained for a shorter period unless it is used to enhance security, improve the functionality of the Service, or there is a legal obligation to retain it for longer.

The criteria used to determine data retention periods include:

- **Period necessary to provide the Service** - data is retained for as long as necessary to provide access to the Service and achieve the related purposes.

- **Account activity** - if there is no activity for a specified period under the free plan, data may be deleted; an Account may also be deactivated upon request.
- **Legal and regulatory requirements** - data may be retained for a longer period where required by applicable laws or data-retention regulations.

The Company is not responsible for retaining information submitted by Users or for content made available through the Service. The User is responsible for creating backups of their data and Service-related content.

7. YOUR RIGHTS UNDER THE GDPR

We respect the privacy of Personal Data and enable you to exercise the following rights:

- **Right of access to your Personal Data** - you have the right to obtain information about the Personal Data we process and to receive a copy of it.
- **Right to rectification** - if your Personal Data is incomplete or inaccurate, you have the right to have it corrected or completed without undue delay.
- **Right to object to processing** - you have the right to object to the processing of your data where it is based on our legitimate interest.
- **Right to erasure of Personal Data** - you have the right to request the deletion of your Personal Data (the "right to be forgotten") where there is no longer a legal basis for its continued processing.
- **Right to data portability** - you have the right to receive your Personal Data in a structured, commonly used format and to transmit that data to another controller.
- **Right to withdraw consent** - you have the right to withdraw your consent to the processing of Personal Data at any time, without affecting the lawfulness of processing carried out before its withdrawal.

If you have questions about the legal basis for processing your Personal Data or wish to exercise your rights, please contact us.

To exercise your rights, contact us. We may need to verify your identity before fulfilling your request. You also have the right to lodge a complaint with a data protection supervisory authority.

8. COOKIES POLICY

Cookies are small text files sent by a web server and stored on the User's end Device, such as a computer, tablet or smartphone. The information stored in a Cookie can be read only by the server that created it. Cookies identify the User in order to tailor website content and advertising to the User's individual needs and preferences.

Purposes of storing and accessing Cookies:

The Owner uses Cookies to ensure an appropriate standard of convenience when using the Website. The data is used for the following purposes:

- **Personalization** - remembering selected settings, such as font size, color scheme and language preferences, and adapting the content of subpages to the User's needs.
- **Authentication and session** - maintaining the User's session after login, so that the login and password do not have to be entered on every subpage.
- **Technical optimization** - recognizing the User's end Device in order to display the website correctly and ensure efficient, seamless navigation.
- **Analytics and Statistics** - monitoring and checking how Users use the Website, for example through Google Analytics. The collected data is used to optimize activities and improve the operation of the Website within the Company.
- **Marketing and Profiling:** delivering personalized advertising content to the User and conducting remarketing activities.
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Cookie management and consent

Default settings: Please note that software used to browse websites (a browser) often permits Cookies to be stored on the end Device by default.

Right to change settings: The User may change Cookie settings at any time, for example by blocking automatic Cookie handling or requesting notification whenever a Cookie is placed on the Device.

Impact on Website operation: Changing these settings constitutes an objection and may make the Website more difficult to use. Completely disabling Cookies does not prevent content from being viewed, but it may block access to features that require login.

No configuration changes: Stored Cookies do not change the configuration of the User's end Device or the software installed on it.

Managing Cookies in browsers:

If you do not consent to the use of Cookies, you may change your browser settings. Links to instructions for the most popular browsers are provided below:

- [Firefox](#)
- [Chrome](#)
- [Microsoft Edge](#)
- [Opera](#)
- [Safari](#)

9. PRINCIPLES OF PERSONAL DATA PROCESSING (GDPR PRINCIPLES)

The Data Controller processes Personal Data in accordance with applicable law, in particular Regulation (EU) 2016/679 of the European Parliament and of the Council (GDPR), while protecting the rights and freedoms of Data Subjects.

The Data Controller ensures that Personal Data is:

- processed lawfully, fairly and transparently,
- collected for specified, explicit and legitimate purposes,
- adequate, relevant and limited to what is necessary,
- accurate and, where necessary, kept up to date,
- retained for no longer than necessary,
- processed in a manner that ensures an appropriate level of security, including protection against unauthorized access, loss or destruction.

The Data Controller applies technical and organizational measures appropriate to the nature, scope, context and purposes of the processing and to the risk of infringement of the rights or freedoms of natural persons.

10. AUTHORIZED PERSONS AND ENTRUSTMENT OF DATA PROCESSING

Access to Personal Data is limited to persons authorized by the Data Controller and entities to which the Data Controller has entrusted data processing under data processing agreements in accordance with Article 28 of the GDPR.

Persons processing Personal Data act only on the instructions of the Data Controller and are required to maintain confidentiality.

11. AUTOMATED PROCESSING AND PROFILING

Personal Data may be processed by automated means, including profiling, only to the extent permitted by law.

Profiling may be used for the following purposes:

- improving the functionality of the Service,
- personalizing content,
- optimizing marketing communications.

The User has the right to object at any time to the processing of data for marketing or profiling purposes by contacting the Data Controller.

12. VOLUNTARY PROVISION OF DATA

Providing Personal Data is generally voluntary, but in certain cases it is necessary to:

- enter into or perform a contract,
- use specific features of the Service,
- receive a response to an inquiry or have a request handled.
- Failure to provide the data may make it impossible to achieve the above purposes.

13. GOVERNING LAW AND APPLICATION OF LEGAL PROVISIONS

This Privacy Policy is governed by the laws of the Republic of Poland.

Matters not regulated by this Privacy Policy are governed by the applicable provisions of generally binding law, in particular the provisions concerning Personal Data protection and the provision of electronic services.

14. CONTACT

For matters concerning privacy and the exercise of your rights, please contact our Data Protection Officer:

Email: iod@btc.com.pl

Address: BTC Sp. z o.o., ul. 1 Maja 38, 71-627 Szczecin, Polska.

This Privacy Policy is reviewed and updated regularly. Any material change will be announced on our website.

