BTools GmbH
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# 1. Privacy Policy

As of: 14.10.2024.

## Introduction

Welcome to the website https://www.bimagine.com (the "Website"), operated by BTools GmbH (the "Company", "we", "our", or "us"). This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our Website.

We are committed to protecting your privacy and handling your personal data in compliance with international and EU regulations, including the General Data Protection Regulation (GDPR). Please read this Privacy Policy carefully to understand our practices regarding your personal data.

## Responsible Party

BTools GmbH
Wielandplatz 1/Top 27,
1100 Vienna, Austria
Email: austria@btools.at
Telephone: +43 (0)1 6022222

## Data Protection Officer

Data Protection Officer:
Martin Kogelmann
Wielandplatz 1/Top 27,
1100 Vienna, Austria
Email: austria@btools.at
Telephone: +43 (0)1 6022222

## Hosting Provider

Hosting Provider:
Hetzner Online GmbH
Industriestr. 25, 91710 Gunzenhausen
Germany

You can find out more about data processing by this provider in the privacy policy .

## Legal Basis for Processing Personal Data

We process your personal data in compliance with the following legal bases, as outlined by the GDPR:

Article 6(1)(a) GDPR – Consent: Where you have given your explicit consent to the processing of your personal data for one or more specific purposes.

Article 6(1)(b) GDPR – Contract: Processing is necessary for the performance of a contract to which you are a party or to take steps at your request prior to entering into a contract.

Article 6(1)(c) GDPR – Legal Obligation: Processing is necessary for compliance with a legal obligation to which we are subject.

Article 6(1)(f) GDPR – Legitimate Interests: Processing is necessary for the purposes of the legitimate interests pursued by the Company or a third party, except where such interests are overridden by your fundamental rights and freedoms.

## Data We Collect

We may collect the following types of data:

Personal Identification Information: such as your name, email address, telephone number, and any other information you voluntarily provide to us through contact forms or email communications.

Usage Data: Information about how you use our Website, such as IP address, browser type, pages visited, time spent on pages, and other analytical data.

Cookies and Tracking Technologies: We use cookies and similar technologies to improve your experience on our Website. For more information, please refer to our Cookie Policy.

## How We Use Your Data

We use the data we collect for the following purposes:

To provide and maintain the Website.

To respond to your inquiries and provide customer support.

To process your requests and manage your user account.

To communicate with you regarding updates, promotions, and news related to our services.

To analyze usage data to improve our Website and services.

To comply with legal obligations and protect our legal rights.

8. Data Sharing and Transfers

We may share your personal data in the following situations:

Service Providers: We may share your information with trusted third-party service providers who assist us in operating our Website, such as hosting services, analytics, and marketing tools, in compliance with GDPR.

Legal Requirements: We may disclose your data to comply with a legal obligation or in response to a valid request from a public authority.

Business Transfers: In the event of a merger, acquisition, or asset sale, your personal data may be transferred.

## Data Transfers Outside the EU

Your data may be transferred and processed outside the European Economic Area (EEA), specifically to the United States. We ensure that any such transfers are subject to appropriate safeguards, such as Standard Contractual Clauses (SCCs) approved by the European Commission, to provide a similar level of data protection as required by the GDPR.

## Data Retention

We retain your personal data only as long as necessary for the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law. When your data is no longer needed, we will securely delete or anonymize it.

## Your Rights

As a data subject, you have the following rights under the GDPR:

Right to Access: You have the right to request access to the personal data we hold about you.

Right to Rectification: You have the right to request correction of any inaccurate or incomplete data.

Right to Erasure (Right to be Forgotten): You can request that we delete your personal data under certain conditions.

Right to Restrict Processing: You have the right to request that we restrict the processing of your data in specific circumstances.

Right to Data Portability: You have the right to receive a copy of your personal data in a structured, commonly used, and machine-readable format.

Right to Object: You have the right to object to the processing of your data where we rely on legitimate interests.

Right to Withdraw Consent: If we process your data based on your consent, you have the right to withdraw that consent at any time.

To exercise any of these rights, please contact us at austria@btools.at.

## Payment Providers

We provide the option to process payments through Stripe, located at 510 Townsend St., San Francisco, CA 94103. This aligns with our legitimate interest in facilitating a secure and efficient payment experience (Art. 6 para. 1 lit. f GDPR). In order to fulfill our contractual obligations (Art. 6 para. 1 lit. b GDPR), we share the following information with Stripe as necessary:

- Cardholder's name
- Email address
- Customer ID

- Order ID
- Banking details
- Credit card information
- Expiry date of the credit card
- Credit card verification number (CVC)
- Transaction date and time
- Amount of the transaction
- Provider's name
- Location

The data sharing outlined here is not mandated by law or contractual agreement. Without providing your personal information, we are unable to process payments via Stripe.

Stripe functions as both a data controller and a processor. In its role as a controller, Stripe utilizes your information to meet legal obligations. This reflects Stripe's legitimate interest (per Art. 6 para. 1 lit. f GDPR) and is essential for contract execution (per Art. 6 para. 1 lit. b GDPR). We do not have control over this aspect of the process.

As a processor, Stripe manages transactions across payment networks. Within the scope of our agreement, Stripe operates solely based on our instructions and is contractually bound to adhere to data protection laws as stipulated in Art. 28 GDPR.

To ensure compliance with international data transfer regulations, Stripe has established measures that apply to its operations involving the personal data of individuals in the EU, grounded in the EU Standard Contractual Clauses (SCCs).

For additional information on your rights to object and delete data with Stripe, please visit: Stripe Privacy Center.

We retain your data until the payment process is finalized. This includes any necessary periods for handling refunds, managing receivables, and preventing fraud.

## Security Measures

We implement appropriate technical and organizational measures to ensure a level of security appropriate to the risk of processing your personal data. However, no method of transmission over the Internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

## Third-Party Links

Our Website may contain links to third-party websites. We are not responsible for the content or privacy practices of these websites. We encourage you to read the privacy policies of any third-party websites you visit.

## Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date. Your continued use of our Website after changes are made constitutes your acceptance of the revised Privacy Policy.

## Contact Us

If you have any questions or concerns regarding this Privacy Policy or our data processing practices, please contact us at:

BTools GmbH
Wielandplatz 1/Top 27,
1100 Vienna, Austria
Email: austria@btools.at
Telephone: +43 (0)1 6022222

**By using our Website, you agree to the terms of this Privacy Policy.**

This Privacy Policy is designed to comply with the GDPR and other relevant international regulations, providing transparency in how personal data is handled. It ensures users' rights are respected and outlines the measures taken to protect their information.