

# PRIVACY STATEMENT BEING TRULY BEAUTIFUL

## **Definitions**

In this privacy statement the following definitions, always indicated with a capital letter, are used with the following meaning.

1. BTB: Being Truly Beautiful, the operator of the Platform and the responsible party in the sense of the General Data Protection Regulation ((EU) regulation 2016/679 of the European Parliament and the Council dated 27 April 2016), established at the Landrebenlaan 8, 7573AZ at Oldenzaal (Netherlands), registered in the Trade register under Chamber of Commerce number 67454984.
2. Platform: the website [beingtrulybeautiful.com](http://beingtrulybeautiful.com) as well as the mobile application "Being Truly Beautiful".
3. Personal data: any data regarding an identified or identifiable natural person.
4. Person concerned: the person to whom the personal data relates.

## **Processing Personal data by BTB**

BTB respects the privacy of all users of the Platform (hereinafter: "user(s)") and other Concerned people, and considers the careful handling of Personal data of great importance. BTB guarantees that it will handle the Personal data that it was provided, conform what is stipulated in this privacy statement and in accordance with the provisions of the General Data Protection Regulation ((EU) regulation 2016/679 of the European Parliament and the Council dated 27 April 2016).

This privacy statement does not apply for websites, platforms and other application of third parties, like LinkedIn, Twitter, Instagram, Facebook, the Appstore or Google Play, to which reference is made on the Platform or with which the Platform makes BTB links. After all, these websites, platform and application are never operated under the responsibility of BTB. In addition, BTB is not responsible for services of third parties that offer a link on the platform of BTB or vice versa. When using the websites, platforms, applications or service provision of third parties, the policy rules of the relevant third parties apply.

BTB collects Personal data in order to provide a better service to users of the Platform; from establishment of the basic information, such as the language that the user speaks, which advertisements the user finds useful to which videos the user might like. BTB collects Personal data that is provided by the user him/herself, such as his/her e-mail address and username, as well as the content of videos that are uploaded by users.

Furthermore, BTB processes Personal data it receives based on the use of the Platform by users; BTB collects data related to the use of the Platform and the way the Platform is used. This data includes data about the device used by the user, log file data, IP address and location data.

Primary Personal data is processed by BTB insofar necessary to implement the agreement for the use of the Platform, which agreement is concluded with BTB by the user. When registering on the Platform the user must specify his/her e-mail address and a username. Without this data BTB cannot implement the meant agreement.

The main functionalities of the Platform concern the recording, uploading and sharing of videos. As a result, other users can search, view and share this video content via the Platform, with other social media platforms. Videos can be recorded via the Platform and shared. If the user uploads video content via the Platform, he/she grants BTB and other users of the Platform a worldwide, non-exclusive, royalty-free, transferrable licence to use the video content, all this as stipulated in the terms of use of BTB.

The user can remove the video he/she has uploaded from the Platform. In that case, the relevant video is no longer published on the Platform and this can no longer be shared via social media platforms of third parties, however BTB cannot assure that other users of the Platform have not uploaded (whether legally or not) and distributed the video of the user, on which data processing BTB does not have any influence and therefore BTB cannot accept liability for this.

Besides the types of data processing as concretely described above BTB can use the Personal Data provided by users to:

- Remember this, so the user does not have to enter this again, for example for a next use of the Platform;
- Diagnose or solve technical problems;
- Show to the user, via the Platform, certain groups of products and services of companies;
- Send to the user, via e-mail, so-called trendy videos with the request to share these.

BTB will not sell Personal data to third parties and only provide this to third parties insofar this is necessary for the implementation of agreements between the user and BTB. However, BTB can share Personal data with companies that legally belong or will belong to the same company group as BTB.

BTB will only process Personal data insofar it, given the purposes for which it is processed, is sufficient, relevant and not excessive. BTB takes the necessary measures so Personal data, given the purposes for which it is collected and subsequently processed, is correct and accurate. BTB does not process Personal data in a way that is incompatible with the purposes for which it is obtained.

With the assessment if processing is incompatible as meant in the previous paragraph, BTB at least considers the following:

- The relation between the purpose of the intended processing and the purpose for which the data is obtained;
- The nature of the relevant data;
- The consequences of the intended processing for the user;
- The way the data is obtained, and;
- The extent to which the user is provided with appropriate assurance.

## **Purposes processing of Personal data**

Without prejudice to (other) legal and aforementioned grounds for legal data processing, BTB only processes Personal data in one or more of the following cases. If:

- The person concerned has given his/her unambiguous permission for the processing;
- The data processing is necessary to comply with a legal obligation to which BTB is subject;
- The data processing is necessary to indemnify a vital interest of the person concerned, or;
- The data processing is necessary for protection of the legitimate interest of BTB or a third party to whom the Personal data is provided, unless the interest or the fundamental rights and freedoms of the person concerned, in particular the right on protection of the personal privacy, prevails.

## **Rights of the Person concerned**

The Person concerned has the right to request BTB for insight, erasure and rectification of his/her Personal data as well as a limitation of the processing that is relevant for him/her. In addition, the Person concerned has the right to object to the processing and he/she is entitled to data transferability.

Insofar the processing of Personal data is based on obtained permission of the Person concerned, he/she always has the right to revoke this permission, without prejudice to the legality of processing based on the permission before this was revoked.

The Person concerned has the right to issue a complaint with the Authority Personal data or in case the Person concerned lives in another country than the Netherlands, the supervisory authority in that relevant country.

## **Saving Personal data**

BTB does not save Personal data longer than is necessary for the realisation of the purposes for which it is processed. BTB implements appropriate technical and organisational measures to protect the Personal data against loss or any other type of illegal processing. These measures guarantee, considering the state of technique and the implementation costs, an appropriate security level given the risks that the processing and the nature of data to be protected involve.

The user is always responsible for keeping his/her login and account details secret, as well as the control about the access to e-mail traffic between the user and BTB. BTB is not responsible for the functionality, privacy or security measures of other organisations.

Personal data that is processed via the Platform can be saved and processed in the Netherlands or any other country where BTB, its affiliated companies and its service providers are established. They can transfer Personal data to other countries or jurisdictions across the whole world. If the user is resident in different regions, different legal privacy rules can apply and it is possible that BTB can transfer Personal data to countries or jurisdictions where possibly less stricter legislation applies regarding data protection. By using the Platform, the user agrees with the possible transfer of Personal data to other countries where BTB, its affiliated companies and its service providers are established. Plus, the user agrees that this data is used and published there in accordance with this privacy statement.

## **Adjustment of this privacy statement**

BTB has the right to adjust this privacy statement from time to time. Adjustments of this privacy statement come into force at the moment that these are published on the Platform of BTB on [beingtrulybeautiful.com/terms](http://beingtrulybeautiful.com/terms). The user must regularly consult the aforementioned link to be aware of the latest applicable version of the privacy statement. If the user does not agree with the adjusted privacy statement, the user must immediately stop using the Platform. By continuing to use the Platform after the date when the adjusted privacy statement is published, the user accepts the applicability of the adjusted privacy statement.

## **Contact**

For questions about our privacy statement the Person concerned can contract BTB. BTB will gladly assist the Person concerned if he/she has questions about his/her Personal data that is processed by BTB or if he/she wants to adjust or remove his/her Personal data.

**Being Truly Beautiful**

Landrebenlaan 8  
7573AZ Oldenzaal

E-mail address: [info@beingtrulybeautiful.com](mailto:info@beingtrulybeautiful.com)