

Privacy Statement

1. Our commitment to privacy

BOOKGURUZ knows that you take your privacy seriously. We do, too. We are committed to be transparent with you about our data practices and to give you control over personal data we collect about you. We don't sell your personal data and by default your settings are privacy friendly. In this Privacy Policy, we outline the reasons why we need to process your Personal Data and the manner in which it is processed. You will also read about your rights and what you can ask us to do with your personal data.

2. About BookGuruz

With BOOKGURUZ you can by using our website (www.BOOKGURUZ.com, "Website") and/or mobile app ("App", together "BOOKGURUZ"). When you use BOOKGURUZ we will process your personal data. This may include sensitive data about you, such as your name and email address.

All personal data is collected, processed and secured in compliance with the stringent EU's General Data Protection Regulation (GDPR). We, W3GURUZ B.V., are controller of the personal data we process about you in relation to the use of our Website and App.

If you have any additional questions about the way we process personal data, please visit our [support center](#) at support@BOOKGURUZ.com

This privacy policy was last modified on 1 March 2021. You can download a pdf of this privacy policy to save or print [here](#). If we make significant changes to this privacy policy, we will inform you about it.

3. How do we process your personal data?

3.1 Creating an account

You can create an account to track your wish-list. When you register for an account we ask you to provide some basic information about yourself, such as:

- E-mail address
- Password
- and sometimes a Name (or Alias)

You can also use your Facebook, Google or Apple account to register. If you do so, we may gain access to public profile information such as your name, e-mail address and Apple, Google or Facebook ID.

We process this data as it is necessary to deliver BOOKGURUZ to you (legal basis: the performance of the agreement).

3.2 Using BOOKGURUZ with an account

As a registered user, you can start using BOOKGURUZ. It is up to you how you use BOOKGURUZ. You can glance through our book suggestion, create a wish-list and purchase books via third parties online shops.

Depending on how you use BOOKGURUZ, we process the following data:

- Your personal info, such as your name and e-mail address
- Your in-app searches
- Technical information to make BOOKGURUZ work well, such as your IP-address, device type, browser type, screen size and preferred language.

We process this data as it is necessary for the performance of the agreement.

You can delete your entire account. When you do, we will delete all of your data 90 days after. If you haven't used BOOKGURUZ for more than 2 years we will send you two reminders to ask you if you still want us to keep your data. If there is no response, we will permanently delete your account.

3.3 Improving, securing and optimizing BOOKGURUZ

BOOKGURUZ is constantly in development. We need certain data to optimize your experience and to improve the services. This concerns, for example, the following data:

- How you interact with the app or website, such as search terms, pageviews and messages
- Device information, such as hardware model, OS version, unique ID, browser type, language and WiFi information

- Information collected by cookies and similar technologies
- Crash data

The legal basis for this processing is our legitimate interest to improve the App, by analyzing how the App is used, what problems are encountered and what improvements are necessary. We will limit this processing as much as possible, for instance by pseudonymising the data.

3.4 Cookies

When you visit our App or Website, small text files are stored on your computer, smartphone or other device. These files are called cookies. Cookies help us to function, analyze and personalize the website. We do not make use of tracking cookies to personalize content or show advertisements. For detailed information on the use of cookies, see our cookie policy [here](#).

3.5 Social Media

If you follow us on social media or communicate with us or about us on social media, we may have access to a part of your public profile data. BOOKGURUZ also follows social media channels and may have access to public profile information by doing so.

We do this in order to increase our social media activity, respond to queries, and analyze customer satisfaction. The legal basis for this is our legitimate interest to improve our services.

3.6 Customer satisfaction surveys

BOOKGURUZ conducts customer surveys in several ways. If you contact support or make a purchase, you may receive an invitation to participate in a customer satisfaction survey. For this purpose we process information such as your e-mail address, the reason for sending you a survey and the results of the survey.

We use the results to improve the quality of our services and products. The legal basis is the performance of the agreement with you.

3.7 Mailings

You can subscribe to our mailings. For this, we need your name and email address. The legal basis for this is your consent. You can unsubscribe at any time by clicking on the 'unsubscribe' button in each email. If you are no longer subscribed, we will remove your name and email address from our mailing list.

You may also receive mails which are necessary for the performance of the agreement with you, such as a confirmation of your account creation, password reset request or changes to our legal documentation.

3.8 Support

You can contact our support department for any issues related to our services. When you do, we process your account details and the contents of your issue, in order to answer your request, on the basis of the performance of the contract with you.

3.9 Contracting partners

We sometimes make use of contracting partners, such as IT providers and affiliate. We may need to process some personal data of our contacts with such partners. We do this for the performance of the contract with these partners.

3.10 Protection of rights

Lastly, we may need to process your data to protect our rights or the rights of third parties and to enforce our Terms of Service or policies, for instance to protect our intellectual property rights when they are violated. We may also share your data as part of a business sale, merger, investment, change in control or transfer of BOOKGURUZ. The legal basis for this are our legitimate business interests.

4. How do we share your personal data?

We will never sell your personal data to third parties for commercial purposes, and neither do we have any intentions to do so in the future. We only share your personal data when necessary for offering our services, as described here.

We provide personal data to third parties who process personal data on our behalf. We enter into a processing agreement with our processors in which we legally bind our processors to process your personal data in accordance with the GDPR. We share data, for instance, with:

- Hosting service providers to store our user data
- Affiliation partners as online bookstores
- Companies which help us analyze usage of the App and Website
- In addition, we may be required by law to provide your information to a third party

Other parties may also be involved in the performance of the agreement with you as an independent or joint controller. We will inform you about it when this is the case.

Your personal data will only be stored or processed outside the European Union (and the EEA) by us or by third parties if this is in accordance with the applicable regulations for the transfer of personal data to countries outside the European Union. This means that we will only transfer your personal data to countries outside the European Union if the European Commission has decided that the third country in question ensures an adequate level of protection, or if other appropriate safeguards are put in place, such as the use of unchanged standard data protection clauses that have been approved by the European Commission.

5. How do we secure your data?

BOOKGURUZ takes the protection of personal data seriously and takes appropriate measures to prevent misuse, loss, unauthorized access, unwanted disclosure and unauthorized alteration.

6. What rights do you have?

As we explained above, most information you can already change in your account. You can also download a copy of all your data or delete your account through your account settings. Also, when you have given us consent for certain processing activities, you can withdraw this consent at any time.

You have the right to access, correction or erasure of your data. You can also ask us to restrict the processing or transfer your personal data and you have the right to object to the processing of your personal data.

To exercise these rights, contact us at support@BOOKGURUZ.com. You can also submit a complaint to the Personal Data Authority.

Thank you for reading our privacy policy. We hope you trust us with your personal data. Stay safe!

CONTACT

You may contact us at the following address:

W3Guruz B.V.
Trambaan 7
8441 BH, Heerenveen
The Netherlands

Alternatively, you can mail us at support@BOOKGURUZ.com

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