



Privacy Policy

Privacy Policy for Users

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1. Privacy Policies

We are committed to safeguard the privacy of our website visitors, prospects, clients, users of our application and of course recipients of Serrala Solutions Payment Requests. We have specific privacy policies for:

- A. Users (employees of our clients and registered individual recipients) of the Serrala Solutions B.V. SaaS Application (dashboard: <https://application.acceptemail.com>).
- B. Website visitors (<http://www.serrala.com>).
- C. Recipients of a (demo) Serrala Solutions Payment Request.

This policy is applicable to users.

The other policies can be found on our website: <https://www.accepteasy.com/en/privacy>

2. Contact Us

If there are questions regarding one of our Privacy Policies you may contact us using the information below.

Serrala Solutions B.V. – Security Officer
Karel Keizerplein 5
1185 HL Amstelveen
The Netherlands

3. Changes to this Privacy Policy

Serrala Solutions B.V. reserves the right to modify or amend this Privacy Policy at any time without notice.

4. Definitions

Serrala Solutions Payment Request	A standardized digital payment or mandate request including the payment status that is sent with an e-mail message, a text message or online on a website. This payment or mandate request may be used by clicking the SmartImage.
Serrala Solutions B.V.	Private company with limited liability.
Client	Customer of the Serrala Solutions B.V. Service, also referred to as Sender or Customer.
SmartImage	Upper part of the Serrala Solutions Payment Request or payment button; a dynamically rendered real time banner / image created by Serrala Solutions B.V. that the Receiver (Debtor) can click on and where the payment status is indicated, links to the Serrala Solutions B.V. transaction page.

Recipient	The receiver of a Serrala Solutions Payment Request, person or entity that receives and a Serrala Solutions Payment Request which is sent via our platform by our Clients (Senders).
Partner	Party with whom Serrala Solutions B.V. has an agreement regarding promotion or reselling of the Service.
Sender	The Sender or in whose behalf the Serrala Solutions Payment Request is sent, being the Client.
User	Employees of our clients, employees of our Partners and individual registered Recipients.

5. Information Collection and Use

We process personally identifiable information to provide Users with access to our services. For every account created, Serrala Solutions B.V. sets up a main account administrator (main user/administrator to the account) according to information provided to us via the customer registration form.

The account administrator (and created users with an administrator role) can create additional Users. Please be aware that before Users disclose the personal information of another person, Users need to inform the additional users to the processing of personal information in accordance with this policy.

- What personal information do we collect?
 - Personal information, which is collected, consists of general contact and personal information, such as:
 - Name;
 - Email address;
 - Mobile phone number (only for activation of your user account and not for all roles);
 - Any other personal information that you choose to send to us;
- When do we collect information?
 - We collect information when the account is being set up, additional Users are being set-up, when Users login or when Users adjust their profile settings;
- How do we use the information? We may use the personal information to:
 - Administer our application;
 - Enable the use of the services available on our application;
 - Send service communications (e.g. notification on new releases, maintenance windows, passwords reset links, etc.);
 - Analyze and log application usage (who sends which Serrala Solutions Payment Requests, last login date etc.);
 - Keep our website secure and prevent fraud.

Users of our application have access to personal data of the Recipients of Serrala Solutions Payment Requests that were sent from the account. Both Serrala Solutions B.V. and our

clients (the organizations to whom the Users belong) agreed (in the general terms and conditions or individual contracts) that they will take appropriate technical and organisational measures to ensure the confidentiality and privacy of recipients' data. Users of the application are obliged to carry out these measures.

6. Use of Service Providers

- We may use service providers to operate our Services. These persons or organizations may have access to Users' personally identifiable information, but only for the purpose of performing their duties. These persons or organizations may not use personally identifiable information for any other purpose;
- Some Senders have purchased or use the Serrala Solutions B.V. Service via Partners. These partners include for example software vendors, fulfillment companies and consultants. In some situations Users' personally identifiable information may be passed to Serrala Solutions B.V. by way of these Partners. These Partners are responsible for the personal data that they may have received.
- We do not sell, trade, or otherwise transfer to outside parties Users' personal information unless we provide Users with advance notice. This does not include website hosting partners and other parties who assist us in operating our website, conducting our business, or serving our Users, so long as those parties agree to keep this information confidential;
- Serrala Solutions B.V. will endeavour to prevent unauthorised disclosures of Users personal information by third parties. However, we are not responsible for any unauthorised disclosures or other breaches of security or for the actions of others if the information was passed to them with Users' authority or with the authority of anyone other than us or our group companies;
- We may disclose Users' personal information to any of our employees and reselling partners insofar as reasonably necessary for the purposes set out in this policy and for delivering our services.

7. Compliance with Laws

- Serrala Solutions B.V. will not provide any personally identifiable User information to any other persons other than Senders and Service Providers, except if we are required to make disclosures by any law, government or private parties in connection with a pending legal or administrative action;
- Serrala Solutions B.V. greatly values the protection of personal data. Personal data are therefore treated with the greatest possible care and are secured. In all cases, Serrala Solutions B.V. complies with the demands set in the 'Wet bescherming persoonsgegevens'.

8. International data transfers

Information that we collect will be stored and processed in and transferred in a country complying with local data protection laws.

9. Cookies

The Serrala Solutions B.V. application makes limited use of cookies. Cookies are small text files that are stored in your computer's memory and hard drive when you visit certain web pages.

The Serrala Solutions B.V. application uses the following cookies:

- Google Analytics: This cookie allows us to see information on visitor activities including, but not limited to page views, source and time spent on the website. The information is depersonalised and is displayed as numbers, meaning it can not be traced back to individuals. This will help to protect visitor privacy. Using Google Analytics we can see what content is popular on our website, and strive to give visitors more of the things they are interested in reading and watching;
- Session cookies: Session cookies enable the website to keep track of a visitor's movement from page to page so they don't get asked for the same information already given to the site. These cookies allow visitors to proceed through many pages of the site quickly and easily without having to authenticate or reprocess each new area visited.

The site www.allaboutcookies.org includes more information about cookies in general, including instructions for managing cookies on many commonly used browsers, or you may consult the vendor documentation for your specific software.

10. Retaining personal information

- Personal User information that we store in the account shall not be retained longer than necessary for those purposes. Users should ask their administrator to remove their User account when they their employment relationship is terminated;
- When Senders indicate they no longer wish to continue their use of Serrala Solutions Payment Request, that Sender account is disabled. All User data is removed from the account with the exception of the information of the main account administrator. This is done to enable potential re-activation at a later date;
- You should be aware, that revoking your consent may lead to a situation where we cannot provide you with some or all of the services, as processing of your personal data is necessary for us to be able to provide you with our services.

11. Security of personal information

- We have taken reasonable technical and organizational precautions to prevent the loss, misuse or alteration of Users' information;
- We store all personal User information on our secure (password- and firewall-protected) servers;
- Our application is scanned on a regular basis for security issues and known vulnerabilities in order to make usage of our application as safe as possible;
- Users' personal information is contained behind secured networks.

- User's personal information is only accessible by a limited number of Serrala Solutions B.V. personnel (other than the Users themselves) who have special rights to such systems, and are required to keep the information confidential.
- We have implemented a variety of security measures when a User enters, submits, or accesses their information to maintain the safety of your personal information;
- All User interaction with the application is encrypted via Secure Socket Layer (SSL) technology;
- The use of a browser software program that supports industry standard SSL encryption with at least 128-bit key lengths is required. The "128-bit" designation refers to the length of the key used to encrypt the data being transmitted, with a longer key representing a higher level of security;
- Users are responsible for keeping the password they use for accessing our application confidential; Serrala Solutions B.V. will not ask Users for their password (except when you log in to our application);
- In order to be in line with Fair Information Practices we will take the following responsive action, should a data breach occur: We will notify the Users via email (within 7 business days).

12. Your rights

Users may instruct us to provide them with any personal information we hold about them; provision of such information will be subject to the supply of appropriate evidence of identity.