

Privacy Policy for Abeta PunchOut

Effective Date: 20-06-2024

1. Introduction

This is the privacy policy of Abeta B.V. We are committed to protecting your privacy and ensuring that your personal information is handled in a safe and responsible manner while providing our services. This Privacy Policy explains how we collect, use, disclose, and protect your information when you use our PunchOut Middleware services.

2. Information We Collect

We may collect the following types of information:

- **Personal Information:** This includes information such as names, email address, phone numbers, and shipping and billing information.
- **Usage Data:** Information about how you use our services, including your IP address, browser type, pages visited, and other usage statistics.
- **Transactional Data:** Details about transactions you carry out through our middleware, including order details, payment information, shipping and billing addresses.

3. How We Use Your Information

We use the information we collect for various purposes, including:

- To provide, operate, and maintain our PunchOut Middleware services.
- To process transactions and send related information, such as order confirmations.
- To communicate with you, including responding to your inquiries and providing customer support.
- To improve our services, including troubleshooting, data analysis, and testing.
- To comply with legal obligations and protect our legal rights and interests.

4. Sharing Your Information

We do not sell your information. However, we may share your information in the following circumstances:

- **With Service Providers:** We may share your information with third-party service providers who perform services on our behalf, such as payment processors, hosting providers, and email service providers.
- **For Legal Reasons:** We may disclose your information if required to do so by law or in response to valid requests by public authorities (e.g., a court or a government agency).
- **With business partners** in case they provide a (partial) service to support our services. E.g. platform integration partners.
- **Business Transfers:** If we are involved in a merger, acquisition, or asset sale, your information may be transferred as part of that transaction.

5. Data Security

We implement a variety of security measures to maintain the safety of your personal information. These measures include encryption, access controls, and secure server environments. For more detailed information about our security measures please contact our security officer at info@abeta.nl, with the subject **SECREQ** - '*Your title here*'.

6. Your Rights and Choices

You have rights regarding your personal information, including:

- Access and Correction: You can request access to the personal information we hold about you and request corrections to any inaccuracies.
- Deletion: You can request that we delete your personal information, in as far as this does not conflict with properly performing our services.

8. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on our website. You are advised to review this Privacy Policy periodically for any changes.

9. Contact Us

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

Abeta PunchOut Middleware
Email: info@abeta.nl

We will handle any requests or complaints confidentially. Our representative will contact you to address your concerns and outline the options regarding how these may be resolved. We aim to ensure that complaints are resolved in a timely and appropriate manner.