

# Bloch.ai Privacy Policy Version 1

Last updated: 2nd December 2024

## Introduction

Welcome to Bloch.ai ("we," "our," or "us"). We understand that your privacy is of utmost importance, and we are committed to protecting any personal information you share with us. Our website is hosted on the Wix.com platform, which provides us with the online infrastructure to deliver our services to you. This Privacy Policy outlines our practices regarding information collection, use, and disclosure.

## Information Collection and Use

When you visit bloch.ai, we collect various types of information to provide you with the best possible service experience. This includes information you actively provide us, such as your name, email address, and payment details when making purchases or creating an account. We also automatically collect technical data about your interactions with our website, including your IP address, browser information, and how you navigate through our pages. This helps us understand how visitors use our site and allows us to improve our services continuously.

The Wix.com platform stores your data securely on their servers, protected by firewalls and following industry-standard security protocols. For payment processing, we utilise Wix.com's payment gateways, which adhere to the strict standards set by PCI-DSS, managed by the PCI Security Standards Council. This ensures that your payment information is handled with the highest level of security, backed by major credit card providers including Visa, MasterCard, American Express, and Discover.

We may share your personal data with trusted third-party service providers who assist us in operating our business, such as, but not limited to, analytics providers, marketing platforms, or payment processors. These third parties are contractually obligated to handle your data securely and use it solely for the purposes specified by us. We do not sell or rent your personal data to any third parties.

## Data Retention

We retain your personal data only for as long as necessary to fulfil the purposes outlined in this Privacy Policy, our website, any separate contract or agreement with you, or as required by law. For example, we will retain account information for the duration of your relationship with us and for a period thereafter to comply with legal obligations, resolve disputes, or enforce our agreements. Once this period expires, your data will be securely deleted or anonymised.

## Cookies and Technical Information

Our website employs several essential cookies to ensure optimal functionality and security. These include security-focused cookies such as XSRF-TOKEN for fraud detection and TS\* for attack detection, both of which operate only during your browsing session. For identification and performance purposes, we use svSession cookies that remain active for six months and SSR-caching cookies that last 24 hours. System effectiveness is measured through bSession cookies with a 24-hour duration.

We also utilise longer-term cookies such as `fedops.logger.sessionId`, which helps us track and address technical issues for up to 12 months, and `_wixAB3|*` cookies that support site experiments for six months. To protect our API services, we implement `server-session-bind` and `client-session-bind` cookies that last for your browsing session. Each of these cookies plays a vital role in maintaining site security, performance, and functionality.

You can manage your cookie preferences through your browser settings. For your convenience, we recommend checking your browser's specific instructions for cookie management:

- Firefox
- Internet Explorer
- Google Chrome
- Safari (both OS X and iOS versions)
- Android devices

If you wish to opt out of Google Analytics tracking across all websites, you can utilise Google's opt-out tool at <http://tools.google.com/dlpage/gaoptout>.

## Communication Methods

We value maintaining clear and open communication with our visitors. You may hear from us through various channels, including email, telephone, text messages, or postal mail. We use these communications to keep you informed about your account, resolve any disputes, collect fees, conduct surveys to improve our services, or share important updates about our company. Each communication is designed to enhance your experience with `bloch.ai` or fulfil our legal obligations.

## Your Data Protection Rights

Under UK data protection law, you have several rights regarding your personal information:

- The right to access your personal data
- The right to rectification of inaccurate data
- The right to erasure of your data (the 'right to be forgotten')
- The right to restrict processing of your data
- The right to data portability
- The right to object to data processing
- Rights related to automated decision-making and profiling

You may exercise any of these rights or withdraw your consent for data processing at any time. To do so, please contact us using the details provided below. We will respond to your request within one month, as required by applicable law.

## Information Storage and International Transfers

If your personal data is transferred outside the United Kingdom by us, we ensure that such transfers comply with applicable data protection laws. For example, we use Standard Contractual Clauses (SCCs) approved under UK GDPR to provide adequate safeguards for your data or rely on jurisdictions



deemed adequate by UK data protection authorities. This ensures your data is protected regardless of where it is processed.

As we use Wix.com's platform, your information may be stored and processed by Wix.com in data centres around the world. We ensure that appropriate safeguards are in place with Wix.com for any international transfers of your data, in compliance with UK data protection requirements.

## Privacy Policy Updates

The digital landscape constantly evolves, and our privacy practices may need to adapt. We reserve the right to modify this privacy policy at any time, with changes taking effect immediately upon posting to the website. For significant changes, we will notify you directly through email or by displaying a prominent notice on our website. We encourage you to review this policy periodically to stay informed about how we protect your information.

## Contact Information

Your questions and concerns about privacy are important to us. For any privacy-related inquiries or to exercise your data rights, please reach out to us at [hello@bloch.ai](mailto:hello@bloch.ai) or send written correspondence to:

Bloch.ai  
Linley House  
Dickinson Street  
Manchester  
M1 4LF  
United Kingdom

We are committed to addressing your concerns promptly and thoroughly.