

## Privacy Policy

Last updated: 23 October 2025

Yemble (“we,” “our,” or “us”) respects your privacy and is committed to protecting the personal data of our users. This Privacy Policy explains how we collect, use, store, and share your information when you use our website and SaaS tool for A/B testing (the “Service”).

### 1. Who We Are

Yemble is a business registered in the Netherlands.

For any questions regarding this Privacy Policy or the processing of your personal data, you can contact us at:

[privacy@yemble.com](mailto:privacy@yemble.com)

### 2. Data We Collect

When you use our Service, we may collect the following types of personal data:

- Account Information: name, email address, company name, and login credentials.
- Billing Information: payment details processed securely through our payment provider (Stripe).
- Usage Data: IP address, browser type, and interaction with our tool to improve performance and security.
- Support & Communication: information you provide when contacting us for support or via email.
- Cookies & Tracking: we use cookies and similar technologies for authentication, analytics, and improving user experience.

We do not intentionally collect sensitive personal data (such as health information) or data from children under 16.

### 3. How We Use Your Data

We process your personal data for the following purposes:

- To create and manage your account.
- To process payments and provide invoices.
- To deliver and improve our Service.
- To provide customer support.
- To send you updates, newsletters, or promotional materials (where permitted by law).
- To comply with legal obligations.

### 4. Sharing Your Data

We only share your personal data with trusted third parties when necessary to provide our Service, including:

- Stripe (payment processing).
- Hosting and IT providers (to operate our platform).
- Analytics tools (to understand and improve our Service).

We do not sell or rent your personal data to third parties. If data is transferred outside the EU/EEA, we ensure adequate protection under applicable data protection laws.

## 5. Data Security

We take appropriate technical and organizational measures to protect your personal data, including:

- Encrypted connections (SSL)
- Access restrictions to personal data
- Regular monitoring of our systems

## 6. Data Retention

We keep personal data only for as long as necessary to fulfill the purposes outlined in this Privacy Policy or as required by law. Generally, we retain data for the duration of your account and for the legally required period thereafter (e.g., tax and accounting obligations).

## 7. Your Rights

As a user within the EU/EEA, you have the following rights under the GDPR:

- Right to access your personal data.
- Right to correct inaccurate or incomplete data.
- Right to request deletion of your data.
- Right to restrict or object to processing.
- Right to data portability.
- Right to withdraw consent (if processing is based on consent).

To exercise these rights, contact us at [privacy@yemblem.com](mailto:privacy@yemblem.com).

## 8. Cookies

We use cookies and similar technologies to:

- Enable secure login.
- Measure and analyze usage of our Service.
- Improve functionality and performance.

You can manage or disable cookies through your browser settings, but some features of the Service may not function properly without them.

## 9. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in technology, laws, or our services. When we do, we will update the "Last updated" date at the top of this page. We encourage you to review this page regularly.

## 10. Contact

If you have any questions, concerns, or requests regarding this Privacy Policy or your personal data, you can contact us at:  
[privacy@yemblem.com](mailto:privacy@yemblem.com)