




Privacy Policy

Abra B.V., located at Jaarbeursplein 6, Utrecht (3521 AL), is responsible for the processing of personal data as described in this privacy policy. We respect your privacy and ensure that personal information is handled confidentially.

Contact Information

Address: Jaarbeursplein 6, Utrecht (3521 AL)

Website: abra.ai 

E-mail: info@abra.ai 

Personal Data We Process

Abra processes your personal data because you use our services and/or because you provide this data to us. Abra collects personal information when you contact us via email, phone, contact forms, social media, when using our software, or when we send quotes or invoices. We handle this information carefully and use it solely for communication and delivering our services. Your data is stored securely, and we do not share it with others unless necessary for our services or required by law.

Below is an overview of the personal data we process:

- First and last name
- Email address
- Location data
- Name of the organization
- Test data, device information, and software settings

Abra does not process special and/or sensitive personal data. Our website and/or service does not intend to collect data about website visitors who are younger than 16 years old, unless they have parental or guardian consent. However, we cannot verify whether a visitor is older than 16. We advise parents to be involved in the online activities of their children to

prevent data being collected without parental consent. If you believe that we have collected personal information about a minor without such consent, please contact us at info@abra.ai [↗](#), and we will delete this information.

Purpose and Legal Basis for Processing Personal Data

Abra processes your personal data for the following purposes:

- To handle your payment
- To send our newsletter
- To be able to call or email you if necessary to carry out our services
- To inform you about changes to our services and products
- To offer you the possibility to create an account
- Abra analyzes your behavior on the website to improve the website and tailor the offerings of products and services to your preferences.
- Abra analyzes the use of the Software to improve it.

How Long We Store Personal Data

Abra does not retain your personal data longer than strictly necessary to achieve the purposes for which your data is collected.

Sharing Personal Data with Third Parties

Abra only shares data with third parties if this is necessary for the execution of our agreement with you or to comply with a legal obligation.

Technologies We Use

Abra uses Cookies, Local Storage, and Analytics to collect data.

Cookies

Cookies are used for functionality and to analyze how our websites are used. There are three types of cookies we use:

- **Functional cookies:** These store your preferences;

- **Performance cookies:** These track whether an advertisement leads to a purchase;
- **Analytical cookies:** These track statistics about the use of our websites.

Abra only uses technical and functional cookies, and analytical cookies that do not infringe on your privacy. A cookie is a small text file stored on your computer, tablet, or smartphone when you first visit this website. The cookies we use are necessary for the technical functioning of the website and your ease of use. They ensure the website works properly and, for example, remember your preferred settings. They also help us optimize our website. You can opt out of cookies by setting your internet browser so that it does not store cookies. Additionally, you can delete all information previously stored via your browser's settings.

Local Storage

Abra uses Local Storage to save preferences for our websites. Please note that you will lose your preferences when you switch devices.

Analytics

Abra uses **Google Analytics 4** on all its websites to gain insights into how each website is used. This allows us to know which pages are popular, how long a page is viewed, and how users navigate between different pages.

Viewing, Modifying, or Deleting Data

You have the right to view, correct, or delete your personal data. In addition, you have the right to withdraw your consent to data processing or object to the processing of your personal data by Abra, and you have the right to data portability. This means you can request that we send the personal data we hold about you in a computer file to you or another organization specified by you. You can send a request for access, correction, deletion, data transfer of your personal data, or a request to withdraw your consent or object to the processing of your personal data to info@abra.ai. To ensure the request for access was made by you, we ask you to send a copy of your identity document with the request. In this copy, make sure to black out your passport photo, MRZ (machine-readable zone, the strip with numbers at the bottom of the passport), passport number, and Citizen Service Number (BSN) to protect your privacy. We will respond to your request as quickly as possible, but within four weeks.

How We Secure Personal Data

Abra takes the protection of your data seriously and implements appropriate measures to prevent misuse, loss, unauthorized access, unwanted disclosure, and unauthorized modification. If you believe your data is not properly secured or there are indications of misuse, please contact our customer service or via info@abra.ai.