

VÜME – EU PRIVACY POLICY (EN)

Effective Date: January 12, 2026

Last Updated: January 12, 2026

1. Introduction

This EU Privacy Policy explains how personal data is collected, used, and protected when you access or use the VÜME platform within the **European Union and European Economic Area (EU/EEA)**, in accordance with the **General Data Protection Regulation (EU) 2016/679 ("GDPR")**.

2. Data Controller (EU)

For users located in the EU/EEA, the data controller is:

MasImpact, S.L.

CIF: B88168281

C/ Alameda 22

28014 Madrid

Spain

Email: legal@vume.live

Website: <https://www.vume.live>

3. Personal Data We Collect

3.1 Data You Provide

- Name and username
- Email address
- Phone number
- Date of birth (where legally required)
- Account registration details
- Content you upload or share
- Communications with customer support

3.2 Automatically Collected Data

- IP address
- Device identifiers
- Browser type and operating system

- App usage and interaction data
- Cookies and similar technologies

4. Legal Bases for Processing

We process personal data under the following lawful bases:

- **Performance of a contract**
- **Consent**, where required
- **Legitimate interests** (security, fraud prevention, service improvement)
- **Legal obligations**

5. How We Use Personal Data

Personal data is used to:

- Provide and operate the VÜME platform
- Manage user accounts
- Enable content discovery and community features
- Communicate service-related information
- Maintain platform security and integrity
- Comply with legal obligations

6. Cookies and Tracking Technologies

We use cookies and similar technologies for essential functionality and analytics. Non-essential cookies are used **only with user consent**, where required by law.

7. Sharing of Personal Data

We do **not sell personal data**.

Data may be shared with:

- Service providers acting as data processors
- Legal or regulatory authorities when required
- Successors in a corporate transaction

8. International Data Transfers

Personal data may be transferred outside the EU/EEA.

Where this occurs, appropriate safeguards are implemented, including:

- **Standard Contractual Clauses (SCCs)**
- Additional technical and organizational measures

9. Data Retention

We retain personal data only as long as necessary to:

- Provide the services
- Meet legal obligations
- Resolve disputes
- Enforce agreements

10. Your GDPR Rights

You have the right to:

- Access, rectify, or erase your data
- Restrict or object to processing
- Data portability
- Withdraw consent at any time
- Lodge a complaint with a supervisory authority

Requests may be sent to **legal@vume.live**.

11. Supervisory Authority

You have the right to lodge a complaint with:

Agencia Española de Protección de Datos (AEPD)

<https://www.aepd.es>

12. Children's Data

The services are **not intended for children under 14 years of age**, in accordance with Spanish law.

13. Data Security

We implement appropriate technical and organizational measures to protect personal data. However, no system can be guaranteed to be 100% secure.

14. Changes to This Policy

We may update this policy from time to time. The "Last Updated" date will reflect changes.

15. Contact

For privacy-related questions:

MasImpact, S.L.

C/ Alameda 22

28014 Madrid

Spain

Email: legal@vume.live