



Privacy Policy



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At **BlueRays**, we respect your privacy and are committed to protecting the personal information entrusted to us. This Privacy Policy explains how we collect, use, store, protect, and disclose personal information when you visit our website, communicate with us, or use BlueRays products and services.

Our solutions include **eRIMS, Squidal, Genius POS, RealTimer, DataSync, Property Master, School Manager**, custom-developed systems, mobile applications, and other digital services that may be introduced from time to time.

1. Information We May Collect

Depending on how you interact with BlueRays or our platforms, we may collect information such as:

- Name and contact information
- Email address and telephone number
- Organization or company information
- Account and user profile information
- Registration and transaction information
- Information submitted through online forms
- Technical and device information
- Usage and activity information
- Communications and support requests
- Payment-related transaction information
- Other information required to provide a particular service

The exact information collected depends on the BlueRays product or service being used.

2. Information Processed on Behalf of Our Clients

Many BlueRays platforms are provided to organizations that use our technology to manage their own operations.

In these situations, the client organization may determine what information is collected, why it is collected, who may access it, and how it is used. BlueRays processes such information primarily to provide and support the technology services requested by the client.

For example, our platforms may process information relating to:

- Employees and consultants
- Event participants and attendees
- Customers and suppliers
- Students and guardians
- Tenants and property records
- Program participants
- Field workers
- Facilities and operational activities

Where BlueRays processes personal information on behalf of a client, the client remains responsible for ensuring that it has an appropriate legal basis and authority to collect and process that information.

3. How We Use Information

We may use information to:

- Provide and operate our software platforms and services
- Create and manage user accounts
- Configure and customize client solutions
- Process registrations and transactions
- Provide technical support
- Communicate service-related information
- Generate reports and dashboards
- Improve system functionality and performance
- Monitor and protect the security of our systems
- Respond to enquiries and appointment requests
- Meet contractual and legal obligations
- Develop and improve BlueRays products and services

We do not use personal information for purposes that are incompatible with the reason it was collected unless permitted or required by law.

4. Payment Information

Some BlueRays solutions, including Squidal, may integrate with third-party payment service providers to facilitate online payments.

Payment transactions may therefore be processed directly by an authorized payment provider. BlueRays may receive transaction information such as payment status, transaction references, amounts, and payer details required to confirm and manage transactions.

We do not intentionally collect or store complete payment card credentials where these are handled directly by the payment service provider.

5. How We Share Information

BlueRays does not sell personal information.

We may share information only where necessary with:

- The organization responsible for the relevant account or service
- Authorized users within that organization
- Cloud hosting and infrastructure providers
- Payment processing providers
- Communication service providers
- Technical service providers supporting our systems
- Professional advisers where necessary
- Government, regulatory, or law-enforcement authorities where legally required

Where third parties process information on our behalf, we seek to use providers that maintain appropriate privacy and security safeguards.

6. Data Security

BlueRays implements reasonable technical and organizational measures designed to protect information against:

- Unauthorized access
- Accidental loss
- Unauthorized disclosure
- Alteration
- Misuse
- Destruction

These measures may include access controls, authentication mechanisms, secure communications, system monitoring, backups, and restrictions on access to information.

While we take security seriously, no electronic system or internet transmission can be guaranteed to be completely secure.

7. Access Controls

Access to information within BlueRays platforms is generally controlled according to assigned user roles and permissions.

Organizations using our platforms are responsible for managing authorized users and ensuring that access is granted only to individuals who require the information for legitimate purposes.

Users are responsible for protecting their account credentials and should immediately report suspected unauthorized access.

8. Data Retention

We retain personal information only for as long as reasonably necessary to provide our services, fulfil contractual requirements, meet legal or regulatory obligations, resolve disputes, and maintain appropriate business records.

Where BlueRays processes information on behalf of a client, retention may also be determined by the client's requirements and the applicable service agreement.

Information may be securely deleted, anonymized, or returned to the client when it is no longer required, subject to applicable legal and contractual obligations.

9. International Data Processing

BlueRays may use cloud infrastructure, technology providers, or service providers located in different countries.

Where personal information is transferred or processed across national borders, we take reasonable measures to ensure that appropriate protections are applied in accordance with applicable data protection requirements.

10. Cookies and Website Technologies

The BlueRays website may use cookies and similar technologies to support website functionality, understand how visitors interact with our website, remember preferences, and improve the user experience.

Where required, users may be given options to manage non-essential cookies.

Browser settings can also be used to control or disable certain cookies, although doing so may affect some website functionality.

11. Communications

We may use contact information to send important information concerning:

- Account activity
- Registrations
- Transactions
- Service updates
- Security notifications
- Technical support
- Events or services requested by the user

Where permitted, we may also send information about BlueRays products and services.

Users may opt out of non-essential marketing communications where applicable. Service-related communications necessary for operating an account or providing a requested service may still be sent.

12. Your Privacy Rights

Depending on the applicable law and circumstances, individuals may have rights concerning their personal information, including the right to:

- Request access to personal information
- Request correction of inaccurate information
- Request deletion where appropriate
- Object to or restrict certain processing
- Withdraw consent where processing relies on consent
- Request information about how their data is being used

Where information is processed by BlueRays on behalf of another organization, requests relating to that information may need to be directed to the organization responsible for the data. BlueRays will provide reasonable assistance where required.

13. Children's Information

Some BlueRays platforms, particularly education-related solutions, may process information relating to children on behalf of schools or other authorized organizations.



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Where this occurs, such information should only be collected and processed with appropriate authorization and safeguards as required by applicable law.

BlueRays does not knowingly collect children's personal information directly for unrelated marketing purposes.

14. Third-Party Websites and Services

Our website and platforms may contain links to or integrations with third-party websites, payment providers, communication platforms, or other services.

Their handling of personal information is governed by their own privacy policies and practices. BlueRays is not responsible for the privacy practices of independent third parties.

15. Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our products, technology, business practices, or legal requirements.

The latest version will be published on our website together with the date it was last updated.

16. Contact Us

If you have questions about this Privacy Policy, how BlueRays handles personal information, or wish to exercise an applicable privacy right, please contact us using the contact details provided on our website.