Blue Lucy – Free Trial Data Usage Policy

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The short version

- Your trial data (media, metadata, comments, folders and anything else you create in the platform) is **deleted within 48 hours of your trial ending**, unless we have agreed otherwise with you in writing, for example a transfer to a paid account.
- We **do not back up** trial data and **do not accept responsibility for its loss**. Please use demo or sample content only.
- We keep a record of your trial request and our communications with you for 24 months after your trial, mainly to prevent duplicate trials.
- We **never sell** your personal details or share them with third parties for their own purposes.
- We will only contact you about sales or marketing after your trial **if you have opted in**. You can opt out at any time.

1. About this policy

This policy applies to the free trial of the Blue Lucy platform (the **Trial**). It is provided by Blue Lucy Media Limited, a company registered in England and Wales (company number 06687372) with its registered office at 20 Mortlake High St., London SW14 8JN, and Blue Lucy Media Inc., a Delaware corporation (together, **Blue Lucy**, **we**, **us**).

The Trial is intended for business users. This policy should be read together with the Trial Terms and Conditions. It does not apply to paid Blue Lucy services, which are covered by a separate agreement and Data Processing Agreement.

2. What data we collect

Category	What it includes	Why we collect it
Sign-up details	Full name, work email address and platform preferences you give us when requesting a Trial.	To set up and run your Trial and to contact you about it.
Technical and security data	IP address and browser information.	To keep the platform secure, detect misuse and prevent duplicate or fraudulent trials.
Platform Data	Everything you upload or create in the platform during the Trial: media files, metadata, comments, folders, workflows and similar content.	To provide the Trial service to you.
Communications	Support requests, feedback and any other	To support you during the Trial, keep a record of what was

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	messages between you and Blue Lucy.	agreed and improve our service.
Usage and experience data	How you interact with the platform (for example clicks, scrolling and page navigation), collected through a third-party analytics tool, only if you opt in.	To understand how the platform is used and improve its design and usability.

3. How we use your data and our lawful basis

Under UK and EU data protection law we must have a lawful basis for using personal data. We rely on:

- **Providing the Trial you requested**: to create your trial account, set up your platform environment, respond to support requests and send you essential service messages (for example onboarding information and a reminder before your Trial ends). These service messages are not marketing and are sent whether or not you opt in to marketing.
- **Our legitimate interests**: to keep the platform secure, prevent duplicate or fraudulent trials and keep records of our communications with you.
- **Your consent**: for usage and experience analytics, which you can opt in to through the consent form in the platform, and for sales and marketing contact after your Trial. You can withdraw consent at any time.

4. Your uploaded content

The Trial is an evaluation environment, so please use demo or sample content only.

- Do not upload content containing personal data about other people (for example identifiable individuals in footage, or names and contact details in metadata), or any confidential, sensitive or business-critical material.
- Trial data is not backed up and will be permanently deleted at the end of your Trial. Keep your own copies of anything you upload.

We only access your Platform Data where needed to provide the Trial, to respond to a support request you raise, to keep the platform secure, or where required by law. We do not use your Platform Data for any other purpose.

To the fullest extent permitted by law, Blue Lucy accepts no responsibility or liability for any loss, corruption, unavailability or deletion of Platform Data or any other data saved in the platform during the Trial. We may remove content that breaches this policy or the Trial Terms and Conditions. Nothing in this policy limits our obligations under data protection law or any liability that cannot be excluded by law.

5. Where your data is stored

The platform is hosted on Amazon Web Services (AWS). When you request a Trial you choose the AWS storage location for your Platform Data, and it stays in that location for the duration of your Trial.

Your sign-up details, communications and usage data are held in Blue Lucy's systems and those of the service providers listed in section 6, which may be located in the UK, the European Economic Area (EEA) or the USA.

6. Who we share your data with

We do not sell your personal data, and we do not share it with third parties for their own marketing or other purposes. We use a small number of service providers who process data on our behalf, only on our instructions and under written data protection terms:

Service provider	Purpose	Data involved
Amazon Web Services	Platform hosting and storage	Platform Data, technical data
Atlassian (Jira)	Managing trial requests and support	Sign-up details, communications
Analytics provider	Usage analytics, only if you opt in	Usage and experience data, technical data
Email delivery services	Sending service messages and replies to support requests	Name, work email, message content

Data may also be shared between Blue Lucy Media Limited and Blue Lucy Media Inc. to run the Trial. We may disclose data where required by law, court order or a regulator.

7. How long we keep your data

Data	How long we keep it
Platform Data (media, metadata, comments, folders and all other content in your trial environment)	Permanently deleted within **48 hours** of your Trial ending, unless we have agreed otherwise with you in writing (for example a transfer to a paid account).
Record of your Trial request and our communications with you	Kept for **24 months** after your Trial ends, to prevent duplicate trials and keep a record of what was agreed, then deleted.
Technical and security data	Kept only as long as needed for security and fraud-prevention purposes.
Usage and experience data	Kept in line with our analytics provider's retention settings.
Marketing preferences	Kept until you withdraw your consent, after which we keep only what is needed to respect your opt-out.

8. Marketing

We will only contact you about Blue Lucy products, offers or sales after your Trial if you opted in when you signed up, or have opted in since. You can withdraw your consent at any time by using the unsubscribe link in any marketing email or by emailing support@bluelucy.com. Withdrawing consent does not affect essential service messages about your Trial.

9. Security

We use appropriate technical and organisational measures to protect your data. These include encryption of data in transit (TLS 1.2 or higher) and at rest, least-privilege access controls, multi-factor authentication for Blue Lucy staff with administrative access, confidentiality obligations and data protection training for our staff, and regular vulnerability management. If a personal data breach occurs that is likely to put your rights at risk, we will notify you and the relevant regulator as required by law.

10. International transfers

The Trial is available worldwide, so your data may be processed outside the country where you are located, including in the USA. Where personal data from the UK or EEA is transferred to a country without an adequacy decision, we use appropriate safeguards such as Standard Contractual Clauses or the UK International Data Transfer Addendum.

11. Your rights

Depending on where you are located, you may have the right to:

- access the personal data we hold about you;
- have inaccurate data corrected;
- have your data deleted;
- restrict or object to our use of your data, including processing based on legitimate interests;
- receive your data in a portable format; and
- withdraw your consent at any time, where we rely on consent.

If you are in the USA, you may have similar rights under applicable state privacy laws. We do not sell or share your personal data as those terms are defined in such laws.

To exercise any of these rights, email support@bluelucy.com. We will respond within the time required by applicable law. If you are unhappy with how we have handled your data, you can complain to the UK Information Commissioner's Office (ico.org.uk) or your local data protection authority.

12. Changes to this policy

We may update this policy from time to time. The latest version will always be available on our website, and if we make significant changes during your Trial we will let you know by email.

13. Contact us

For any questions about this policy or how we handle your data, contact Blue Lucy at **support@bluelucy.com**.