Privacy Policy DroneStock – 2026 (V5)

DroneStock is a trading name of BumbleB.nu B.V.

This Privacy Policy has been prepared in accordance with the General Data Protection Regulation (GDPR) and applies to all services, websites and activities offered by BumbleB.nu B.V. under the DroneStock trading name.

1. Identity of the controller

BumbleB.nu B.V., trading as DroneStock, established in Krommenie and registered with the Dutch Chamber of Commerce under number 94135363, is the controller for the processing of personal data described in this Privacy Policy.

Contact details:
Email: hello@dronestock.nl
Telephone: 085-1305945

For the purposes of this Policy, BumbleB.nu B.V. and DroneStock are jointly referred to as 'DroneStock'.

1.1 Data protection representative in the United Kingdom

For processing of personal data to which the UK GDPR applies, BumbleB.nu B.V., trading as DroneStock, has appointed Data Protection Representative (UK) Limited (trading as DataRep UK) as its representative in the United Kingdom under Article 27 of the UK GDPR.
You may contact DataRep directly about DroneStock's processing of your personal data and the exercise of your privacy rights:
Email: datarequest@datarep.com. Include DroneStock in the subject line.
Web form: https://www.datarep.com/data-request
Post: DataRep, 107–111 Fleet Street, London, EC4A 2AB, United Kingdom. Address your letter to DataRep and mention DroneStock.
You may also send your privacy request directly to DroneStock at finance@dronestock.nl. BumbleB.nu B.V. remains the controller. For ordinary questions about products, orders or your account, use DroneStock's contact details; DataRep is the contact for data protection matters.

2. Relationship with the General Terms and Conditions and Licence Terms

This Privacy Policy must be read in conjunction with:

- The General Terms and Conditions of BumbleB.nu B.V.;
- The Licence Terms applicable to the use of imagery.
- The Contributor Agreement governing the relationship with creators;
- The Cookie Policy covering cookies, browser storage and similar technologies.

This Privacy Policy describes how DroneStock processes personal data. Reading this Policy or accepting the General Terms and Conditions, Licence Terms or Contributor Agreement does not automatically constitute consent to processing that requires separate consent.

The Cookie Policy also applies to cookies, browser storage and similar technologies. Statutory privacy rights are not restricted by the agreements referred to above.

3. Privacy principles and governance

DroneStock processes personal data in accordance with the principles of lawfulness, purpose limitation, data minimisation, accuracy, storage limitation, integrity and confidentiality. DroneStock maintains appropriate internal procedures for data protection, access management, security and compliance.

4. Processing activities

4.1 Account registration and customer management

Data: name, email address, account ID, authentication and session data, IP address.
Purpose: performance of the agreement.
Legal basis: performance of a contract (Article 6(1)(b) GDPR).
Retention: account data is retained while the account is used and this is necessary for the associated services. After termination, only data for which a separate need and legal basis remain is retained, for example for ongoing purchases, proof of licence, tax administration, security or a specific dispute. Other account data is deleted or anonymised. Terminating an account does not automatically mean that necessary purchase and licence data is deleted.
When you check out as a guest, we do not create a customer account. We process your email address, email verification and temporary session data to secure your purchase and access to your invoice, licence and downloads.

4.2 Payment processing and financial administration

Data: name, email address, billing and address details, customer type, country, business and VAT details where applicable, payment status, transaction and payment references, purchase details and information on financial adjustments.
To determine and substantiate the applicable VAT, we also process your stated customer type and billing country and, where necessary, the country derived from your IP address with a hashed technical evidence reference.

Purpose: processing payments, delivering purchases, issuing invoices, meeting tax obligations and handling payment problems or adjustments.

Legal basis: performance of the agreement and legal obligations. A legitimate interest may apply to necessary fraud prevention and handling payment disputes.

Retention: data forming part of the tax records is generally retained for seven years. Where a different statutory retention period applies to particular data, that period is used. Data is not automatically all retained for the same period merely because it was collected during a payment.

Payments are processed through Stripe. Stripe may process personal data in accordance with its own role and applicable privacy information.

4.3 Licence management and enforcement

Data: purchase history, licence details, account ID.
Purpose: compliance with and enforcement of Licence Terms and protection of intellectual property.

Legal basis: performance of a contract and legitimate interests.
Retention: necessary purchase and licence data is retained for as long as needed to demonstrate a valid Licence, support agreed rights of use or handle specific claims and disputes. The personal data needed for these purposes is limited. Tax retention periods apply separately. Retaining proof of licence does not automatically justify retaining all account or analytics data.

4.4 Contributor accounts, verification and payouts

Data: name, address details, email address, telephone number, account details, Chamber of Commerce details, VAT number, payout details, verification data, transaction data, IP addresses, upload history, metadata, compliance documentation, communications data, Creator plan, subscription status, payment status, payment method and subscription-related transaction and payment references, application and portfolio information, public profile information, profile photographs and recording data such as GPS coordinates and recording date, where available and relevant.
Purpose: performing the Contributor Agreement, account management, fraud prevention, compliance, payout administration, self-billing, platform security, enforcement of rights, quality checks, protection of DroneStock against liability claims, and management and billing of Creator subscriptions.

This also includes handling creator applications and portfolios, reviewing and publishing Content, and offering public creator profiles and collections. Public elements may include the chosen display name, profile photograph, profile description and published Content, and may be indexed by search engines. Which data is shown publicly depends on the relevant feature and settings. Necessary payment, verification and tax data is not published solely because a public profile is created.

Legal basis: performance of the agreement and, where applicable, handling an application at the applicant's request before entering into an agreement; legal obligations, including tax administration; and legitimate interests for necessary quality checks, security, fraud prevention and protection of rights. The legal basis actually applicable is assessed for each processing activity. Separate consent is requested for processing that requires it.
Legitimate interests: a safe and reliable Platform, assessment of offered Content and protection of users and rights holders. These interests do not grant unlimited authority to process personal data. Necessity, reasonable expectations and the privacy interests of data subjects are weighed for each processing activity.
Retention: for as long as necessary for performance of the agreement, tax retention obligations, compliance, evidence, enforcement and dispute resolution.

4.5 Website security and logging

Data: IP address, device and log data.
Purpose: security, fraud prevention and continuity of the Platform.
Legal basis: legitimate interests.
Balancing of interests: the interest in protecting systems and users outweighs the limited privacy impact of processing technical logs.
Retention: no longer than necessary for security, fraud prevention, technical management, evidence and any statutory obligations.

Security logging is distinguished from the optional platform statistics in Article 4.8. A legal basis for security does not automatically authorise additional behavioural or referral-source analysis.

4.6 Customer service

Data: name, email address, content of communications.
Purpose: performing support obligations.
Legal basis: performance of a contract or legitimate interests.
Retention: for as long as necessary to handle and follow up the request and meet any evidential or statutory obligations.

4.7 Marketing and commercial communications

Data: name, email address, language preference, consent and unsubscribe records, and necessary sending administration.

Purpose: sending newsletters, offers and other commercial messages.

Legal basis: consent, unless another valid legal basis and an applicable statutory permission to send the message exist for a specific processing activity. Creating an account or accepting the Contributor Agreement does not automatically constitute consent to advertising.

You can unsubscribe using the unsubscribe option provided or by contacting DroneStock. After unsubscribing, the email address concerned is no longer used for those commercial messages.

Retention: data used for commercial messages is retained while a valid legal basis exists. A limited unsubscribe or consent record may be retained separately to respect the unsubscribe request and demonstrate compliance.

Necessary messages concerning, for example, account security, purchases, uploads, reviews, subscriptions and payouts are distinguished from advertising. The legal bases of the relevant services apply to those messages. Optional click and referral-source analysis is described separately in Article 4.8.

4.8 Optional platform statistics and referral-source analysis

Data: random browser and session identifiers, derived hashes, a hashed form of the IP address for visitor statistics, timestamps, pages visited, search terms, search filters, search result counts, product and collection interactions, referring domains, language and campaign parameters. Referral-source data may temporarily be linked to a purchase or creator application. This data is not automatically anonymous.

Purpose: understanding the use, discoverability and performance of the Platform and the Content offered, and providing creators with statistics about their own Content. This does not give creators access to visitors' browser identifiers.

Legal basis: consent. Optional measurement starts only after you choose 'Allow statistics' in the cookie settings. If you refuse, this measurement remains disabled. Necessary features, such as login, search, favourites and the shopping cart, remain available.

You can withdraw consent through 'Cookie settings' in the footer. From withdrawal, optional measurement stops in that browser and the browser storage used for it is deleted. Personal data processed

solely on the basis of that consent is also deleted from the server where no other valid legal basis for retention exists. No separate erasure request is required for this. Withdrawal does not affect the lawfulness of processing before withdrawal.

To apply erasure and prevent late requests or restored copies from reactivating the relevant statistics, DroneStock retains a derivative of the random erasure key and the time at which withdrawal was registered on the server. This limited evidence is kept separately and used solely to implement withdrawal, reapply it during restoration and demonstrate compliance; not for analytics. For this limited evidence, DroneStock relies on the legal obligation to respect withdrawals and applicable erasure and demonstrate compliance. Retention is limited to what is necessary for those purposes, taking account of remaining copies and restoration procedures. The evidence is deleted once it is no longer needed to prevent reactivation from those copies or late requests and no other statutory need for retention exists.

The following maximum regular retention periods apply to the separate analytics data, unless earlier erasure is required:

- visitor signals: 35 days after the last measured visit;
- search statistics, including search terms and search filters: 90 days after recording;
- product and collection interactions and separately stored purchase referral-source data: 370 days after recording;
- search terms within product interactions and purchase referral-source data retained for longer: 90 days after recording;
- temporary referral-source data for a checkout: 14 days after recording;
- separately stored referral-source data for a creator application: 30 days from the first recorded referral source.

After the period expires, data is excluded from these analyses and deleted during periodic cleanup. These periods do not entitle DroneStock to retain data after withdrawal without a valid legal basis.

For browser storage and the validity period of your choice, please see the Cookie Policy. Necessary purchase, licence and tax data is subject to its own purposes and retention periods.

4.9 AI-assisted processing of Content and metadata

Data: supplied images or selected video frames, associated metadata and relevant recording or location information. Where people are recognisable in them or other personal data is present, that data may also be processed.

Purpose: assistance with descriptions, recognition of visible subjects, categorisation, tags, translation, discoverability and location enrichment.

Legal basis: performance of the services for the creator to the extent necessary for that purpose. For personal data of other data subjects, the necessary legal basis and safeguards are assessed separately. An agreement with the creator does not automatically provide a legal basis for every processing activity involving data about depicted persons.

DroneStock may engage external AI service providers, including OpenAI, for these purposes. They receive the data submitted for the relevant processing. AI suggestions may contain errors and are checked and, where necessary, corrected by the creator in accordance with the upload procedure.

This processing is separate from generative AI model training. Training with Creator Content does not form part of the standard services described here. Any separate arrangements concerning this must also comply with applicable privacy rules.

Retention: supplied Content and final metadata fall under the associated account, publication and licensing purposes. Temporary processing and any logging by external AI providers are subject to the settings and data protection arrangements actually applicable. This processing is not equated with the analytics retention periods in Article 4.8.

4.10 Map and location features

Data: entered place names, location searches, coordinates and relevant recording data. When map material is loaded directly from the browser, the external provider may also receive technical data such as the IP address, browser data and requested map tiles.

Purpose: finding locations, checking and confirming recording locations, displaying Content on a map and offering location-based search features.

Legal basis: performance of the requested services to the extent necessary, or a legitimate interest in offering useful and reliable location features.

DroneStock uses services including OpenStreetMap map services. Where a request is handled through DroneStock's server, the external provider does not necessarily receive the visitor's IP address, but the submitted search term or coordinate may be processed.

Stored recording and location data falls under the associated Content and account purposes. Optional analysis of search behaviour is covered separately by Article 4.8. Processing by external providers is also subject to their applicable privacy information and arrangements.

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5. Automated decision-making and profiling

DroneStock uses automated processing for purposes including technical file processing, AI metadata suggestions, location enrichment and administrative checks. AI suggestions are not guaranteed findings of fact.

Creators check the metadata offered. Content is assessed under the applicable procedure before publication.

Where a decision is based solely on automated processing and produces legal effects or otherwise significantly affects someone, the applicable statutory conditions and safeguards are applied. Where required, the data subject can request human intervention, express their point of view and contest the decision.

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6. Recipients and service providers

DroneStock uses carefully selected external service providers, including providers of hosting and storage, authentication and account management, payment processing, email communications, financial administration, AI features, location and map services and VAT validation.

DroneStock provides only personal data necessary for the relevant service. Where required, appropriate data protection arrangements and safeguards are applied.

Data shown through public creator profiles, published Content or public collections is accessible to visitors and may be indexed by search engines. This is distinguished from data processed solely for internal administration or service provision.

When preparing a possible sale or transfer of DroneStock, limited disclosure to advisers or a prospective successor operator may be necessary. The legal basis is assessed for each disclosure, and data is aggregated, anonymised or protected where possible.

If an actual transfer to another controller takes place, data subjects are informed of the new controller and the relevant consequences for processing. A sale does not provide an unlimited right to use personal data for new purposes. Where new processing requires consent, it is requested separately.

7. Transfers outside the European Economic Area

Some service providers used by DroneStock may process personal data outside the European Economic Area or make it accessible from countries outside the EEA. Where this constitutes an international transfer of personal data, DroneStock ensures a valid transfer basis and, where required, appropriate safeguards, such as an adequacy decision or Standard Contractual Clauses (SCCs).

You can use the contact details in this Policy to request information about the safeguards applied to a transfer and, where applicable, obtain a copy. Confidential information may be redacted.

8. Security measures

DroneStock takes appropriate technical and organisational measures tailored to the nature and risks of processing. Where applicable, these include:

- secure data transmission using SSL/TLS;
- access and authorisation management;
- protection of private APIs and administrative features;
- logging and monitoring;
- protection of server and system access;
- restricted access based on need-to-know and least-privilege principles;
- maintenance and security updates of systems and software.

DroneStock may use secured backups for restoration and continuity. They are not used to reactivate deleted data for normal services, marketing or analytics. Applicable erasure and processing restrictions are reapplied during restoration.

Retention periods and access restrictions are also established for backups. A backup is not an independent legal basis for retaining personal data indefinitely or circumventing mandatory erasure.

No information system can be fully protected against all security risks. DroneStock evaluates its security measures and adjusts them where necessary.

9. Data subjects' rights

Subject to the applicable statutory conditions, data subjects may exercise their rights of access, rectification, erasure, restriction of processing, portability and objection.

Where processing is based on consent, you may withdraw that consent at any time. For optional platform statistics, this can be done through 'Cookie settings' in the footer. For commercial messages, use the unsubscribe option provided or contact us. Withdrawal does not affect the lawfulness of processing before withdrawal.

You may always object to processing for direct marketing. You may object to other processing based on legitimate interests on grounds relating to your particular situation.

Requests can be submitted to finance@dronestock.nl. DroneStock may request additional information where necessary to securely establish your identity or identify the data concerned. No more information is requested than necessary.

DroneStock responds without undue delay and no later than one month after receipt. Where necessary because of the complexity or number of requests, the period may be extended by up to two months in accordance with the GDPR. You are informed within the first month, together with the reason.

Erasure is not possible in every case, for example where necessary data must be retained because of a legal obligation or legal claim. DroneStock explains any restriction or refusal.

10. Personal data breaches

DroneStock investigates indications of security incidents, takes measures where necessary and records personal data breaches and their assessment.

Where a personal data breach must be reported to the Dutch Data Protection Authority, this is done without undue delay and, where possible, within 72 hours of becoming aware of it. Where the GDPR requires data subjects to be informed, including where a high risk to their rights and freedoms is likely, they are informed without undue delay.

Personal data breaches are handled and assessed in accordance with Articles 33 and 34 GDPR.

11. Complaints

If data subjects believe their personal data is processed unlawfully, they have the right to lodge a complaint with the Dutch Data Protection Authority.
For matters to which the UK GDPR applies, you may also lodge a complaint with the UK supervisory authority, the Information Commissioner's Office (ICO): https://ico.org.uk/make-a-complaint/.

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12. Changes to this Privacy Policy

DroneStock reserves the right to amend this Privacy Policy. The most recent version is published on the website.

Where there are material changes to processing, data subjects are informed appropriately before the new processing starts, to the extent required by law. The notice states the relevant change and effective date.

Publication or reading of a new version does not automatically constitute consent to new processing. Where consent is required, it is requested separately.

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13. Language versions

This document was drafted in Dutch and translated into English. In the event of differences between the language versions, the Dutch text prevails to the extent permitted by mandatory law. This provision does not restrict consumers' mandatory statutory rights.