

Privacy statement Dazure

#carefully handling your data

Who are we?

Dazure is an authorized agent. We offer insurance products that we develop ourselves, including under the labels *GoedIdee* and *GewoonIdee*. We do this with the "family benchmark" in mind—in other words, would you do the same for your brother, sister, or parents?

In the same way, we process personal data in accordance with the General Data Protection Regulation (GDPR), the Dutch GDPR Implementation Act, relevant codes of conduct—including the Code of Conduct for Personal Data Processing—and the protocols of the Dutch Association of Insurers, as well as other applicable laws and regulations. It may sound like a lot, but in essence, it means that we fully comply with all these guidelines .

Why this statement?

We want to be as clear as possible about the data we process from you.

In this Privacy Statement, you will read about which data we process from you and for what purpose. The data you provide will be treated confidentially. Below, we describe how we handle your data and what we mean by personal data.

We may update this Privacy Statement from time to time to reflect changes. We therefore recommend that you review this Privacy Statement periodically on our website. This version was last updated in July 2026.

If you have any questions after reading this document, please contact us at:

Dazure B.V.

Contact: Data Protection Officer

E-mail: compliance@dazure.nl or by phone 076 – 531 0758

Your personal data at Dazure

What is personal data and what is meant by processing personal data?

Personal data is data that directly or indirectly says something about you. For example, your name and address but also your income or your postal code.

'Processing' of personal data includes everything that can be done with personal data, such as collecting, using, consulting, and storing your data. But this also includes deleting your data from our records.

Personal data of whom?

We process personal data of people with whom we have, want to have, or have had a relationship. This includes the data of:

- Candidate insured persons
- Candidate policyholders
- Policyholders
- Insured persons
- Premium payers
- Advisors
- Beneficiaries

What personal data do we process?

Below you'll find an overview of the types of personal data we may process and for what purposes we use them:

- Data about your identity (such as age and gender);
- Contact details (such as name, address, place of residence, telephone number, and email address) and contact history;
- Financial information such as income as well as payment statuses;
- Data about employment, income, profession, and employer;
- Data necessary for fraud prevention;
- Special personal data (such as data about your criminal and/or medical history);
- Reactions on social media;
- Data about you from other parties: we may use data from other parties who have obtained your consent to share your data.

For what purposes are your data processed?

If you apply for an insurance with us, we ask for your personal data and that of the (co-)insured. These may be used by us, the insurer, and your advisor to:

- 1. Process the insurance application or changes to your insurance;**
We need the data to assess and process your insurance application, contact you, or send a confirmation via email. In most cases, we will receive your data from the advisor.
- 2. Maintain and/or expand the relationship with you;**
We need the data to manage your insurances with Dazure, answer your questions, manage your other data, and process any necessary changes. If you fill out a contact form on our website, we use your personal data to respond to you.
- 3. Enter into an agreement with you;**
We process your personal data to enter into and execute an agreement.

4. Conduct statistical research;

We may use your data to personalize our services and conduct statistical research. We do this by anonymizing and aggregating your data. So, we remove the personal data we don't need for this purpose.

5. Comply with the law;

a. Identification and verification obligation: if you take out insurance with us, we need to verify your identity for client screening. We do so by requesting a copy of your ID. Note: you may make your photo and BSN unreadable on this copy.

b. Information obligation and reporting: for the Goedldee insurance, we process your BSN to comply with the reporting obligation imposed by the Tax Authorities. We are legally obliged to pass on this information. It may also be necessary for us to pass on your data to the AFM (Financial Markets Authority), DNB (De Nederlandsche Bank), or the AP (Personal Data Authority).

6. Ensure the financial sector remains safe and sound;

7. Conducting marketing activities;

Sending newsletters or information of specific nature.

8. Preventing and combating fraud.

Digital investigation into your personal data may be part of the procedure for entering into or executing the insurance agreement. For fraud prevention and detection, we use and participate in the Incident Registers and warning systems of the financial sector. The purpose of this is to protect customers of financial institutions and financial institutions themselves.

Legal grounds for processing data

We use at least one of the following grounds for processing your personal data:

- Executing a contract for a financial product or financial service;
- Being able to comply with a legal obligation resting on us;
- The explicit consent you have given to process data for specific purposes;
- For the pursuit of our legitimate interests in the context of our business operations or those of a third party.

With whom do we share your data and why?

We do not simply provide your personal data to others. We may do so if you have given us permission to do so, if we are required to do so by law or by a court decision, or if such provision serves the purposes of processing personal data. Dazure may also pass on your personal data to other parties performing tasks for us. For example, think of the system's automation provider that we use for insurance administration. We have made extensive and thorough agreements with these parties about processing your data. For example, regarding confidentiality and security. These agreements are recorded in a contract.

We only engage these parties if it fits the purpose for which we use your personal data. These parties include, among others:

- Financial institutions (such as insurers/banks);
- Intermediary;
- Individuals and entities that must be informed on the basis of a legal obligation;

- External parties processing data on, among other things, authority and responsibility, such as our automation provider or a medical practitioner;
- Databases focused on fraud prevention such as CIS;
- External partners we engage for providing support services we have agreed upon with you;
- Accountants.

Security, confidentiality, and supervision

Dazure takes appropriate security measures to prevent misuse of and unauthorized access to your personal data. We ensure you that only necessary persons have access to the data, that access to the data is shielded, and that our security measures are regularly checked.

How long do we retain your personal data?

Below, we outline the retention periods applicable to different situations:

Active Policy

Throughout the duration of your policy, we retain all data you have provided. If, during the term of your policy, you wish to change the policyholder, the insured party, or the beneficiary, you may do so at any time. Any updated information will then be retained during the term of your policy.

Terminated Policy (due to cancellation or after payout)

We retain your data for a period of 7 years following the termination of your policy or after a benefit has been paid.

Cancelled Application (you ultimately did not become a Dazure customer)

We retain your data for 6 months, after which it will be automatically deleted. This also applies to any medical or supplementary information provided during the application process.

Please note that in the event of inquiries, disputes, or investigations related to a file, the applicable retention period may be paused for as long as the matter is under review.

Rights regarding the processing of your personal data

You have specific rights concerning the processing of your personal data. These rights are described below. If you have any questions or wish to exercise any of these rights, you are welcome to contact us by emailing servicedesk@dazure.nl. We aim to respond within 5 working days, though we would like to point out that the legal response time is one month.

Right to access, rectification, and supplementation

You have the right to access the personal data we process about you. If the data is incorrect or incomplete, you have the right to correct or supplement it..

Right to object and right to erasure:

Dazure may use your data to inform you about insurance products or services that may be relevant to you. If you do not wish to receive such information, please let us know. This does not apply to information related to an active policy, which we are required to send you.

Right to be forgotten

If you would like your personal data to be fully removed from Dazure's systems, this is possible in accordance with the retention periods outlined under "**How long do we retain your personal data?**". After these periods have expired, your data will be automatically deleted—no separate request is needed.

Right to data portability

You have the right to transfer your personal data to yourself or to another organization upon your request.

Use of the Central Information System (CIS)

As part of our responsible underwriting, risk management and fraud prevention policy, we may consult and register your personal data in the Central Information System (CIS) operated by Stichting CIS. Stichting CIS is located at Bordewijklaan 2, 2591 XR, The Hague, the Netherlands.

Insurers use the data recorded in CIS to assess and manage risks, prevent fraud and other forms of insurance crime, and help safeguard the security and integrity of the financial sector.

Information relating to insurance claims may also be registered in CIS. Such registrations are neutral and do not constitute a judgment regarding fault or liability.

For more information about Stichting CIS, the processing of personal data, and the CIS Privacy Regulations, please visit www.stichtingcis.nl.

Use of AI in Medical Underwriting

For medical underwriting, we use Responsive Artificial Intelligence (RAI). This technology helps assess insurance applications by making predictions based on previous, anonymized data. Responsive means that the AI tool continuously learns and is regularly monitored for fairness, transparency, and reliability.

When you apply for insurance, you fill out a health declaration with medical information. Our AI tool analyzes this information and compares it with previous, anonymized applications to make an assessment. However, a medical underwriter always reviews the AI's recommendation and makes the final decision. This means that the AI does not make automatic decisions. The AI does not have access to personal details such as your name, contact information, or policy number and therefore cannot identify you.

We use RAI because it enhances speed and accuracy, while also ensuring fairness and transparency. The system continuously improves and is closely monitored to prevent any biases in the assessment process. This helps make decisions fairer and more understandable.

By using AI, we can improve customer service with faster responses, reducing processing time for you as a customer. Additionally, we aim to reduce pressure on the healthcare system by streamlining medical underwriting, minimizing the need for doctors and medical specialists to perform assessments. However, a medical underwriter always makes the final decision and can override the AI's recommendation.

We comply with data protection laws (GDPR) and ensure human oversight (GDPR Article 22). We implement strict security measures to protect your data by encrypting and processing it in a secure environment. Only authorized employees have access to this environment. We also conduct regular audits to ensure that the AI tool continues to operate fairly and transparently.

Ethical Standards in AI

When developing our AI model, we followed the Ethical Framework of the Dutch Association of Insurers. This framework includes key principles such as: human control over decisions, not computers; strong privacy protection for customers; AI must not harm or discriminate against anyone.

We also apply our Family Benchmark to the use of AI: Would we offer this product or way of working to our own family?

Use of Our Website and Cookies

We implement appropriate technical and organisational measures to secure the use of our website and to prevent the misuse of personal data. Anyone who has access to personal data on behalf of Dazure is bound by a duty of confidentiality.

When you visit our website, we may process information about your device, browser, IP address, and your use of the website. We use this information to ensure that the website functions properly and securely, to investigate technical issues, and to improve the usability of the website and our services. Our website uses cookies and similar technologies. Strictly necessary cookies may be placed without your consent. For other types of cookies, such as preference, statistics and marketing cookies, we will request your consent where this is required by law.

We use Cookiebot to record your cookie preferences. Through the cookie banner, you can indicate which cookies you accept or reject. You may change or withdraw your consent at any time via the cookie settings on our website.

Dazure may use Google Analytics to gain insight into how the website is used and performs, including the types of devices used to access the website. Where consent is required, Google Analytics will only be activated after you have given your consent.

Some cookies and similar technologies are placed or read by third parties. These parties may process personal data in connection with their services. Where they process personal data on our behalf, we enter into appropriate agreements with them. Our Cookie Statement explains which third parties are involved and the purposes for which they use cookies or similar technologies.

Our Cookie Statement also provides an up-to-date overview of the cookies we use, their purposes, retention periods, and providers.

We strive to ensure that our website is accurate, up to date, and accessible. However, inaccuracies or omissions may occur. We reserve the right to modify the content and functionality of the website, without prejudice to any rights you may have under applicable law or under any agreement with us.

Right to lodge a complaint

If you disagree with the way we process your personal data or handle your rights as a customer, please contact us via Patricia Boer, via compliance@dazure.nl or by calling 076-5310758.

You can also file a complaint with the Dutch Data Protection Authority. For this, please visit:

<https://www.autoriteitpersoonsgegevens.nl/en>