

Privacy Policy

1. Introduction

Welcome to Rideum.io ("Rideum," "we," "our," or "us"), a hospitality software suite developed by Develab Pte. Ltd. ("Develab"). We provide an integrated property management, F&B point-of-sale, and multi-property analytics ecosystem through our core products: Bleustay, Bleudine, and Bleudash.

This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information when you visit our website (<https://www.rideum.io>), use our software applications, interact with our AI-powered chatbots, or utilize our services as a hotel operator, restaurant manager, staff member, or end-guest.

2. Information We Collect

We collect information that identifies, relates to, or could reasonably be linked to you. The types of data we collect depend on how you interact with our suite:

A. Information You Provide to Us Directly

Account & Business Information: Name, email address, phone number, company name, and job title when you register as a client or user of the Rideum platform.

Guest & Booking Information (Bleustay): Guest names, contact details, identification documents, reservation dates, room preferences, and special requests entered into the Property Management System.

Dining & Order Information (Bleudine): F&B orders, dietary requirements, table reservations, and digital menu interactions.

Customer Support & AI Chatbot Interactions: Text inputs, voice notes, and conversation histories when guests or staff interact with our AI-powered support chatbots or agentic task dispatch systems (Bleudash).

B. Payment Information

All payment transactions across Rideum are processed through a secure, PCI-compliant pipeline. We collect transaction histories, billing addresses, and payment method details (Credit/Debit Cards, E-wallets, Virtual Accounts). Note: Rideum does not store raw, unencrypted credit card numbers; these are handled directly by our PCI-DSS certified payment processing partners.

C. Information Collected Automatically

Device & Usage Data: IP addresses, browser types, operating systems, and interaction metrics (e.g., clicks, page views) when you use our software or website.

Location Data: Coarse location data based on IP address, or precise geolocation data if you are a staff member using the Bleudash mobile application for task routing and dispatch.

Cookies & Tracking: We use cookies and similar tracking technologies to maintain user sessions, analyze site traffic, and optimize our platform.

D. Information from Third Parties

We receive reservation data, inventory updates, and pricing information from connected third-party Online Travel Agencies (OTAs) (e.g., Booking.com, Expedia) via our Channel Manager.

3. How We Use Your Information

We process your data to operate, improve, and secure the Rideum suite:

Service Delivery: To manage hotel reservations, process F&B orders, facilitate check-ins/check-outs, and execute billing workflows.

AI & Operational Automation: To power our Agentic Workflows (Bleudash), which interpret service requests and automatically route them to the appropriate staff. To operate our AI Chatbot, processing Natural Language to resolve inquiries, recommend menu items, and personalize guest stays. To train and optimize our machine-learning models (like dynamic pricing algorithms and predictive inventory forecasting). We ensure personal data is aggregated and anonymized where possible for model training.

Analytics & Multi-Hotel Reporting: To aggregate performance data into the Bleudash dashboard for hospitality leadership.

Security & Fraud Prevention: To verify accounts, process secure PCI-compliant payments, and monitor for unauthorized or fraudulent activity.

Communication: To send administrative updates, booking confirmations, maintenance alerts, and promotional materials (where legally permitted).

4. How We Share Your Information

We do not sell your personal data. We only share information in the following circumstances:

With Third-Party Service Providers: We use trusted cloud hosting providers, PCI-compliant payment gateways, and communication platforms (e.g., WhatsApp Business API) to facilitate our services.

With Hospitality Partners & OTAs: We share necessary inventory and reservation data with Channel Partners to ensure accurate, real-time availability syncs.

Within the Hospitality Group: If you are a guest or staff member, your data may be shared across the specific hotel or restaurant group you are interacting with (e.g., cross-portfolio visibility in Bleudash).

For Legal Compliance: We may disclose data if required by law, subpoena, or government request, or to protect the rights, property, or safety of Rideum, our users, or the public.

5. Data Security

We employ robust, industry-standard security measures to protect your data. This includes end-to-end encryption for data in transit and at rest, Role-Based Access Control (RBAC) across our software suite, and strict adherence to PCI-DSS standards for all financial pipelines. While we strive to use commercially acceptable means to protect your personal information, no method of transmission over the internet is 100% secure.

6. Data Retention

We retain personal information only for as long as necessary to fulfill the purposes outlined in this policy, unless a longer retention period is required or permitted by law (e.g., tax, accounting, or legal requirements).

7. Your Privacy Rights

Depending on your jurisdiction, you may have the following rights regarding your data:

Access & Portability: Request a copy of the personal data we hold about you.

Correction: Request corrections to inaccurate or incomplete data.

Deletion ("Right to be Forgotten"): Request the deletion of your personal data, subject to legal and contractual obligations.

Opt-Out: Unsubscribe from marketing communications at any time.

Guests interacting with Rideum-powered properties should first direct data requests to the respective Hotel or Restaurant management, as Rideum largely acts as a Data Processor on behalf of the hospitality venue (the Data Controller).

8. International Data Transfers

Rideum is operated by Develab Pte. Ltd., based in Singapore. Your data may be transferred to, stored, and processed on secure servers located in Singapore, Indonesia, or elsewhere in Southeast Asia and globally. By using our services, you consent to this transfer, storage, and processing in accordance with this Privacy Policy and any applicable Data Processing Agreement.

9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our technology (such as new AI integrations) or legal requirements. We will notify users of any material changes by posting the new policy on this page and updating the "Effective Date."

10. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or how we handle your data, please contact our Data Protection Officer at:

Email: sales@develab.io

Address: Develab Pte. Ltd., 10 Anson Road #10–11 International Plaza, Singapore
079903 (UEN 202402923E)

Website: <https://www.rideum.io>