

BookMe Agency Ltd

BookMe - Privacy Policy

Introduction

BookMe aims to build the world's greatest community of performing artists and host venues.

We believe that it all begins with privacy protection. BookMe will do everything in our power to protect the privacy of Performing Artists, Venues and associated Guests.

This means that we'll protect the personal information of all visitors who access our websites or services through any mobile application, platform or device (collectively, the "**Services**"). This privacy policy ("**Privacy Policy**") explains how BookMe intends to collect, share, and use your personal information. You'll also find information about how you can exercise your privacy rights.

By using our Services you agree to BookMe using your personal information as described in this Privacy Policy. The terms "we", "us" or "our" are each intended as reference to **BookMe** and any terms not defined in this Privacy Policy are defined in our Terms & Conditions.

Summary

We've summarised the key points of our Privacy Policy below.

1. Information we collect from you and why

Here are the broad categories of personal information that we may collect about you and the reasons why:

Registration information when you create a BookMe account so we can:

1. Create your account (Artist, Venue or Guest).
2. Identify you when you sign-in to your account.
3. Contact you for your views on our Services; and
4. notify you of changes or updates to our Services.

Conversations, Discussions & Transaction Information

1. Process your transaction (Please note, BookMe never stores your credit card information in our systems).
2. Communicate bookings made between Artists, Venues and Guest visitors.
3. Provide confirmation and status updates.
4. Reply to your booking queries, questions & resolve problems.
5. To carry out analysis and research to develop and improve our Services.
6. To protect our clients and Services by seeking to detect and prevent fraud or other acts in breach of our terms & conditions.

Information regarding your booking preferences so we can:

1. Send you customised information about our products or services.

Information that we automatically collect:

A. Browsing & booking activity so we can:

1. Provide you with an improved experience.
2. Give you access to your booking history and preferences.
3. Provide other services at your request.

B. Cookies and similar technologies so we can:

1. Measure and analyse the use and effectiveness of our Services.
2. Provide location services if you choose to share your geo-location.

Information that we obtain from third-party sources

We process information that you provide voluntarily, information that we collect automatically and information that we obtain from third party sources in order to constantly improve the services provided through BookMe.

Using this information, we can make it even easier for you to either search, book or receive bookings at anytime, from anywhere and on any device you choose.

3. Legal basis for processing personal information

BookMe will always make sure we have a legal basis to collect and use your personal information. The legal basis we rely on will change depending on the type of information and the context in which we collect it.

Our main reason for collecting and using your personal information is to perform our contract with you (i.e. to make or receive a booking), but we may also process it where it is in our legitimate business interests to do so.

4. International data transfers

We may transfer your personal information to countries outside the one in which you are resident to other countries where BookMe or our service providers have operations. The data protection laws of these countries may differ from the laws of your country but BookMe takes care to implement appropriate safeguards to protect your personal information in those countries in accordance with this Privacy Policy.

5. Data retention

BookMe will retain your personal information for no longer than is necessary to fulfil the purposes described in this Privacy Policy. We may also retain certain elements of your personal information for a period after you delete or deactivate your account for our legitimate operations such as record keeping and to comply with our legal obligations. Whenever we retain your information we will do so in compliance with applicable laws.

6. Your data protection rights

You can access your account at any time to review and update your personal information. You can also contact us to ask us to delete your personal information.

7. Updates to this Privacy Policy

We may update this Privacy Policy from time to time in response to changing legal, technical or business developments. We encourage you to periodically review this page for the latest information on our privacy practices.

10. How to contact us

Should you have any questions or concerns about this Privacy Policy and BookMe's privacy practices, please contact us directly at info@bookme.agency

Contact Information:

More information

1. Information we collect from you and why

The personal information that we may collect about you broadly falls into the following categories:

A. Information that you provide voluntarily

Certain parts of our Services may ask you to provide personal information voluntarily. For instance:

- **Registration information:** When you create a BookMe account, sign-up or fill in forms on the Services, we collect information about you including your name, address, telephone number, email address and the password you create.
- **Transaction information:** We collect information relating to your bookings, including payment information using the secure services of our payment processors. Payment operations are outsourced to our payment processors and we do not store your credit card information in our systems.
- **Information regarding your booking preferences:** We collect information about your preferences to receive marketing information.
- **Feedback:** When you post messages and reviews of the Services provided by BookMe or you contact us, for example with a question, problem or comment, we collect information about you including your name and the content of your query. If you contact our customer support team we will record and keep a record of your conversation for quality and training purposes and to aid in the resolution of your queries.

B. Information that we collect automatically

When you access the BookMe platform, we may collect certain information automatically from your device. In some countries, including countries in Europe, this information may be considered personal information under applicable data protection laws.

For instance:

- Activity information: We collect information about your usage of the Services and information about you from the content you create and the notifications or messages you post or send.
- Cookies and similar technologies: We use cookies and similar tracking technology to collect and use personal information about you (e.g. your Internet Protocol (IP) address, your device ID, your browser type and when, how often and how long you interact with the Services), including to facilitate interest-based advertising.

C. Information that we obtain from third party sources.

From time to time, we may receive personal information from third party sources, including advertising networks but only where we have checked that these third parties either have your consent to process the information or are otherwise legally permitted or required to share your personal information with us. This information may include your likely demographic group.

For instance:

- Analytics reports and market research surveys: We collect information from our third-party affiliates about the way you respond to and engage with our marketing campaigns so that we can customise our marketing and Services accordingly.
- We may also receive aggregated information in the form of audience segments from third party sources in order to display targeted advertising on digital properties operated by organisations like Facebook and Google.

Updated: 30th October 2019