

User Privacy Policy

Introduction to this Policy

This Privacy Policy (the “**Policy**”) is the booking software known as Bookmesherpa, the web site located at www.bookmesherpa.com (including its sub-domains and its mobile optimized versions), along with any and all software, products and services owned, offered and/or provided by Bookmesherpa, (collectively referred to hereinafter as “**Bookmesherpa**”, and also referred as **us**, **its**, **ours** and/or **we**).

This Policy shall be supplemented by our User Terms and Conditions of Service, and any other guidelines, terms and policies made available by us from time to time, all incorporated herein by reference.

Scope of this Policy

This Policy is applicable to the information collected through your use of our platform, websites, software, services and products, as applicable. As used herein and elsewhere, the words “**collect**”, “**use**”, “**process**”, “**treat**”, “**disclose**” and analogous shall be related to personally identifiable information (the “**PI**”) and other data that we may collect from our users and/or visitors, including cookies inside a computer and mobile device IDs.

By registering with us or otherwise using our products and services, you thereto consent to the collection, transfer, processing, storage, disclosure and other uses of your PI as described in this Policy.

Information You Provide to Us

When you sign up for any of our account options, you will need to provide certain PI, including but not limited to, your name, surname, age, email address, business type, business logo, business registration number, geo-location and phone number. We will also collect any of your client’s data, such as filled-in questionnaires.

Here at Bookmesherpa, we work hard to earn and keep your trust; and therefore we adhere to the following principles in order to protect your privacy: (i) we will not sell or lease your PI to third parties; (ii) we will not disclose your PI with other users or third parties without your consent; (ii) any PI that you provide to Bookmesherpa will be secured with industry standard safety protocols and technology.

Use of Information Collected by Bookmesherpa

We use the collected PI to process, provide and improve our products and services. By making an appointment, managing it or making sale or a purchase via Bookmesherpa, you thereby consent and direct us to share your PI in this manner. By storing your PI on our secure servers, we are able to shorten your login process and allow you to modify your personal profile online.

We will generally collect, use and disclose your PI to:

- Provide, operate, maintain, improve, and promote our platform and our products and services.
- Verify your e-mail address; send password retrieval links and other account notices.
- Improve your user experience and provide you with personalized support
- Develop, research, process, safeguard and improve our services.
- Implement booking buttons and widgets into your web sites.
- Answer to comments, questions, and requests you submit to us.
- Offer promotions, newsletters, sweepstakes entries and rewards, send service related announcements and contact you about inquiries for our products and services.
- Investigate and prevent fraudulent transactions, unauthorized access to our services, and other suspicious activities.
- Monitor and analyze trends, usage, and activities in connection with our products and services and for marketing or advertising purposes.

- Include your business information in directory listings (e.g. Facebook pages) in order to increase your visibility to clients.

If you do not wish to disclose any or part of your PI to us, you may still be able to use some of the functionalities of our products and services, though we will not be able to guarantee that you will be able to enjoy them at their fullest if you elect not to disclose it to us. Overall, your final remedies will be to close this web tab, delete your account with us and/or exit our app.

Information We May Collect if You Use Our Technology and Services

We may also collect non-personally identifiable information with third parties, such as aggregate user statistics, analytics, demographic information, and web site usage information. We will not share PI with third parties for marketing purposes without your permission. With your consent, these third parties may offer promotions (including email promotions) or sell items or services to you through our services.

For some of our partners, this information will be shared automatically. For other third parties, such as our affiliates, this information will only be shared with your explicit permission or if you choose to share it via your account or mobile device's settings.

Financial Information Collected

We use payment partners such as Stripe in order to bill and process any payments and subscriptions made via our platform and our services. These platforms will request you to disclose them sensitive information in order to complete purchases and operations related to our services. Such third-party payment processing platforms are governed by their own safety standards, policies and terms of use. We take great care in selecting our third party payment processing platforms, and strive to be aware of their operations and functionalities. We strongly advise our users to engage in online safety measures and practices in order to protect their financial information.

Sharing your Information

Bookmesherpa may offer the functionality of using third-party credentials (e.g. Microsoft, Google or Facebook) to execute single-sign-on, and in that manner we will also collect your PI as provided to us by such third-party platforms; such as your account data, text, archives, photos, bookmarks, info of your contacts and their common contacts, login data and profile information such as "likes", "about me", "friend lists" and "interests".

You may also have the option of posting your activities on our services and other content to social media networks when you access content through our platform. For example, you may post to Facebook or Twitter that a client booked you via our services, or that you concluded your transaction successfully. You may also share the location or nearby businesses where a booking was made. Your clients may be able to provide feedback of your services in your social media profile.

We will not collect more information when using such credentials beyond the PI such third parties generally disclose to us via their services. For more information, please refer to the terms and policies of such platforms.

Information Storage

As our user, you will generally be able to control and select the amount and type of PI you may disclose to us. We continuously try to improve our user experience, and strive to provide you the best choices for the disclosure, edition or removal of the PI being processed by us. Accordingly, we will undertake the open and transparent management of your PI and will: (i) inform you about how your personal information may be used and disclosed (including overseas); (ii) maintain the safety and integrity of your personal information; and/or (iii) enforce your individual right to access and correct your personal information.

We will retain your PI only for as long as it is reasonably necessary for our business purposes (e.g. as long as your account is active). We will also retain and use your PI for our compliance obligations, to resolve disputes among our users, and enforce our contracts with authorized third parties.

Access to Personally Identifiable Information

In order to enforce your privacy rights, please contact us as indicated in the contact section of our websites. Your privacy request must include, at the least, the following information: (i) your complete name, address and/or e-mail address in order for us to notify you the response to your request; (ii) attached documents establishing your identity; and (iii) a clear and concise description of the PI with regard to which you seek to enforce any of your privacy rights. If you request rectification, please indicate amendments to be made and attach documentation to back up your request.

Upon receipt of your privacy request, and after due review, we may then edit, deactivate and/or delete your PI from our products and services. Please take into account that we may not be able to delete all of your data from our secure databases or the databases of third parties to which your PI has already been disclosed. If that is the case, please contact such third parties directly in order to request enforcement of your privacy rights. In case of secure databases under our control where deletion is impossible, we will make such information inaccessible.

Safety of Information

We use industry standard protocols and technology to protect your registered user information and PI, such as Secure Socket Layer (SSL) technology and secure databases. Your PI is only accessible by a limited number of our employees who have special access rights. Overall, we implement and maintain reasonable security measures to protect our databases and records from unauthorized access, acquisition, destruction, use, modification or disclosure. Notwithstanding the foregoing, please take into account that the Internet and related transmissions are not secure or error free communication means.

Additionally, if you post information on a public forum, message board, blog or bulletin board, any PI you elect to disclose therein there may or will be read, collected and/or used by other users of such forums and could be used by third parties to send you unsolicited messages.

Lawful Disclosure of Information

We must reserve our right to disclose your PI when we or our affiliates, clients, contractors, licensors, officers, agents and/or representatives reasonably believe it necessary to protect our interests, or where you result to be in breach of our Terms and Conditions of Use and/or this Privacy Policy. Accordingly, we will have the right to disclose any and all collected PI and/or data, under the following circumstances:

- If required under applicable law, rules or regulations.
- In response to a valid request or subpoena from a government or law enforcement agency.
- To defend ourselves and our affiliates, licensors, officers, agents and representatives from legal claims and processes brought to us by third parties (including takedown notices).
- To defend the property, rights and integrity of any of our users, advertisers or licensors.
- To stop or cause to cease any actions that we may consider to cause –whether allegedly or factually– a contingency or liability.

Newsletters and Commercial Messages

From time to time, we will ask you for express permission and consent to receive Commercial Electronic Messages ('CEM'). A CEM is a message in an electronic format (e.g. email, SMS, push notifications and other form of communications) which is then sent to an electronic address (e.g. email, mobile device) and that contains a message asking recipients to participate in commercial activities (e.g. purchase of products, services and invitations to participate in user research).

Our optional email newsletters are considered CEMs, and therefore you may subscribe or unsubscribe from them at will, usually on your account settings, or by following the unsubscribe links contained therein.

Cookies & Web Beacons

From time to time, we may place the so-called 'cookies' in your computer in order to track and collect data regarding your use of our products and services. Cookies are small text files that our services transfer to you and

that allow us permit us to recognize you and obtain data such as the environment in which our products are operating, OS type and version.

We also use the so-called ‘beacons’, which are small files, sometimes only a pixel in size, embedded onto the pages of our websites. Beacons are used to identify each of our pages in order to be analyzed by our system tools.

We may also collect and use the data contained in log files, which may include your IP (internet protocol) address, your ISP (internet service provider), the browser you used to visit our platform, the time you visited our platform and which sections you visited.

You can always configure your browser to refuse cookies and beacons. For more information, please visit www.allaboutcookies.com. Unlike cookies, device IDs cannot be deleted, but you can select to reset your Advertising IDs in the “Settings” section of your mobile device, among other settings.

We do not currently offer “do-not-track” or similar mechanisms.

Participating Third-Party Service Providers

Our platform and our services may display hyperlinks to the websites of our commercial partners and other third parties. If you click on such links, you are choosing to visit such websites, and will be redirected there.

Please take into consideration that we are not responsible for the privacy and personal data practices undertaken by such third parties (including any tools, cookies, information or content contained thereunto), and that we do not have control over the manner in which such third-parties may collect, process, treat or use your PI.

When you use such links to go to another website, our Policy and Terms are no longer into effect and your browsing thereof is in your own and final risk. In addition, any banner or ad that we may have on our platform does not constitute any endorsement of any third-party thereof.

Advertising, Opt-out Choice

From time to time, we may use Google Analytics, Ad Words, Double Click and/or Ad Sense tracking codes, and other third-party software tools (such as remarketing codes) in order to collect information and marketing analytics about the manner in which you browse our platform and services.

The served ads will be targeted based on your previous browsing history, and may include retargeting codes. For example, third-party vendors may show you Bookmesherpa’s ads on certain websites across the Internet, even after you leave our platform. The collected information is anonymized, meaning it cannot be tracked back to individuals. Using such tools, we learn how to optimize, and serve ads based on a user’s past visits, providing you with a better user experience.

Our third-party vendors may also use cookies and beacons to track your Internet browsing in order to serve you ads based on what they or us believe to be of interest according to your browsing activities and consumer preferences. Henceforth, by using this platform, along with our products and services, you hereby consent to such disclosure, treatment and storage of PI. In order to enforce and uphold your right to privacy, you will always have the option to elect not to receive this type of advertising from us or third parties, now or in the future.

You can learn more about how to opt-out by browsing Google’s opting-out and privacy pages located at www.google.com, or the Network Advertising Initiative website located at www.networkadvertising.org.

International Disclosure

Your PI may be accessed by us or our affiliates, agents, partners, advertisers or third-party service providers in Australia and other regions. Henceforth, and you hereby consent to such access and transfer by simple disclosure. If you are accessing our platform, products and services from other regions, you ought to know that you are thereby transferring your PI to such regions and, thus, you hereby consent to such transfer.

Upon the case where Bookmesherpa specifically undertakes the process of personal data that has been duly disclosed by you to us, and that is subject to national legislation that implements the EU Data Protection Directive

(95/46/EC), by clicking the "I Accept" button or otherwise accepting the terms and conditions of our services through a clickable action or similar action, you hereby acknowledge, agree and accept to such transfer.

Notice to South Wales Users

Bookmesherpa has its main business operations located in New South Wales, Australia. For customers in New South Wales, and in compliance with the Privacy and Personal Information Protection Act of 1998 (PPIP Act), we are responsible for any and all factual or suspected security data breaches into our PI databases, and are also required to notify our customers of any such factual or suspected breach.

Accordingly, we adhere to the following principles when collecting, treating, processing and disclosing your PI:

- We will only collect your PI for a lawful purpose.
- We will inform you the information being collected, why and who will be using it and storing it and for what reason.
- We will make sure that your PI is kept safe, relevant, accurate, current and non-excessive.
- We will store your PI securely, not kept longer than needed, and disposed of properly.
- We will allow you access to your PI in a reasonable time-frame and without undue cost.
- We will allow you to access, update, correct or amend your PI when needed.
- We will make only use your PI information for the reason we collected it.
- We will only release your PI with your prior consent.

Service Eligibility.

Through the simple use of the platform and our products and services, you hereby represent and warrant that you are at least eighteen (18) years of age --or older-- as of the date of first access thereof. If you are still a minor (which may depend on the jurisdiction where you reside), you cannot use our products and services, even under the direct supervision of your parent or legal guardian.

Bookmesherpa does not knowingly collect any kind of information from persons under the age of thirteen (13). If we learn or have reason to suspect that any user is under the age of thirteen (13), we will delete any PI under that user's account.

Changes to this Privacy Policy.

We reserve the right to amend, change, suspend and/or update our platform, our products, our services, this Policy and/or our Terms, in whole or in part, from time to time and at our sole and final discretion. Your continued use thereof after the last effective date of modifications thereof indicates your acceptance of such modifications. We will post any updates on our platform, and may also send you an email or otherwise notify you of any material changes to this Policy.

How to Contact Us.

If you have any questions or queries about us, our services, our User Terms and Conditions of Service and/or this Privacy Policy, please contact us as indicated in our contact page.

Date of last effective update is [-----], 2017.