**Privacy Notice**

We at Bridgify Travel Ltd. ("**Bridgify**", "**us**", "**we**", or "**our**") recognize and respect the importance of maintaining the privacy of users of the travel app we provide ("**Site**") on behalf of hotels that are our customers ("**Hotels**"). This Privacy Notice describes the types of information we collect from you when you use our Site and the services available thereon ("**Services**"). This Privacy Notice also explains how we collect, process, transfer, store and disclose the information collected. If not otherwise defined herein, capitalized terms have the meaning given to them in the Terms of Service, available at <https://bridgify.io/terms> ("**Terms**"). "**You**" means an individual using the Services.

"**Personal Data**" means any information that refers, is related to, or is associated with an identified or identifiable individual or as otherwise may be defined by applicable law. This Privacy Notice details which Personal Data is collected by us in connection with provision of the Services.

**Personal Data We Collect**

We collect information from and about you when you choose to use our Site and/or Services. In order to enable you to use our Site and/or receive related Services, we will receive certain information about you from the Hotel, such as your arrival date, departure date, guest ID#, reservation ID#, first name, last name, and email address.

We also collect Personal Data when you fill out an initial onboarding questionnaire, such as information about your preferences for attractions.

In addition, when you use the Site, certain information may be automatically gathered about your computer or mobile device, such as, subject to your consent as may be required under applicable law, (geo) location as well as your use and/or browsing history and any information regarding your usage history on our Site.

It is your voluntary decision whether to provide us with any such Personal Data, but if you refuse to provide such information we may not be able to provide you with the Site and/or Services.

**How We Use Your Personal Data**

General

We and any of our trusted third-party subcontractors and service providers use the Personal Data we collect from and about you for any of the following purposes: (1) to provide you with the Site and/or Services, including customized content based on your browsing and usage history; (2) to respond to your inquiries or requests, contact and communicate with you; (3) to develop new products or services and conduct analyses to improve our current content, products, and Services; (4) to review the usage and operations of our Site and Services; (5) to use your data in an aggregated, non-specific format for analytical purposes (as detailed below); (6) to prevent fraud, protect the security of our Site and Services, and address any problems with the Site and/or Services and (7) to provide customer support.

Statistical Information and Analytics

We and/or our service providers use analytics tools, including "Google Analytics" to collect and analyze information about the use of the Site and/or Services, such as how often users visit the Site, what pages they visit when they do so, and what other sites and mobile applications they used prior to visiting the Site. By analyzing the information we receive, we may compile statistical information across a variety of platforms and users, which helps us improve our Site and Services, understand trends and customer needs and consider new products and services, and tailor existing products and services to customer desires. The information we collect is anonymous and aggregated and we will not link it to any Personal Data. We may share such anonymous information with our partners, without restriction, on commercial terms that we can determine in our sole discretion. You can find more information about how Google collects information and how you can control such use at [https://policies.google.com/technologies/partner-sites.](https://policies.google.com/technologies/partner-sites.%20%5bNetanella)

**Sharing the Personal Data We Collect**

We share your information, including Personal Data, as follows:

Business Partners, Service Providers, and Subcontractors

We disclose information, including Personal Data we collect from and/or about you, to our trusted service providers, business partners, subcontractors, who use such information to: (1) help us provide you with the Site and/or Services; and (2) aid in their understanding of how users are using our Site and/or Services.

By using the Site, you acknowledge that we may use subcontractors and service providers who are located in countries other than your own and may send them information we receive (including Personal Data). All of our subcontractors and service providers will be subject to non-disclosure and non-use obligations.

Business Transfers

We may transfer our databases containing your Personal Data if we sell our business or part of it, including in cases of liquidation. Your Personal Data may be disclosed as part of, or during negotiations of, any merger, sale of company assets or acquisition (including in cases of liquidation) in such case, your Personal Data shall continue being subject to the provisions of this Privacy Notice.

Law Enforcement Related Disclosure

We will fully cooperate with any law enforcement authorities or court order requesting or directing us to disclose the identity, behavior or (digital) content and information of or related to an individual, including in the event of any user suspected to have engaged in illegal or infringing behavior. We may share your Personal Data with third parties: (i) if we believe in good faith that disclosure is appropriate to protect our or a third party's rights, property or safety (including the enforcement of the Terms and this Privacy Notice); (ii) when required by law, regulation subpoena, court order or other law enforcement related issues, agencies and/or authorities; or (iii) as is necessary to comply with any legal and/or regulatory obligation.

Legal Uses

We may use your Personal Data as required or permitted by any applicable law, for example, to comply with audit and other legal requirements.

**Security**

We make efforts to follow generally accepted industry standards to protect the Personal Data submitted to and collected by us, both during transmission and once we receive it. However, no method of transmission over the Internet or method of electronic storage is 100% secure. Therefore, while we strive to use commercially acceptable means to protect your Personal Data, we cannot guarantee its absolute security. As the security of information depends in part on the security of the computer you use to communicate with us and the security you use to protect user IDs and passwords, please take appropriate measures to protect this information.

**Data Retention**

We retain information as necessary for the purposes set forth above. In order to provide the Site and Services to you on behalf of the hotel, we will maintain the Personal Data from the time we receive it through the duration of your stay at the Hotel. We may delete information from our systems without notice to you once we deem it is no longer necessary for the purposes set forth above, including following the end date of your booking at the Hotel.

**Third-Party Applications and Services**

All use of third-party applications or services is at your own risk and subject to such third party's privacy policies.

**Communications**

We reserve the right to send you service-related communications, including service announcements and administrative messages, without offering you the opportunity to opt out of receiving them. Should you not wish to receive such communications, you may terminate your use of the Site by emailing us at contact@bridgify.io.

**Children**

We do not knowingly collect Personal Data from or market our Services to children under the age of 13.

**Changes to the Privacy Notice**

We may update this Privacy Notice from time to time to keep it up to date with legal requirements and the way we operate our business, and we will place any updates on this webpage. Please come back to this page every now and then to make sure you are familiar with the latest version. If we make material changes to this Privacy Notice, we will seek to inform you by notice on our Site or per email.

**Comments and Questions**

If you have any comments or questions about this privacy notice, please contact us at contact@bridgify.io.

*Last updated: September 2020*