

BookingCenter Privacy Policy

This Privacy Policy explains what information BookingCenter collects about you and why, what we do with that information, how we share it, and how we handle the content you place in our products and services. It also explains the choices available to you regarding our use of your personal information and how you can access and update this information. This privacy policy applies to the BookingCenter website and all products and services offered by BookingCenter, Inc. ,

Scope of Privacy Policy

This Privacy Policy applies to the information that we obtain through your use of “BookingCenter Products and Services” via a "Device" or when you otherwise interact with BookingCenter.

“BookingCenter Products and Services” include our:

1. Websites
2. iOS App
3. Downloadable Products

But does not include: Third Party Products. These are third party products or services that you may choose to integrate with BookingCenter product or services, such as third party Add-Ons available from BookingCenter that include services such as a Booking.com integration, MyCard payment gateway, or UHLL 'guest service' device. You should always review the policies of third party products and services to make sure you are comfortable with the ways in which they collect and use your information. Our list of 3rd party services are kept current at: <https://www.bookingcenter.com/interfaces-and-modules/>.

Personal identification information

We may collect personal identification information from Users in a variety of ways, including, but not limited to, when Users visit our Website or use our Products and Services, subscribe to the newsletter, fill out a form, and in connection with other activities, services, features or resources we make available on our Products and Services. Users may be asked for, as appropriate, name, email address, mailing address, phone number. Users may, however, visit our Website anonymously. We collect personal identification information from Users only if they voluntarily submit such information to us. Users can always refuse to supply personally identification information, except that it may prevent them from engaging in certain Service-related activities.

Non-personal identification information

We may collect non-personal identification information about Users whenever they interact with our Products and Services. Non-personal identification information may include the browser name, the type of computer and technical information about Users means of connection to our Products and Services, such as the operating system and the Internet service providers utilized and other similar information. This information helps us build and support the tools that Users interact with our Products and Services.

How we use collected information

BookingCenter may collect and use Users personal information for the following purposes:

- **To improve customer service**
Information you provide helps us respond to your customer service requests and support needs more efficiently.
- **To improve our Products and Services**
We may use feedback you provide to improve our products and services.
- **To send periodic emails**
We may use the email address to send User information and updates pertaining to their order. It may also be used to respond to their inquiries, questions, and/or other requests. If User decides to opt-in to our mailing list, they will receive emails that may include company news, updates, related product or service information, etc. If at any time the User would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email.

How we protect your information

We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of your personal information, username, password, transaction information and data stored on our Products and Services.

Sharing your personal information

We do not sell, trade, or rent Users personal identification information to others. We may share generic aggregated demographic information not linked to any personal identification information regarding visitors and users with our business partners, trusted affiliates and advertisers for the purposes outlined above. We may use third party service providers to help us operate our business and the Products and Services or administer activities on our behalf, such as sending out newsletters or surveys. We may share your information with these third parties for those limited purposes provided that you have given us your permission.

General Data Protection Regulation (GDPR) Support

BookingCenter maintains a Committee for Data Protection, headed by our CTO and our DevOps engineers, who constantly analyze the data we hold; it's necessary relevance to our customers; and the best way to securely store - and purge - it. BookingCenter provides hosted services to hospitality partners, and both enables and trains BookingCenter Users and/or Partners how to securely store - and purge - any personal data they collect. BookingCenter collects very little data of its own about anyone - only hospitality owners and their business data, which is nearly always publically available. This data amounts to names, addresses (physical and email(s); phone and fax numbers, website URLs, and sometimes billing information for the purposes to providing our Products and Services. All this data is given by consent either via our websites or enrollment process into becoming a BookingCenter User or Partner.

If you are a User or Partner of BookingCenter Products and Services, and would like us to delete your personal information from our Products and Services, please use the Contact Us form to request this action. This may interfere with our ability to serve you with Products and/or Services, but we will notify you in the event. Once we have deleted your personal information from our Products and Services, we will notify you at the contact address you used when submitting the request.

If you are a traveler and have done business with a BookingCenter User or Partner, then these Users and Partners may have collected personally-identifiable data on you. This is because most of BookingCenter's Users and Partners are in business to host travelers, and such information is required to host a traveler. This data can be deleted or 'altered' as a User or

Partner deems necessary to fulfill the goals of the GDPR and ethical use of personal electronic data. BookingCenter does not make these choices on behalf of our Users or Partners, though we provide both tools and support to assist them in exercising their duties under GDPR requirements. Thus, if you are a traveler and concerned about your personal data held by a User or Partner, please contact them directly.

Third party websites

Users may find advertising or other content associated with our Products and Services that link to the sites and services of our partners, suppliers, sponsors, licensors and other third parties. We do not control the content or links that appear on these sites and are not responsible for the practices employed by websites linked to or from our Products and Services. In addition, these sites or services, including their content and links, may be constantly changing. These sites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites which have a link to our Products and Services, is subject to that website's own terms and policies.

Changes to this privacy policy

BookingCenter has the discretion to update this privacy policy at any time. When we do, we will revise the updated date at the bottom of this page. We encourage Users to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. You acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications.

Your acceptance of these terms

By using "BookingCenter Products and Services", you signify your acceptance of this policy. If you do not agree to this policy, please do not use our Products and Services. Your continued use of "BookingCenter Products and Services" following the posting of changes to this policy will be deemed your acceptance of those changes.

Contacting us

If you have any questions about this Privacy Policy, the practices of BookingCenter, or your dealings with "BookingCenter Products and Services", please contact us at:

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