



## KuulSeats Privacy Policy

**Last Updated:** 18th October 2024

### Introduction

This Privacy Policy outlines how KuulSeats and its subsidiaries ("we", "our", or "us") collect, use, process, and share personal information. This Policy applies to visitors and users ("you") of KuulSeat's websites, applications, social media accounts, and other services (collectively, our "Services").

This Privacy Policy describes our commitment to ensuring that your personal information is protected and handled in compliance with applicable data protection laws, including the General Data Protection Regulation (GDPR) and UK Information Commissioner's Office (ICO) requirements.

### 1. Information We Collect

We collect various types of personal information, either directly from you or automatically when you interact with our Services:

- **Information You Provide:** Name, contact details (email address, phone number), booking preferences, dining history, and any other personal information voluntarily provided by you, such as reviews, survey responses, or social media interactions.
- **Information We Collect Automatically:** IP address, device type, browsing data, location data (with your consent), and interactions with our Services (such as cookies and tracking technologies).
- **Third-Party Information:** We may receive personal information from restaurants, business partners, or social media platforms where you interact with us or use third-party login features.

### 2. How We Use Your Information

We use your information for various purposes, including:

- To provide and improve our Services, such as making and managing restaurant reservations.

- To authenticate users, respond to inquiries, and offer customer support.
- To send transactional and marketing communications (with your consent where required by law).
- To deliver personalised content and recommendations based on your preferences and interactions.
- To ensure the security of our platform and comply with legal obligations.

### **3. Sharing Your Information**

We share your personal information under the following circumstances:

- **With Restaurants and Affiliates:** To facilitate reservations and provide personalised experiences when you dine.
- **With Service Providers:** To assist in delivering our Services (e.g., payment processors, hosting providers, analytics services).
- **With Group Companies:** To deliver integrated services and marketing communications.
- **With Law Enforcement or Regulatory Authorities:** Where required by law or to protect our legal interests.

We do not sell or rent your personal information to third parties for marketing purposes without your consent.

### **4. Cookies and Tracking Technologies**

We use cookies and similar technologies to collect and store information when you interact with our Services. This helps improve your experience and provide relevant content and advertisements. For more information, please see our Cookies Policy.

### **5. International Data Transfers**

Your personal information may be transferred to and processed in countries outside the UK or EU. In such cases, we ensure appropriate safeguards are in place to protect your data in accordance with GDPR standards (e.g., using Standard Contractual Clauses or Privacy Shield where applicable).

### **6. Data Retention**

We retain your personal information for as long as necessary to fulfil the purposes outlined in this Policy. After this period, we will securely delete or anonymise your data unless otherwise required by law (e.g., for tax or audit purposes).

### **7. Your Rights**

As a user, you have several rights under GDPR and other applicable data protection laws, including:

- The right to access, correct, or delete your personal information.

- The right to object to or restrict data processing.
- The right to withdraw consent for certain types of data processing (e.g., marketing).
- The right to data portability.

You can exercise these rights by contacting us;

By email at: [support@kuulseats.com](mailto:support@kuulseats.com)

By writing to us at:

KuulSeats Ltd - Privacy Team

Bookings and Beyond Ltd 86-90 Paul Street, London, EC2A 4NE

## **8. Security**

We implement appropriate technical and organisational measures to protect your personal information from unauthorised access, use, or disclosure. However, no online platform can guarantee complete security.

## **9. Children's Privacy**

Our Services are not directed at or intended for use by children under the age of 16. We do not knowingly collect personal information from children.

## **10. Updates to This Policy**

We may update this Privacy Policy from time to time. Any changes will be posted on this page, along with the "last updated" date. If we make significant changes, we will notify you by email or through our Services.

## **11. How to Contact Us**

If you have any questions or concerns about this Privacy Policy or your personal information, please contact us at:

**Bookings and Beyond Ltd t/as KuulSeats**

**Email:** [support@kuulseats.com](mailto:support@kuulseats.com)

**Address:** Bookings and Beyond Ltd 86-90 Paul Street, London, EC2A 4NE