



## **PRIVACY POLICY**

WeKeep Travel Services LLC (hereinafter "WeKeep"), acting as data controller, is committed to protecting and respecting User's privacy. The use of the Platform implies full acceptance of this Privacy Policy:

### **I. DATA COLLECTION**

WeKeep uses the collected information to provide personalised services unique to Users. WeKeep also uses the information to monitor and improve the services offered.

The legal basis for collecting Users data is for the following purposes:

- Managing access and use of certain services available on the site.
- Drawing up a file of registered Users and Stores.
- Sending requests and promotional material.
- Managing evaluations provided by people on products, services and content.
- Providing personalised answers to any request for information.
- Complying with our legal and regulatory obligations.

### **II. INFORMATION AUTOMATICALLY COLLECTED**

If Users sign up via social media authentication methods, WeKeep will access certain Personal Data (e.g. first name, surname, email, etc.) in their social media account pursuant to the applicable terms and conditions of these social media platforms. WeKeep may also collect some of Users Personal Data when they interact with third party social media features, such as "Like" functions.

With regard to each of Users visits to the Platform, WeKeep may collect, in accordance with applicable laws and where required with Users consent, information relating to the devices they use and the networks they are connected to when using WeKeep's services. This may include the following information: User's IP address, log-in information, browser type and version, browser plug-in types and versions, operating system and platform, advertising identifier, information about Users visit including the URL clickstream to, through and from our Platforms, products viewed or searched for, download errors, length of visits to certain pages, page interaction and any phone number used to contact our customer service number. WeKeep collects this information through the use of various technologies including cookies.

WeKeep also collects aggregated information regarding Users activity on our Platform (such as the number of suitcases kept, their message response rate, etc.). Such information may be published on Users public profile on our Platform.

### **III. COOKIES AND EXTERNAL TECHNOLOGIES**

WeKeep uses cookie technology in order to offer you a better and more personalised web service. A cookie is a small text file that is stored and/or read by the web browser on the hard disk of the end device (e.g. computer, laptop or smartphone) by visited websites. Nearly every website uses cookie technology to make websites work and to optimize design and functionality. Cookies also make interactions with websites more secure and faster, since they can remember users preferences (e.g. such as login and language), by sending the information they contain back to the originating website

(first-party cookie) or to another website to which it belongs (third-party cookie), when users revisit the respective website using the same end device. Cookies are indispensable for the use of this platform.

WeKeep uses the Google Analytics service, whose data processing is carried out by Google LLC, a subsidiary of Alphabet Inc. (1600 Amphitheater Parkway Mountain View, United States).

In addition, WeKeep implements the use of the Facebook Pixel, a piece of JavaScript code that eventually allows the tracking of visitor activity on the website. Facebook Pixel may collect the following data: HTTP Headers, Pixel-Specific Data, Button Click Data, Optional Values, and Field Names. The documentation inherent to the Facebook Pixel service is hosted on its website and in the terms and conditions of its owner company Meta Platforms Inc.

#### IV. DATA STORAGE AND SUPPRESSION

User's personal data will be stored for the duration of their consumer relationship with WeKeep.

At any time and without reason, users may request the cancellation of their accounts and the consequent deletion of all data that has been provided and stored by WeKeep.

