



**The purpose of this Privacy Policy is to let you know what kind of information we (Serendipity EMS Ltd.) may gather about you, how we may use and process the information, whether we disclose it to anyone, and the choices you have regarding our use of the information.**

Please read this Privacy Policy carefully. If you do not agree with this Privacy Policy or have any doubts, please do not register or use this Website. Terms used in this Privacy Policy have the same meaning as they do in the Terms and Conditions unless defined differently.

### **Personal Data**

As a user of the Website, you will be asked to provide us with personal data or personal information, such as your name, address, email address, and telephone number. Serendipity EMS Ltd DOES NOT store payment details on our servers; we use payment gateway providers to enhance your security. During the registration process, the purchase process, or when interacting with our Customer Service, Serendipity EMS Ltd will use the data you provide to process your order. All information provided by you will be treated securely and strictly in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

We may validate your name, date of birth, address, and other personal information supplied by you during the registration process. Your concerns will be considered in accordance with statutory provisions. By registering and opening your Account, you accept the conditions of this Privacy Policy and consent to such checks being made.

To manage the administration of the services we provide and process your orders – to facilitate processing payments, protect you and us (including subsidiaries and/or affiliated companies) from fraud, provide customer support – as well as for other purposes referred to in this Privacy Policy and the Serendipity EMS Ltd Terms and Conditions, your personal data, including name, address, email address, telephone number, and payment details as well as other information or proof of identity, such as copies of your official identification documents, may be collected, transferred, used, stored (with the exception of payment details), and processed by us.

Any further transmission of this data will not take place, except in certain cases where the transmission of identity documents to companies assigned to validate your customer data (such as payment gateways) is necessary.

### **Facebook Plugins**

This Website uses social plugins (“Plugins”) provided by the social network facebook.com, operated by Meta Platforms, Inc, 1601 S. California Avenue, Palo Alto, CA 94304, USA (“Facebook”). The plugins are identifiable by a Facebook logo (a white letter “f” on a blue background or a “thumbs up” icon) or the notice “Facebook Social Plugin”. For a full list of all social plugins, please see <http://developers.facebook.com/plugins>. When you visit a page on our Website that contains a social plugin, your browser establishes a direct connection to Facebook servers. Thus, Facebook receives the information about you accessing the

respective page of our Website with your IP address. If you interact with the plugins, for example by clicking “Like” while you are logged into Facebook, you may link the contents of our Website to your Facebook account. Facebook can ascribe your visit to our Website to your Facebook account. Please note that we, as the operator of the Website, have no information on the scope of data collection and processing by Facebook. For further information, please visit Facebook’s privacy policy: <http://www.facebook.com/policy.php>. If you are a Facebook member and do not want Facebook to connect the data concerning your visit to our Website with your member data already stored by Facebook, please log out of Facebook before visiting our Website.

### **X formerly known as Twitter**

This Website offers services from X. X is operated by XCorp., 795 Folsom St., Suite 600, San Francisco, CA 94107, USA. By using Twitter and the retweet function, the websites you’ve visited will be associated with your Twitter account and published to other users. By doing so, data will be transmitted to Twitter. Please note that we, as the operator of the Website, have no information on the scope of data collection and processing by X. For further information, please visit <http://twitter.com/privacy>. You may amend your X privacy options within your account details at <http://X.com/account/settings>.

### **Cookies**

To enable the functioning of certain features during your visit to our Website, we make use of cookies on various pages. Cookies are small text files that are stored on your device. We make use of certain cookies that are deleted after your browsing session (session cookies). Other cookies remain on your device and allow our business partners and us to read information we have written into the file. The second type of cookies is read by us on your next visit to our Website (persistent cookies).

You may configure your browser so that you are informed about the use of cookies every time a website tries to write one to your device. Furthermore, you may decide to accept or decline every single cookie or to make certain exceptions. If you choose not to accept some or all cookies from our Website, you may experience impaired functionality for features that require cookies.

### **Advertising**

Serendipity EMS Ltd will never sell your data to any third party!

It is entirely at your discretion how you allow us to use your personal data to advertise an event organiser’s products and services.

If you have given your permission, you may receive:

- **Newsletter:** The event organiser may send you newsletters regarding their products and services that they think may be of interest to you. Each message contains information on how to unsubscribe from these newsletters – you may revoke your consent at any time by clicking on the unsubscribe link.
- **Emails:** Your event organiser may send you emails regarding their products and services. Each message contains information on how to unsubscribe – you may revoke your consent at any time by clicking on the unsubscribe link.

## **Serendipity EMS Ltd System Emails**

Please note that we may send you important emails concerning (amongst other things) your use of the Website, offered products and services, updates on technical issues, or matters arising from compliance with our legal or regulatory duties (system-generated emails) such as confirmations of registration, confirmations of order, or other such notifications. The system-generated emails are an integral part of the Serendipity EMS Ltd Website and its services and cannot be opted out of until and unless your Account has been cancelled or terminated. All emails will be sent to the address you have provided. Please ensure that the email address we hold for you is kept up to date and that you have full access to it. If you change your email address, you must inform us of the new address using your Account.

We take appropriate technical and organisational measures to guard against unauthorised or unlawful processing of your personal data and against accidental loss or destruction of, or damage to, your personal data. All relevant security measures to protect the relevant database are constantly monitored. However, we are only liable for breaches of security in cases of gross negligence and only in accordance with the restrictions provided in the Terms and Conditions.

We ask you to keep your password in a safe location. You are responsible for all activities implemented on your Account.

## **Encryption**

Serendipity EMS Ltd utilises secure payment gateways during your online transactions. Your personal data will be transmitted in encrypted form at all times. SSL technology enables automatic encryption (scrambling) of all data processed via our Website. Your data, including credit card and payment details, are converted to a code that can only be decoded using the secret key or a password. Your browser shows the security of a website by displaying the “padlock” or “key” icon in the lower frame of the browser window. If your browser is configured accordingly, a warning will be shown on your first visit to our Website. This shows you that your data will be secure and protected on our Website.

## **Transmission of Data**

Serendipity EMS Ltd will retain your personal data only as long as is necessary for providing products and services or as required by applicable law. We will not transmit or disclose your personal data to third parties, except in the cases described above, in relation to a forecast or actual sale or other transfer of the entire business or parts of the business, or if we are compelled to do so by law or receive a valid, legally compliant request from a law enforcement or governmental authority.

We may need to change this Privacy Policy from time to time. In such an event, we will post the new version on the Website. The new version of the Privacy Policy will take effect immediately upon its publication on the Website (or at any other point in time published on the Website). You are responsible for knowing the latest version of this Privacy Policy. You are entitled to inspect your personal data provided to us for free at any time. In addition, you may ask us to conduct necessary changes to ensure that your data is correct and up to date. To inspect your identity and contact information, please log in to your Account.

## **Complaints**

If you believe that your data protection rights have been violated, you have the right to lodge a complaint with the UK's Information Commissioner's Office (ICO):

Information Commissioner's Office Wycliffe House Water Lane Wilmslow Cheshire SK9 5AF

Website: <https://ico.org.uk/>