



RoomDelivery

# **PRIVACY STATEMENT** **RoomDelivery**

2025

**MAKE YOUR STAY BETTER TODAY**

## Privacy Statement for Guests of RoomDelivery

In this Privacy Statement ("Statement"), we explain how RoomDelivery collects, uses, discloses and otherwise processes personal data. This Statement applies to the processing of personal data of you as a guest who uses any of our platforms, including the ordering website, app, platform and products, (hereinafter, the "Services") to place orders with a partner, (hereinafter, Partner) who in turn offers products or services through our Services.

We will only use your personal data to enable the delivery of orders you place on the website application. We will also process data received from Partner(s) in accordance with this Statement.

### 1. What personal data do we process and why

Personal data, also referred to as "your data" in this Statement, refers to any information or set of data that allows us, directly or indirectly, to personally identify you, e.g. first and last name, email address, telephone number, etc. Personal data does not include anonymous data (data whose identity has been removed).

#### You are going to order through RoomDelivery and then?

We process the personal data you provide us when you place your order. This personal data is necessary for our Partners to fulfill your order, confirm your order and to review your order, payment and a possible refund. Your information (such as the items you add to your shopping cart) allows us to process your order, on behalf of our Partners. This information also allows us to contact you where necessary. Depending on the circumstances, we may rely on your consent or the fact that the processing is necessary to fulfill our agreement or to comply with the law.

As part of our Services, we may sell products through our Partners that may disclose sensitive personal data, such as health-related information (allergies or dietary requirements), information about your religion (e.g., to meet your religious dietary requirements), information about your medical condition (e.g., pharmaceuticals, drugs, medical devices, medicated creams, dietary supplements, herbs or homeopathic products) or about your sexual life through our Partners. As part of your order, we will collect and process this data with your consent.

To comply with our legal obligations, we may implement verification procedures for the sale and delivery of these products, including your age and identity verification by automated and biometric means. For this purpose, we may ask you to present a valid government-issued identification document. The reason for this processing of personal data is your consent, unless your consent is not necessary, under applicable law.

#### If you are going to rate our partners and deliverers

Following your order, you may be asked to submit reviews about Partners and/or delivery drivers. Depending on the circumstances, we may rely on your consent or the fact that the processing is necessary to fulfill our agreement or to comply with the law.

#### You are looking to contact our Customer Service

When you contact our customer service department, we use the personal data you provide to answer your question or handle your complaint. We may collect personal data as part of call recordings to provide customer service, including to ensure of users and to monitor and improve our customer service responses and processes.

We may also collect your personal data if you report anything to us regarding the presence of an item in our Services that you suspect to be "illegal content" or to the extent required by any applicable law, as well as if you wish to access an internal complaint handling system.

### You are going to create an account

When you interact with RoomDelivery, you will have the opportunity to create an account with us through our platforms or through third-party social login services (e.g., Apple, Google, Facebook Login or other platforms) where the privacy statements of these parties apply to you in addition to this Statement. If you do not wish to create an account with us, we also offer you the option to proceed with a guest account to complete your purchase with us. Depending on the circumstances, we may rely on your consent or the fact that the processing is necessary to fulfill our agreement with you or to comply with the law. You may withdraw your consent and/or delete your account by contacting us.

### Customer survey

To ensure that our Services are consistent with your preferences, your personal information may be used for purposes such as conducting product research, user surveys or satisfaction surveys. We will only send you these types of communications with your prior consent.

### Marketing

We also process your personal data in order to send you (personalized) marketing communications and notifications. There may be instances where we process your personal data to promote offers, products and services. We rely on your consent, unless your consent is not necessary.

### Cookies and similar technologies

We also use cookies or similar technologies for functional, analytical and marketing purposes. Data processed for this activity depends on the preferences set by you.

### Fraud Prevention

We also process personal data to prevent misuse on and through our Services. Depending on the circumstances, we may rely on your consent or the fact that the processing is necessary to fulfill a contract with you, to comply with the law or in connection with any legitimate interest on our part.

### Analytics and product improvement

We use your personal data to improve our website and our range of products and Services and to meet our reporting obligations to third parties. Depending on the circumstances, we may rely on your consent or the fact that the processing is necessary to fulfill our agreements with you, to comply with the law or in connection with any legitimate interest on our part. We strive to ensure that reports do not contain information that can be traced back to you.

We will only use your personal data to deliver the order. If we do want to use the data for another purpose, we will inform you. Depending on the circumstances, we may then invoke your consent or the fact that the processing is necessary to fulfill the agreement with you or to comply with the law.

## **2. How we collect your personal data**

We obtain, process and store your personal data, as well as data about devices you use to navigate to our platforms (e.g., your computer, mobile or other means), that you provide to us by placing an order, creating an account or otherwise contacting us.

We process personal data that you provide voluntarily, that we collect automatically and that we obtain from external sources for the purposes described in this Statement.

**Personal Data You Voluntarily Provide:** We receive Personal Data from you when you place your order, create an account with us, or provide your marketing preferences or customer reviews in connection with our Services.

**Personal Data We Collect Automatically:** With your prior consent or where permitted by applicable law, when you visit our platforms, we may automatically collect technical data about your devices, browsing activities and patterns. We use this personal data by using cookies, server logs and other similar technologies. These self-learning algorithms generate content that they use to personalize your user experience, specifically by selecting the items you are interested in, and to support the overall optimization of our Services. When we receive such information, we may use this information to further personalize your experience with us in accordance with your marketing preferences.

**Personal data we obtain from external sources:** We may receive personal data from external sources, including advertising networks and social media platforms such as Facebook or providers of technical payment and delivery services that may be located outside the EU. This may occur for purposes such as to support the procurement of our Services, to measure the performance of marketing campaigns for our Services, and to better understand your preferences so that we can adjust our marketing campaigns and Services accordingly. Where we have received such personal data, we have verified that these third parties have your consent to process the information and that they are otherwise permitted or required by law to share your personal data with us

### 3. Age

Our Services are not intended for persons defined as minors by applicable local law, nor do we intend to collect personal data from visitors who are under the established legal age. However, we cannot verify the age of visitors. Therefore, we advise parents and/or legal guardians to monitor their children's online activities to prevent the collection of their personal data without parental consent. If you believe that we have collected personal data of a minor without consent, please contact us. We will then delete this data.

### 4. Automated decision-making and profiling

Automated decision-making occurs when an electronic system uses personal information to make a decision without human intervention. In performing the contract with you and/or to the extent necessary to fulfil our obligations or where necessary to improve our platforms and Services for our legitimate interest, we use automated decision making and profiling. For example, we use your address and/or location information to select available Partners in your area. We also use automated decision-making to comply with our legal obligations to prevent money laundering, terrorist financing and other crimes.

You will never face decisions based solely on automated decision-making that will have a significant impact on you unless we have a legal basis for doing so and we have informed you of this. If you wish to object to this type of processing, please contact us. We will then review the situation again and/or give you more information about why and how such an automated decision was made.

### 5. How long we keep your data

We will retain your personal data only for as long as necessary to fulfil the purposes for which we collected it, including the purposes of complying with legal, tax, accounting or reporting requirements. To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorized use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes by other means, and applicable legal requirements.

In some circumstances, we may anonymize your personal information so that it can no longer be associated with you, in which case we may use that information without further notice to you.

## 6. Sharing your personal data with Partners

When you order through our services, we share your personal information (order, name, address, phone number and contact information) with the Partner you selected and to whom you place the order so that the Partner can deliver your order, product or service and provide services where necessary, for example, to resolve your complaint. Partners may process your personal data to contact you as necessary to fulfil the contract with you.

You are a direct customer of the Partner and therefore the Partner bears its own responsibility and obligations for processing your personal data. For questions about how the Partner handles your data, we encourage you to contact the Partner directly.

## 7. Sharing your personal data with others

We may cooperate with other companies within our group and/or with other third parties to carry out the processing described in this Statement and/or to comply with legal obligations.

These group companies and third parties process your personal data on our behalf as data processors or autonomous data controllers (or in a position defined or referred to as such under applicable data protection law, including concepts such as the equivalent of data controller or data processor), and have access to your personal data for the purposes described in this Notice. We require group companies and third parties to protect your personal data in accordance with the standards set out in this Statement and we take appropriate measures under applicable data protection law to ensure the same level of protection and confidentiality.

We may also share your data with other third parties where appropriate or required by applicable law or regulation (including a court order or a request from a judicial authority) or where we believe disclosure is necessary to comply with legal obligations, to exercise, establish or defend legal rights or to protect the vital interests of any person. Such third-party controllers may include law enforcement agencies.

We may also disclose your personal information to a company or potential buyer of all or substantially all of our assets in connection with a sale or transfer of those assets.

Your personal data may be shared with the following parties:

- Affiliates, subsidiaries and/or companies of the Hotel Delivery Group
- Software providers such as software vendors, hosting, application support, delivery, logistics, information security, etc.
- Third parties who engage in various activities to promote, market or support our Services. These include social media platforms such as Facebook, overseas customer service agents, marketing service providers, ECRM partners who manage our marketing emails and push notifications, partners who send you text messages when your order is in transit, and delivery companies who deliver the order to you.
- Executive partners
- Vendors, payment and card service providers and marketing service providers
- Customer satisfaction and/or market research companies
- Professional advisors
- Law enforcement, government or regulatory agencies (including insurance, visa and tax authorities)
- Potential buyers
- Any other third party provided you have given your consent to the disclosure

8. Third-party website

Our website may contain links to third-party websites. When you visit such third-party websites, please be aware that all such websites have their own privacy statements. Although Hotel Delivery Group selects websites to link to with great care, we cannot take responsibility for how they handle your data.

9. Rights, questions or complaints regarding personal data

We inform you that, with respect to personal data, you may exercise the rights provided for in applicable data protection legislation, including: the right to request access to, rectification or erasure of personal data or restriction of processing, as well as the right to object to processing, the right to data portability, the right to withdraw your consent at any time (without prejudice to the lawfulness of the processing based on the consent given prior to the withdrawal) and the right to complain directly to a supervisory authority. Please contact us to exercise your rights.

We will do our best to respond to your request in a timely manner and free of charge, except where it requires an excessive and disproportionate effort. In certain cases, we may ask you to verify your identity before we can respond to your request.

10. Security

We take the protection of personal data very seriously and we therefore take appropriate measures to protect your personal data against misuse, loss, unauthorized access, unwanted disclosure and unauthorized alteration. If you have the impression that your personal data is not adequately protected or there are indications of misuse, please contact us

11. Contact Us

Unless otherwise indicated, RoomDelivery Netherlands B.V. is the controller of your personal data. If you need to contact us to make requests or have questions or concerns about this Statement and/or our privacy practices and processing activities, please contact us.

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