

EVÖQ (“we,” “us,” “our”) is committed to safeguarding your privacy and ensuring that your personal data is treated responsibly and in accordance with applicable data protection laws, including the General Data Protection Regulation (GDPR). This Privacy Policy describes how we collect, use, store, share, and protect your personal information when you use the EVÖQ platform, including its website, mobile applications, and services (collectively referred to as the "Platform"). By using the Platform, you agree to the collection and use of your data in accordance with this Privacy Policy. If you disagree with the terms set out in this policy, please discontinue your use of the Platform.

## **1. INFORMATION WE COLLECT**

We collect personal information from users when they register, interact with the Platform, or use certain features. The categories of information we collect include:

### **1.1 Personal Identification Information**

- Name (First and Last)
- Email Address
- Postal Address
- Phone Number
- Date of Birth (for age verification purposes and to ensure users are at least 18 years old)
- Profile picture or avatar (if applicable)
- Payment Information (credit/debit card details, billing address, and payment history)

### **1.2 Account Information**

- Username
- Profile details (for Service Providers, this may include portfolios, pricing, availability, and services offered)
- Communication history (messages, chats, and support tickets)
- User preferences and platform settings (notifications preferences, language preferences, etc.)

### **1.3 Usage Data**

- IP address

- Browser type and version
- Device information (device type, operating system, screen resolution)
- Referring/exit pages (i.e., the page you came from and the page you go to when leaving our site)
- Time and date of visits
- Pages viewed and interactions with content on the Platform (e.g., services viewed, searches made)
- Analytics data (e.g., data collected through cookies, tracking pixels, and other third-party analytics tools)

#### **1.4 Communication Data**

- Support inquiries or customer service interactions.
- Messages between users (e.g., Client-Provider communications, booking confirmations, etc.)

#### **1.5 Location Data**

- GPS or IP-based location data if you enable location-based features or share your location while using the Platform.

#### **1.6 Sensitive Personal Data**

- In some cases, we may collect sensitive data (e.g., health-related data if voluntarily shared in the course of bookings or other interactions). We process such data only with explicit consent and for specific purposes.

## **2. HOW WE USE YOUR INFORMATION**

We use the personal data we collect for various legitimate business purposes, including:

### **2.1 To Provide and Improve Our Services**

- To create and manage your account, including providing access to the Platform, managing your profile, and handling transactions.
- To enable and facilitate service bookings between users (Clients, Service Providers, and Venue Owners).
- To facilitate payment processing, including processing your payments and managing refunds, if applicable.

- To personalise your user experience by tailoring content, services, recommendations, and advertisements based on your preferences and activity.
- To enhance the functionality, usability, and security of the Platform, including troubleshooting, enhancing performance, and conducting system maintenance.

## **2.2 Communication and Marketing**

- To send you important updates, notifications, or administrative messages related to your account or activity on the Platform.
- To send marketing communications with your consent, including offers, promotions, newsletters, and updates about new features, services, or events.
- To communicate with you regarding your inquiries, complaints, feedback, or support requests.

## **2.3 Legal Compliance and Protection**

- To comply with applicable laws, regulations, and legal obligations (e.g., tax reporting, fraud prevention, and dispute resolution).
- To prevent and detect fraud, unauthorized access, and other malicious activity.
- To protect our rights, interests, and legal obligations, including resolving disputes and enforcing our Terms and Conditions.

## **2.4 Analytics and Research**

- To analyse how users interact with the Platform in order to improve its functionality, optimize user experiences, and perform data analytics.
- To conduct research on user behaviour and preferences to refine our services and offerings.

## **2.5 Data Retention**

We retain your personal data only for as long as necessary to fulfil the purposes outlined in this Privacy Policy, unless otherwise required by law. If you close your account, we will retain your data for as long as necessary to comply with legal obligations, resolve disputes, and enforce agreements.

## **3. HOW WE SHARE YOUR INFORMATION**

We may share your personal data in the following situations:

### 3.1 With Other Users

- Service Providers' profiles (e.g., name, portfolio, services, reviews) are shared with Clients when they search for and book services.
- Venue Owners' listings (e.g., venue details, pricing, availability) are visible to Clients who wish to book spaces.
- Communication between users (e.g., messages, booking details) may be shared in the course of interactions.

### 3.2 With Service Providers and Third-Party Partners

We may share your data with trusted third-party service providers who help us run our business, such as:

- Payment processors and financial institutions (e.g., for payment processing)
- Hosting providers, software developers, and other technical service providers
- Marketing and advertising partners
- Analytics providers (e.g., Google Analytics)

### 3.3 Legal Compliance

We may disclose your personal data if required by law or in response to valid legal requests from public authorities, including to meet national security or law enforcement requirements.

### 3.4 Business Transfers

In the event of a merger, acquisition, or sale of all or part of our business assets, your personal data may be transferred as part of the transaction.

## 4. DATA SECURITY

We implement a range of security measures to protect your personal data from unauthorized access, alteration, disclosure, or destruction. These measures include:

- **Encryption:** We use encryption protocols (e.g., SSL/TLS) to secure sensitive data during transmission.
- **Access Control:** Only authorized personnel have access to personal data, and access is granted based on a need-to-know basis.
- **Secure Storage:** Data is stored in secure data centres that comply with industry standards for security and data protection.

- **Regular Audits:** We regularly conduct security audits and reviews to identify potential vulnerabilities and mitigate risks.

Despite these measures, no system is completely immune to risks. By using the Platform, you acknowledge that there are inherent risks associated with transmitting data over the internet.

## 5. COOKIES AND TRACKING TECHNOLOGIES

We use cookies, web beacons, and similar technologies to improve your experience on the Platform. These technologies enable us to:

- Enhance functionality, such as remembering login details and preferences.
- Analyse how users navigate the Platform and gather statistical data on site traffic.
- Show relevant advertisements based on your interests.

You can manage your cookie preferences through your browser settings, including blocking or deleting cookies. However, if you disable cookies, some features of the Platform may not function as intended.

We may also use third-party analytics services (e.g., Google Analytics) to collect and analyse data about how users interact with our site.

## 6. YOUR RIGHTS AND CHOICES

As a user, you have the following rights regarding your personal data:

- **Right to Access:** You have the right to request a copy of the personal data we hold about you.
- **Right to Rectification:** If your data is inaccurate or incomplete, you can request to have it corrected or updated.
- **Right to Erasure:** You may request the deletion of your personal data, subject to certain exceptions (e.g., where retention is required for legal obligations).
- **Right to Restrict Processing:** You can request the restriction of processing of your personal data in certain circumstances (e.g., if you contest the accuracy of the data or object to its processing).
- **Right to Data Portability:** You may request that we provide your data in a structured, commonly used format for transfer to another service.

- **Right to Object:** You can object to the processing of your personal data for marketing purposes or where we rely on legitimate interests for processing.
- **Right to Withdraw Consent:** If we rely on your consent for processing, you can withdraw that consent at any time.

To exercise your rights, please contact us at [support@evoqstudios.com]. We will respond to your request in accordance with applicable data protection laws.

## 7. THIRD-PARTY WEBSITES

The Platform may contain links to third-party websites or services that are not operated by us. We are not responsible for the privacy practices of these external sites, and we encourage you to read the privacy policies of any third-party site you visit.

## 8. CHILDREN'S PRIVACY

The Platform is not intended for children under the age of 18, and we do not knowingly collect personal data from individuals under 18. If we become aware that we have inadvertently collected personal data from a child under the age of 18, we will take steps to delete that data as quickly as possible.

## 9. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. When we make significant changes, we will notify you via email or platform notifications. Your continued use of the Platform after the updates signifies your acceptance of the revised policy.

## 10. CONTACT US

If you have any questions, concerns, or requests regarding this Privacy Policy or the way we handle your personal data, please contact us at:

**Email:** [Support@evoqstudios.com]

**Address:** [86-90 Paul Street, London, EC2A 4NE]

By using EVÖQ, you acknowledge that you have read, understood, and agree to the terms of this Privacy Policy.