

# PRIVACY AND COOKIES POLICY

This document describes how we use cookies on our website and how we handle and protect your personal data.

## Cookies

### what is a cookie?

A cookie is a small amount of data placed on the computer of a user by a website.

### Why do websites use cookies?

Web Pages have no memory. A user who surfs from page to page within a website is not recognised as the same user across pages. Cookies enable the user's browser to be recognised by the website. Therefore, cookies are mainly used to remember the choices a user has made (e.g. remembering the language you speak), or to recognise recurring visitors to the site.

### Do all cookies do the same thing?

No, there are different types of cookies used for different purposes. Cookies can be distinguished by function, lifetime and the party that places them.

### How does viptaxis.ie use cookies?

Booking.com offers its users an advanced and user-friendly website that adapts automatically to their needs and wishes. To achieve this, our website uses 4 types of cookies:

#### Technical cookies:

We use technical cookies to show you our website, to make it function correctly, to create your user account, to log you in and to manage your bookings. These technical cookies are strictly necessary for our website to function properly.

#### Functional cookies:

We also use functional cookies to remember your preferences and to help you use our website efficiently and effectively, for example by remembering your preferred currency and language, your searches and the accommodation you have viewed earlier.

These functional cookies are not strictly necessary for the functioning of our website, but they add functionality for you as a user and enhance your experience. To gain insight into how our users use the website, to find out what works and what does not, to optimise and improve the website and to ensure we continue to be interesting and relevant for our users, we use analytics cookies.

The data we gather includes the viewed web pages, referring/exit pages, platform type, date/time stamp information and details like the number of (mouse) clicks on a given page, mouse movements, scrolling activity and the (search) words you use and the text you type while using our website.

This information is anonymised as we really only need statistics. Lastly, we also use commercial cookies to show you viptaxis.ie

Advertisements on other websites (retargeting), potentially based on which destinations you have searched for, or which taxi service you have viewed. These cookies are typically placed by trusted third parties.

### How long do viptaxis.com cookies stay active?

viptaxis.ie uses several cookies, with a varying lifespan. The maximum lifespan we set on some of them is 5 years. All cookies can be erased from the browser when desired.

## How do I recognise viptaxis.com cookies?

You can find the viptaxis.ie cookies in your browser settings.

## Does viptaxis.com use third party cookies?

Yes. viptaxis.ie uses the services of trusted and recognised online advertising and marketing companies. To enable their services, these companies need to place cookies. The providers we use are committed to building consumer awareness and establishing responsible business and data management practices and standards. Most of these companies are a member of the Network Advertising Initiative (NAI) and/or the Interactive Advertising Bureau (IAB).

Members of NAI and IAB adhere to industry standards and codes of conduct. The NAI and IAB members offer a general opt-out function of the behavioural advertising.

Please visit [www.networkadvertising.org](http://www.networkadvertising.org) and [www.youronlinechoices.com](http://www.youronlinechoices.com) to identify the NAI members that have placed an advertising cookie file on your computer. To opt out of an NAI or IAB member's behavioural advertising programme, simply check the box that corresponds to the company from which you wish to opt out.

## Who has access to viptaxis.ie cookie data?

Only viptaxis.ie has access to the cookie data of Sturdy.com. Please note that from time to time, we may use third party service providers for marketing analysis and quality improvement purposes. Cookies placed by third parties may be accessed by these third parties.

## Does viptaxis.com monitor my online behaviour?

No. viptaxis.ie statistically analyses the behaviour of all users only on our own website. You may receive ads from viptaxis.ie on different sites (retargeting), which is based on your history on our website. This information is anonymous. We do not follow your behaviour outside of viptaxis.ie.

## How can I manage my cookie preferences?

Using your browser settings (e.g., Internet Explorer, Safari, Firefox, Chrome) you can set which cookies to accept and reject. It depends on your brand of browser where these settings are located. Using the 'Help' function in your browser, you can locate the relevant settings.

Please note that if you do not accept certain cookies, you may not be able to use some functionality of our website. Please also note that opting out of an advertising network does not mean that you will no longer receive or be subject to online advertising or marketing analysis. It means that the network from which you opted out will no longer deliver ads tailored to your web preferences and usage patterns.

## Privacy Policy

we highly value your trust in choosing viptaxis.ie for your online taxi booking. Therefore, we will duly and diligently safeguard and protect the privacy and confidentiality of your personal details, including your credit card details. This privacy policy applies to all of our services, whether accessed or made available online or through any other platform or device (hereafter collectively referred to as the 'Website'). During the registration process the service provider has the opportunity to create a publicly accessible service profile. During this process passenger upload content (particularly but not exclusively pictures) to the server of the viptaxis.ie and or on the server of the service provider of the viptaxis.ie

By accepting this privacy policy you consent to the processing of your personal data by viptaxis.ie for the purposes specified below.

## Why we process your personal data

### **viptaxis.ie processes your personal data for the following purposes:**

The viptaxis.ie requires additional data from passenger's and service providers during the registration process, which

are necessary for booking mediation. This data should contain a full name, street address, e-mail address, phone number etc. During the registration process the viptaxis.ie informs service providers and passenger's that this data will be passed on to the opposite contract party in the case of a successful booking mediation. According to the terms of use, if the service providers foresee the transmission of the passenger's credit card details, the viptaxis.ie will transfer this data to the service provider. The service provider can charge the passenger's credit card with an amount determined by the terms of use in the case of a no show (passenger's not arrive). This cost is usually the cost of every journey. The viptaxis.ie passes credit card data on to only authorized VISA and MASTERCARD partners. The viptaxis.ie is not responsible for the legitimate use of the credit card data by the service provider.

## **Personal data collected by viptaxis.ie**

the network and data at the viptaxis.ie are secure, and access to this data is restricted solely to authorized employees. The network and database are password protected. The security of the viptaxis.ie website is consistently updated to provide the highest degree of privacy possible. Your personal data will not be disclosed to third parties. Excluded from this are those service partners who require the data to enable the processing of the order in those cases, we will transmit to the organization only the minimum data that is required.

viptaxis.ie may also process data about your computing device such as IP address, browser type, and (for users of our service through a mobile device) Unique Device Identifier, operating system, application version and latitude/longitude. These data are typically non-identifying or anonymised, but may nevertheless be considered personal data either by themselves or when combined. In these cases the data will be processed in accordance with European data protection law.

## **Transfer to third parties**

**under certain conditions viptaxis.ie may transfer your personal data to the following third parties:**

### **The Taxi you booked**

The data collected during the registration process, particularly the e-mail addresses will be used by the viptaxis.ie to inform service providers and passengers about company news and to deliver information services. We also use your details to operate viptaxis.ie and, occasionally, to inform you of new features, services and products from viptaxis.ie on occasions, we may supply statistics about our customers to third parties such as service providers or other agents.

By completing a booking, you agree to be invited to complete our client review form. If you wish, the review can be completed anonymously. By completing the client review, you agree that it can be used on our Website on the relevant Taxi service & online booking information page and on other such platforms and social media (wholly or partly) owned, controlled, managed or hosted by us or our trusted business partners for the sole purpose of informing future customers on the service level and quality of the relevant services. We reserve the right to adjust, refuse or remove review forms at our sole discretion. The client review form should be regarded as a survey and does not include any commercial offers, invitations or incentives whatsoever.

## **Translation of data**

The viptaxis.ie reserves the right to translate any collected data (interests of taxi service providers, service scope, etc.) into the viptaxis.ie is available.

## **Data processors**

From time to time, we may use third party service providers as data processors for the purposes specified above. For example, we may use service providers to send Taxi booking information, and taxi offer electronically. Processing by these third parties takes place under our instruction. These parties are bound by data processing agreements and confidentiality agreements.

## **Competent authorities**

We may share and disclose your personal details and information to a government or investigative authority if required by law (or any regulation having the force of law), legal process, criminal investigation, court order or

subpoena. viptaxis.ie may also disclose your personal data if it is strictly necessary for the prevention, detection and prosecution of criminal acts.

## **Security**

In accordance with European data protection laws, strict security procedures are observed within viptaxis.ie to prevent personal data misuse and unauthorised access. In order to protect and safeguard the personal data provided to us, we have implemented and use appropriate business systems and procedures. Furthermore, we have implemented and use security procedures and technical and physical restrictions for accessing and using personal information. Only authorised employees and business partner are permitted to access personal information for performing their duties in respect to our services. Your credit card details will be stored by us for a maximum of 30 days after a booking is made. After that period, your credit card data will be irrevocably deleted from our systems, unless you have stored your credit card in your personal account.

The service provider guarantees to be in the possession of the property rights which are necessary for the publication of the uploaded content. The service provider further guarantees not to violate any law or rights of third parties. The passenger's releases the viptaxis.ie and its employees from all claims any third parties might raise, particularly from the related legal costs, including court and attorney fees. We may also use your personal data to detect fraud and/or other illegal acts aimed at viptaxis.ie

## **Control over your personal data**

You always have the right to review the personal data you have stored with us. You can request your personal data by emailing us at: [info@viptaxis.ie](mailto:info@viptaxis.ie) please write 'Personal data' as the subject line of your email.

If your personal data is incorrect we will change it at your request. You can also ask viptaxis.ie to remove your personal data from its database by sending us an email to the aforementioned email address.

## **Unsubscribe Emails**

By requesting an offer from our site, you authorize the viptaxis.ie to contact you via email in the future regarding its taxi promotion. You are able to unsubscribe from our email distribution list by writing to [info@viptaxis.ie](mailto:info@viptaxis.ie) and asking to be removed from our mailing list. We do not distribute email addresses under any circumstance.

## **Contact**

viptaxis.ie is the data controller for the processing the personal data.

viptaxis.ie is a business of V.I.P. Taxi & Courier Services Limited incorporated under the laws of the Ireland and has its offices at The Barley House, 90-97 Cork Street, Dublin 8. The Company Registration number is 307051. If you have any suggestions or remarks about this privacy statement, please send an email to: [info@viptaxis.ie](mailto:info@viptaxis.ie)

## **Changes to this statement**

We are at all times entitled to change the way we use cookies and the way we collect, transmit and process the personal information and such other information as we may deem necessary. This statement may therefore be amended from time to time in order to reflect the latest changes.