

## Alfredo Ltd Privacy Policy

Because Alfredo Ltd understands that the privacy of your personal information is important to you, we have established privacy policies and practices. This notice explains how your data will be used and shared by Alfredo Ltd. By visiting or Book an appointment with Alfredo Ltd, you accept the policies and practices described in this privacy policy. This privacy policy is incorporated into, and is subject to, the Terms of Use. Any capitalized terms not defined in this policy have the meaning set forth in the Terms of Use.

### What Our Privacy Policy Covers

Alfredo Ltd is committed to the privacy and confidentiality of the information provided by its users. This Privacy Policy describes the type of personal data that Alfredo Ltd (“Alfredo Ltd,” “we,” or “us”) collects through your use of our website, our products, support, payment and mobile apps, our marketing, demonstrations, and promotions, and our communications with you through our website or by phone, email, or live chat and online services, including your comments and feedback (collectively, the “Services”). The term “Personal Data” refers to any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier. Personal Data includes, without limitation, personally identifiable information about you, such as your name, date of birth, email address or postal address, and payment information.

Please note that by submitting Personal Data manually or in electronic form to us and/or by using our website, you give your consent that all Personal Data submitted on each occasion may be processed by and/or shared with Alfredo Ltd and its service providers, in the manner and for the purposes described in this Privacy Policy. *If you do not want us to collect or process Personal Data, please do not provide it, but you may not be able to take advantage of our Services or certain features of our Services.*

### Security

We follow generally accepted industry standards to protect the personally identifiable information submitted to us. As an example, all credit card information is encrypted using secure socket layer technology (SSL). However, no method of transmission is 100% secure. Therefore, Alfredo Ltd does not guarantee any confidentiality or privacy with respect to any of your personal information or User Submissions. Alfredo Ltd does not assume any liability to third parties whose information you include on the Site, or which you post in any User Submissions. Please keep your username and password secure.

### Importing Google / Facebook /Setmore Contacts

Alfredo Ltd imports existing Google /Facebook/Setmore contacts to their Alfredo Ltd accounts to create customer contacts. This import feature is powered by Google /Facebook/Setmore OAuth and Alfredo Ltd, which requests the owner of the Alfredo Ltd account to authorize the transfer of contact information and does not attempt to access your Google /Facebook/Setmore password. Alfredo Ltd other purpose, or push it to external 3rd party apps without your consent.

## Children's Information

Alfredo Ltd services, platform, and communications whether educational or marketing in nature are not directed at children less than sixteen years of age. We do not knowingly collect personal information from children less than sixteen. If we obtain actual knowledge that a child less than sixteen has provided personal information to us, we will promptly delete that information. Please report any suspected instances to: [reception@alfredoservices.co.uk](mailto:reception@alfredoservices.co.uk).

## Information You Provide Voluntarily

**Signup Information.** When you sign up for the Alfredo Ltd platform, you will be asked to provide your name, email address, phone number, physical or mailing address.

### **Customer.**

With your consent, we may import customer contact information to Alfredo Ltd for the purposes of scheduling appointments, events, or classes with staff.

This information includes the staff or customer's name, phone number, email address, physical or mailing address, and an image of their likeness. For example, with your consent, you may link your Alfredo Ltd account with your Google Contacts account, or other similar service, which allows Alfredo Ltd to obtain personal information from that account. This import feature is powered by Google /Facebook/Setmore OAuth and Alfredo Ltd, which requests the Google /Facebook/Setmore account owner to authorize the transfer of contact information and does not attempt to access your Google /Facebook/Setmore password. Alfredo Ltd does not use the contact information obtained during the import process for any other purpose, and does not share contact information with third parties without your consent.

**External Calendars.** A Alfredo Ltd user may also connect their external or third-party calendar with Alfredo Ltd. Our 2-way calendar sync integration will check the duration and free/busy status of the events in your external calendar, as well as the titles of any events. We do not check who you're meeting with, their email, or any other details about events in your calendar.

**Technical Support.** If you call, email, or otherwise contact Alfredo Ltd for technical support, you may provide personal information such as your name, email address, or phone number to Alfredo Ltd.

## Information Collected Automatically

**Cookies.** A cookie is a small data file that is automatically saved on your computer's hard drive when you visit a website. These cookies may contain information used to record the websites you visit, but do not contain any personally identifiable information such as your name, address, or credit card information. Alfredo Ltd uses cookies to give you a personalized experience. If you have signed up with Alfredo Ltd, cookies allow our website to recognize you when you return and give you access to your personal account options. We may also use cookies to keep track of the ways in which customers find us and navigate through our website. This information will be used internally to help us determine where improvements can be made to our website and services. If you do not wish cookies to be saved to your system, you may change your browser's settings so that your computer does not accept them. If cookies are disabled, however, you will not be able to purchase our product and we will not be able to visit Alfredo Ltd or use recognize you as a registered user.

### **Device Data.**

When you use our platform, We may automatically record information that includes the web address that you came from and are going to, your device model and unique identifier, operating system type and version, browser type and version, IP address, mobile network carrier, timezone and location. Whether or not Alfredo Ltd collects some or all of this information depends on what type of device you use and your device settings. To learn more, please check the policies of your device manufacturer and software provider, and the settings on your device.

**Analytics and Web Behavioral Data.** Alfredo Ltd uses third party service providers such as Google Analytics, FullStory, and Mixpanel to learn more about how users interact with Alfredo Ltd and our platform. This includes the collection and tracking of data regarding the characteristics, including demographic information such as male/female gender, and activities, such as time spent viewing a specific webpage, of visitors and users. You may opt-out of Google Analytics, FullStory, and Mixpanel tracking. Refer to the section “Your Rights and Choices” below for more information.

## How We Use Your Information

Alfredo Ltd may use personal information about you to provide Platform-related services, including:

**The ability to connect with and book appointments with customers online.** This may include personal information about you, including your name, phone number, email address, links to social media profiles, and images depicting your likeness that you provide willingly to Setmore. This may also include information about your business, including your business name, industry type, contact information, physical location, branding elements including but not limited to your business logo, and any service offerings and their associated costs.

**Send promotional communications.**

Subject to your opt-out preference, Alfredo Ltd may send you emails or mail about special offers, gifts, platform features or paid subscription offerings that we think are relevant to you. You may opt out of receiving these communications at any time; refer to the section “Your Rights and Choices” below for more information. Alfredo Ltd does not share your information with third-party advertisers who would send you communications promoting their goods or services.

**Provide technical support.** We will use your information when responding to your questions, comments, feedback, or requests for technical support.

**Protecting rights and interests.** We may use your information when it is reasonably necessary to comply with legal process, respond to claims, or protect the rights, property or safety of our company, employees, customers, or the public.

## Third Parties With Whom We Share Information

Alfredo Ltd uses other service providers and third party platforms to perform key functions on our behalf or assist in providing services to you. A list of such providers used by Alfredo Ltd as of May 25, 2018 is given below; Alfredo Ltd may add future providers or third parties as consistent with this Privacy Policy. Key functions for each third party may include the following:

- **Mandrill.** The sending of appointment confirmations, reminders, reschedule notices, cancellations, invites to access a customer account, invites to access a staff profile, requests for reviews, and thank-you emails.
- **Intercom.** The tracking of account-related information such as sign-up date and date the user last accessed the Alfredo Ltd Platform, the tracking of device information such as browser, operating system, and device type, the sending of educational or promotional content through email or in-app messages, and facilitating one-on-one instant chat sessions between the Alfredo Ltd user and a support staff.
- **Twilio.** The sending of SMS appointment reminders to the Alfredo Ltd user’s end customer.
- **Google App Engine.** The hosting of the Alfredo Ltd platform and any data accrued via usage of the Setmore platform, as consistent with this Privacy Policy.

- **Braintree.** The processing of payments and the tracking of payment information for subscribers of Alfredo Ltd paid products, including the Setmore Premium service.
- **Jbilling.** The processing of payments and the tracking of payment information for subscribers of Alfredo Ltd paid products, including the Setmore Premium service.
- **Typeform.** The collecting of user-submitted contact information from users who nominate themselves to partner with Alfredo Ltd as an affiliate, reseller, evangelist, or promotional guru.
- **Google Analytics.** The tracking of activities from users on the platform website. This may include but is not limited to time on site, bounce rate, click rates, and more.
- **FullStory.** The tracking of behavioral data from users of the platform website. This may include but is not limited to click maps, scrolling behaviors, click rates, and more.
- **Mixpanel.** The tracking of behavioral data from users of the platform website. This may include but is not limited to click maps, scrolling behaviors, click rates, and more.

## Compliance with Laws, Regulations, and Requests

Alfredo Ltd may share your data if we believe disclosure is reasonable and necessary to comply with laws, regulations, legal requests, judicial requests, or governmental requests, and to enforce or investigate possible violations of our Terms of Use or this Privacy Policy, or otherwise address security or technical issues that may lead to possible violations.

With your consent. We may share some or all of your information to any other third party with your affirmative consent. For instance, we display personal testimonials of satisfied customers in addition to other endorsements. With your consent we may post your testimonial along with your name. If you wish to update or delete your testimonial, you may contact us at: [reception@alfredoservices.co.uk](mailto:reception@alfredoservices.co.uk)

## Your Rights and Choices

**Request to Delete Data.** You may submit a written request to delete all personal information from the our platform. Alfredo Ltd will full fill the request within 30 days of the receipt of request. The Alfredo Ltd account owner should email a formal request to [reception@alfredoservices.co.uk](mailto:reception@alfredoservices.co.uk) to initiate this process.

**Request to Correct Personal Information.** You may submit a written request to correct any inaccuracies in your personal information that is held by Alfredo Ltd. Please have the Alfredo ltd account holder send all such requests to [reception@alfredoservices.co.uk](mailto:reception@alfredoservices.co.uk) Upon receipt of the request, Setmore will fulfill the terms of the request within 30 days.

**Unsubscribe to Emails.** At any time you may unsubscribe from Alfredo Ltd promotional and educational emails by following the “unsubscribe” link in the footer of every email. If you continue to receive emails after unsubscribing, please check that you don’t have a duplicate accounts registered to a different email address (this is a common issue). Please note that if you unsubscribe from promotional emails from us, you will continue to receive operationally essential emails such as appointment confirmations, payment receipts, and others. You may deactivate some but not all of these operationally essential emails under your Account Settings for Notifications.

**Cookies.** You may disable or restrict cookies by modifying your browser settings.

**Third Party Analytics.** You may opt out of Google Analytics, FullStory, and Mixpanel tracking by using the Opt-Out features on each service provider’s website.

You may opt out of the Google Analytics service by installing the opt-out browser tool, located here: <https://tools.google.com/dlpage/gaoptout>. For more information on Google’s privacy policy, please visit <https://www.google.com/policies/privacy>.

You may opt out of the FullStory service by navigating to the opt-out feature here: <https://www.fullstory.com/optout/>. For more information on FullStory’s privacy policy, please visit <https://www.fullstory.com/legal/privacy/>.

You may opt out of the Mixpanel service by navigating to the opt-out feature here: <https://mixpanel.com/optout/>. For more information on Mixpanel’s privacy policy, please visit <https://mixpanel.com/legal/privacy-policy/>.

## End-user Opt-out

If you want to exercise your rights as Data Subjects under GDPR with respect to Customer information, we recommend that you reach out to Alfredo Ltd to whom you provided your personal information. Who will, of course, assist our customers in responding to Data Subjects questions and requests.

## Links to Other Websites

There may be links to other websites from Alfredo Ltd. Alfredo Ltd use of personal information. We encourage you to become familiar with the privacy practices of any linked site when you visit them.

## Retention of Data

Alfredo Ltd will generally retain your information for as long as reasonably necessary to provide services to you, and to comply with applicable laws. After you deactivate your account or fail to use the services for 6 month or more, Alfredo Ltd will delete all your personal records

### **Transfer or assignment in connection with business transfers or bankruptcy.**

In the event of a merger, acquisition, reorganization, bankruptcy, or other sale of all or a portion of our assets, any user information owned or controlled by us may be one of the assets transferred to third parties. We reserve the right, as part of this type of transaction, to transfer or assign to third parties your Personal Data and other information we have collected from users of the Services. Other than to the extent ordered by a bankruptcy or other court, or as otherwise agreed to by you, the use and disclosure of all transferred user information will be subject to this Privacy Policy. However, any information you submit or that is collected after this type of transfer may be subject to a new privacy policy adopted by the successor entity.

## Privacy Policy Changes

This notice replaces all previous disclosures we may have provided you about our information practices. We reserve the right to revise and modify this policy at any time, without notice, and to apply these changes in policy to information previously collected, where legally permissible. We will notify you of changes by posting the policy changes on our website. Your continued use of the Site constitutes your acceptance to this privacy policy and any updates. This privacy policy is effective as of May 25, 2018.

## Do Not Track Requests

We do not process “Do Not Track” (“DNT”) signals. Our third-party service providers may also not respond to DNT signals.

## Contact Us

Alfredo ltd has a designated Data Protection Officer (DPO), who may respond to any queries or requests sent to us regarding your privacy. If you have any questions about our Privacy Policy, please send an email [reception@alfredoservices.co.uk](mailto:reception@alfredoservices.co.uk) The examples contained in our Privacy Policy are illustrative and are not intended to be exhaustive.