

Privacy Policy Update

Last updated: May 23, 2018 per GDPR requirements

B4Checkin recognizes that you, as a hotel, resort or casino, and those of your guests, privacy is very important, and we take it seriously. This updated Privacy Policy (“Privacy Policy”) describes our policies and procedures on the collection, use, disclosure, and sharing of your personal information or personal data when you use the B4Checkin Platform. This Privacy Policy applies to activities by B4Checkin, Inc. and its affiliates and subsidiaries (collectively “B4Checkin,” “we” or “us”). Capitalized terms that are not defined in this Privacy Policy have the meaning given to them in our [Terms of Service](#).

The Information We Collect

We collect information directly from individuals, from third parties, and automatically through the B4Checkin Platform.

Account and Profile Information: When you or your guests create an account and profile on the B4Checkin Platform, we collect your name, contact information, and other information you or they provide, to use B4Checkin’s products. Once your guests create a profile, you users will be able to see in your profile certain information about your profile on the B4Checkin Platform, except any credit card information.

Communications. When you communicate with us (via email, phone, through the B4Checkin Platform, or otherwise), we may maintain a record of your communication.

How We Use Your Information

We do not sell you or your guest’s your personal data – such as your name and contact information – to third parties to use for their own marketing purposes. B4Checkin uses the information we collect for the following purposes:

- Provide our Products. To provide you the Products we contracted with you on the B4Checkin Platform, communicate with you about your use of the B4Checkin Platform, respond to your inquiries, provide troubleshooting, and for other customer service purposes.
- Prevent Misuse. Where we believe necessary to investigate, prevent or act regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person or violations of our Terms of Service or this Privacy Policy.

How We Share Your Information

We share information as set forth below, and where individuals have otherwise consented:

Service Providers. We may share your information with third party service providers who use this information to perform services for us, such as payment processors, hosting providers, auditors,

advisors, consultants, customer service and support providers, as well as those who assist us in providing the Ad Services.

Affiliates. The information collected about you may be accessed by or shared with subsidiaries and affiliates of B4Checkin, Inc., whose use and disclosure of your personal information is subject to this Privacy Policy.

Business Transfers. We may disclose or transfer information, including personal information, as part of any merger, sale, and transfer of our assets, acquisition or restructuring of all or part of our business, bankruptcy, or similar event.

Legally Required. We may disclose your information if we are required to do so by law.

Protection of Rights. We may disclose information where we believe it necessary to respond to claims asserted against us or, comply with legal process (e.g., subpoenas or warrants), enforce or administer our agreements and terms, for fraud prevention, risk assessment, investigation, and protect the rights, property or safety of B4Checkin, its users, or others.

Cookies, Pixels and Tracking

We and our third-party providers use cookies, clear GIFs/pixel tags, JavaScript, local storage, log files, and other mechanisms to automatically collect and record information about your usage and browsing activities on the B4Checkin Website, we provide a summary these activities.

Analytics Tools. We may use internal and third-party analytics tools, including [Google Analytics](#). The third-party analytics companies we work with may combine the information collected with other information they have independently collected from other websites and/or other online products and services. Their collection and use of information is subject to their own privacy policies.

How We Protect Your Information

The security of your information is important to us. B4Checkin has implemented safeguards to protect the information we collect. However, no website or Internet transmission is completely secure. We urge you to take steps to keep your personal information safe, such as choosing a strong password and keeping it private, as well as logging out of your user account, and closing your web browser when finished using the B4Checkin Platform on a shared or unsecured device.

Data Breach. In the event of a data breach you as a customer of B4Checkin will be contacted within 72 hours as per the requirements of Article 33 of the GDPR.

Should you require more information regarding our security procedures, please email our Data Protection Office (“DPO”) at info@b4checkin.com

Access and Amend Your Information

You or your guests may update or correct your account information at any time by logging in to your account.

Deleted or Deactivated Account. If you choose Delete Your Account in your privacy settings, then all Your Content will be removed from public visibility on the B4Checkin Platform, and it may not be restored by us, even if you change your mind. If you choose Deactivate Your Account, then you will no longer receive any communications from us, and users will not be able to interact with you; however, Your Content will remain on the B4Checkin Platform.

If one of your guests requests to be deactivated their Account as per requirements of GDPR, please contact us at info@b4checkin and we will confirm to you that their account is deactivated.

We do not knowingly collect or solicit personal information from anyone under the age of 13 (or under the age of 14 for anyone living in Spain or South Korea) or knowingly allow such persons to register. If we become aware that we have collected personal information from a child under the relevant age without parental consent, we take steps to delete that information.

Links to Other Websites

The B4Checkin Platform may contain links to third party sites or online services. We are not responsible for the practices of such third parties, whose information practices are subject to their own policies and procedures, not to this Privacy Policy.

Contact Us

If you have any questions about our practices or this Privacy Policy, please contact us at info@B4Checkin.com or send mail to:

B4Checkin, Inc.
Attn: Data Protection Office (“DPO”)
P.O. Box 36097, Halifax
Nova Scotia, Canada B3L 1G1

Changes to Our Privacy Policy

If we change our privacy policies and procedures, we will post those changes on this page. If we make any changes to this Privacy Policy that materially change how we treat your personal information, we will endeavor to provide you with reasonable notice of such changes, such as via prominent notice in the B4Checkin Platform or to your email address of record, and where required by law, we will obtain your consent or give you the opportunity to opt out of such changes.