

Privacy Policy - Last Updated: Feb 24, 2023

This privacy policy (this "**Policy**") explains how personal information is collected, used, and disclosed by ZkyRocket Ltd, Inc. and its subsidiaries (collectively, "**ZkyRocket Ltd**," "**we**," "**our**" or "**us**"). This Policy applies to visitors and users (individually, "**you**") of ZkyRocket Ltd.'s website, applications, and other online services (each, a "**Site**," and collectively, our "**Sites**"), although not all services described here are available in all jurisdictions. You can identify the ZkyRocket Ltd company that hosts a Site and is responsible for your information under this Policy (Appendix A).

By visiting or using our Sites, to the extent permitted by applicable law, you are consenting to us gathering and processing information about you in accordance with this Policy, although consent may not be required for all the elements described in this Policy. For types of information or processing, we may provide you with choices or request your further consent related to what information we collect and how we may process it.

Third parties you contract c/o ZkyRocket, may also collect, use, and share information about you. This Policy does not cover such third parties, or their services and we do not take any responsibility for how such third parties may use any information they collect. For information about third-party privacy practices, please consult with them directly.

BRIEF OVERVIEW

Information We Collect	We may collect your information in connection with your registration, use, or enquiries on or about our Sites that link to this Policy. <u>Detailed further in this document</u>
How We Use Your Information	We may use your information to provide services, respond to and fulfil your requests, operate and market our Sites, comply with applicable law, and as otherwise permitted by applicable law. <u>Detailed further in this document</u>
How We Share Your Information	We may share your information with venues, venue groups, venue affiliates, our affiliates, subsidiaries, and other third parties to provide our Sites and fulfil your requests, and as otherwise consented to by you or as permitted by applicable

	<p>law. Under certain circumstances, we act as the data processor of your information. Detailed further in this document</p>
Security of Your Information	<p>We maintain commercially-reasonable technical, administrative, and physical security measures designed to protect your information. Detailed further in this document</p>
Cookies and Other Tracking Technologies	<p>We may use cookies and similar technologies to help provide our Sites, offer you a more personalised user experience. Detailed further in this document</p>
Your Choices	<p>You can opt out of receiving marketing communications from us, change your communication preferences, and/or opt-out of certain sharing of your information with third parties. Detailed further in this document</p>
Access and Correction of Your Information	<p>We provide you the opportunity to access, correct and update your information. Detailed further in this document</p>
International Transfers	<p>We may transfer your information outside of your home country. To protect your information, any such international transfers will be made in accordance with applicable law. Detailed further in this document</p>
Links to Other Websites	<p>Our Sites may contain links to other websites or services that are not owned or controlled by ZkyRocket Ltd, including links to websites of our venues and partners. Detailed further in this document</p>
Changes to This Policy	<p>You will be notified about any material changes to this Policy via a posting on our Sites, and as otherwise required by applicable law. Detailed further in this document</p>
Contact Us	<p>If you have questions about this Policy, please contact us. Detailed further in this document</p>
Notices to Clients of Certain Jurisdictions	<p>Clients of certain countries and geographies may have additional rights. Detailed further in this document</p> <p>Clients of Australia</p> <p>Clients of California</p> <p>Clients of EU/UK</p>

I. INFORMATION WE COLLECT- GDPR

Personal Information. By visiting or using our Site, we may collect the following categories of personal information (" **personal information** ") you provide to us: name; email address; business postal address; phone number (including your mobile phone number); billing information; visitor survey responses; project programme details; referrals; sites or venues pages visited; special venue requests; waste to energy solutions; marketing responses; group photos of you (such as if you add a photo of your business group to your email) ; account settings; passwords; contact information of people you add to, or notify of, your project request for information through our Site; consultant support and other requests you make through our Sites and through venues; venue reviews and other information you provide on our Sites; and other information you may provide about yourself or others to our Sites or to which you provide us with access via third-party platforms.

We do not proactively collect personal information considered as sensitive personal information such as health-related information. However, our Sites include text boxes which are designed for you to provide your choice of certain information about your preferences. You should be aware that information you freely submit in these boxes may reveal to us or to the venues or third parties with whom we share information (as detailed in the **How We Share Your Information** section, below) certain information that may be considered as sensitive personal information under applicable law. For certain services on our Sites, credit or debit card account information may be required to secure the booking.

In addition, we may receive certain categories of personal information listed above and some device information listed below (such as your name, email, browsing history on our sites and other details) from sources other than you, such as from third-party websites, applications, and services (each, a " **third-party platform**"), venues, and other third parties, including individuals who have added you as a guest to their reservation. If you are an existing ZkyRocket Ltd client, we will combine this information with information we collect on our Sites and use it for the purposes described below.

Device Information. When you visit our Sites or open communications (such as emails), some information is automatically collected from devices (e.g., mobile, computer, laptop, tablet) used to visit or use our Sites including, but not limited to, operating system, access times, browser information (e.g., type, language, and history), settings, and other data about your device that we use to provide the services or as otherwise described in this Policy ("**device information**"). We also collect information about your usage and activity on our Sites using certain technologies, such as cookies, web beacons and other technologies (see our [**Cookies and Interest-Based Advertising Policy Appendix C**](#) for more details).

Personal information and device information are collectively referred to as "**your information.**"

Our Sites are for persons 16 or older. As such, ZkyRocket Ltd does not knowingly collect personal information from children under the age of 16. If you learn that your child has provided us with their information without your consent and he or she is under the age of 16, please let us know at admin@zky-rocket.com or write to us, as detailed in Section XI below, so we may remove it from our systems.

II. HOW WE USE YOUR INFORMATION

We may use your information for the following purposes ("**Purposes**"), to: provide you with the services, products, and functionality offered on our Site and fulfil your requests, including, but not limited to, making site survey reservations, reviewing venues and their waste to energy portfolio, paying for services, and notifying people you add to, or otherwise request to notify of, your venue/ waste to energy solutions through our Sites; communicate with you about our Sites, services, products and/or functionality; respond to, or follow up on, your comments and questions, and otherwise provide customer service; communicate with you about new and improved waste to energy solutions and other marketing communications; operate and improve our Sites, products, services, and functionality; authenticate your credit or debit card account information, if applicable; tailor your experience on our Site, including search results and displaying relevant advertising; provide information, services and products to our clients, including venues and their [venue groups](#) and [venue affiliates](#); Waste to Energy Partners, power companies or power affiliates; link or combine with other information we get from third parties to help understand your needs and provide you with better service; perform statistical analysis; protect, investigate, and deter against fraudulent, unauthorised, or illegal activity; comply with our policies, procedures and legal obligations; and as otherwise consented to by you and as required or permitted by applicable law.

If you do not provide us with certain of your information, we may not be able to fulfil the requested Purpose of collection, such as to respond to your queries or provide our Sites to you.

Combined Information. We may combine your personal information with device information and location information (with your consent, where required) to serve you specifically, such as to deliver a product to you according to your preferences or restrictions, or for advertising or advertising targeting purposes. When we combine personal information, device information and location information in this way, we treat it as, and apply all the safeguards in this Policy applicable to, your information.

Electronic Communications. Consistent with the above Purposes, we may communicate with you via electronic messages, including email, text message, for example: technical notices, general updates, security alerts, and support and administrative messages; and/or, subject to the [Your Choices](#) section, below, and/or applicable law, communicate with you about offers, promotions, rewards, upcoming events, and other news about products and services offered by ZkyRocket Ltd, our affiliates, venues, and other business partners. With your consent, where required, we may contact you at the mobile phone number that you provide to us by way of direct dial calls, autodialed and pre-recorded message calls, and text messages in connection with the above purposes.

Our Role as Data Controller and Data Processor. We generally act as the data controller of your information; however, under certain ZkyRocket Ltd programs, third parties, business partners or affiliates may engage us to provide them with certain processing services related to information owned or controlled by the members. We are not responsible for any venue's/ Waste to Energy Partners use of information for which it is an owner or controller. Detailed further in this document -How third parties, business partners or affiliates may use such information, you should review their privacy notice.

Aggregated Information. We may aggregate personal information collected from you and other users as well as device information and location information (with your consent, where required) to produce general statistics that cannot be linked to you

or any other specific user and with which we attempt to provide you with a better experience, to improve our services, and to analyse and understand how our Sites and products are used.

Retention. We will retain your information for the period necessary to fulfil the Purposes outlined in this Policy and as otherwise needed to comply with applicable law and internal company policies.

III. HOW WE SHARE YOUR INFORMATION

Information Shared with our membership community, affiliates or business partners

When you make a request for a Mission 1 project, we automatically provide certain categories of your information to facilitate such requests. For requests to plan a site survey, this information may include your name, profile, time and date of visit, your phone number, your preferences, information or comments that you choose to submit (if any) and your email address. Your information is provided to the Waste to Energy Partners, just as it would if you contacted the waste to energy consultant directly. If you provide a mobile phone number in connection with your request, the waste to energy consultant may send you text messages regarding your request.

Depending on where you reside, and as permitted by applicable law, we or the Waste to Energy Partners may additionally share certain pieces of your information with business partners or waste to energy affiliates to provide you with a more customised service.

Waste to Energy Partners- we may share with our suppliers additional information about you, such as information about your venue footprint, history, and/or information that we collect from you and third parties. Depending on where you reside, and as permitted by applicable law, we or the venues may additionally share certain of your information with such venues affiliated venues (such as affiliated brands), venues group and/or venues with the same brand or parent-brand (collectively, such venues " **venue group**"), or other entities associated with such venues (such as the parent entity of the venues group or affiliated hotels) and/or their 3rd party service providers (collectively, the associated entities and 3rd party service providers, such venues " **venue affiliates** ").

For Mission 2 requests to plan an event, this information may include your name, profile, time and date of stay, your phone number, your preferences, information or comments that you choose to submit (if any) and your email address. Your information is provided to the venues and the process is just as it would if you contacted the venues directly. If you provide a mobile phone number in connection with your request, venues or ZkyRocket may send you text messages regarding your request. For

payment you may be required to provide credit or debit card account information to secure your reservation.

Specifically, we may as permitted by applicable law share your information with business partners or affiliates to support operations, such as to perform analytics, tailor marketing to you and to provide you with a more customised service. The ZkyRocket Ltd entity identified in [Appendix A](#) would be the services provider/data processor of the venues and/ or Waste to Energy Partners. For more information, please feel free to contact ZkyRocket Ltd as detailed in the [Contact Us](#) section below. To Detailed further in this document about your choices related to how we share your information with venues groups and venues affiliates under our programs, please see the [Your Choices](#) section below.

b. Payment Card Information- only Mission 2

To use certain services on our Sites (such as to secure a venue booking, we require credit or debit card account information to be provided to us. By submitting your credit card details you expressly consent to the sharing of your information so we may pass the details to the venue.

As explained in the ZkyRocket Ltd Terms of Use, these third parties may store your credit or debit card account information, so you can use their payment services in the future to the extent permitted by local law.

- For information about the security of your credit or debit card account information, see the [Security of Your Information](#) section, below.

c. Information You Share Socially

Our Sites may allow you to connect and share your actions, comments, content, and information publicly or with friends. Our Sites may also allow you to connect with us on, share on, and use third-party platforms, including those on which ZkyRocket Ltd has a presence. Please be mindful of your personal privacy needs and the privacy needs of others as you choose whom to connect with and what to share and make public. We cannot control the privacy or security of information you choose to make public or share with others. ZkyRocket Ltd also does not control the privacy practices of third-party platforms. Please contact those sites and services directly to learn about their privacy practices.

d. Other Sharing

We do not share your information with third parties other than as described above and as follows:

- We may share your information with waste to energy partners, affiliates, subsidiaries, and business marketing partners in the U.K. and worldwide to the extent necessary for managing our business related to our Sites and the Purposes. By visiting or using our Sites or otherwise providing us with your information, you consent to this transfer of your information throughout the global ZkyRocket Ltd network of entities. Detailed further in this document about your choices related to how we share your information with our affiliates, subsidiaries, and business partners, please see the Your [Choices](#) section, below.
- We may share information with third parties for their own marketing purposes, which are subject to the separate privacy policies of such third parties. We will do this based on your consent, where required by law, and if not required by law based on our legitimate interests in sharing data with our partners so that we can help you see offers and services which are

most relevant to you. To Detailed further in this document about your choices related to how we share your information with third parties, please see the Your [Choices](#) section, below.

- We may share information with third-party vendors, consultants, and other 3rd party service providers who perform functions on our behalf (e.g., hosting or operating our Sites, data collection, reporting, site analytics, data analysis, processing credit card payments, and providing fraud detection services). We do not authorize these third parties to use your information for purposes other than for which it has been provided, and do not authorize these third parties to disclose that information to unauthorised parties. We require these third parties to maintain appropriate security to protect your information from unauthorised access or processing.
- We may disclose your information to regulatory authorities, courts, government agencies and other third parties where we believe that doing so would be in accordance with or permitted or required by any applicable law, regulation or legal process, to defend the interests, rights, and/or property of ZkyRocket Ltd or others, or to respond to emergencies.
- We may disclose or transfer your information to a third party if we sell, transfer, divest, or disclose all or a portion of our business or assets to another company in connection with or during negotiation of any merger, financing, acquisition, bankruptcy, dissolution, transaction, or proceeding.
- We may share aggregate statistical data for the improvement of services offered by our Sites. We may also share aggregated or de-identified information with third parties in our discretion.
- We may otherwise share your information as directed by you or subject to your consent.

IV. SECURITY OF YOUR INFORMATION

ZkyRocket Ltd takes commercially reasonable technical, administrative, and physical security measures designed to protect your information from loss, misuse, unauthorised access, disclosure, alteration, and destruction.

When your credit or debit card account information is being transmitted to our Sites or through our Sites, it will be protected by cryptographic protocols. To be clear, ZkyRocket Ltd does not itself store your credit or debit card account information, and we do not have direct control over or responsibility for your credit or debit card account information. We use third party payment processors that are the controllers of your

credit card information. Our contracts with third parties that receive your credit or debit card account information require them to keep it secure and confidential.

Nonetheless, we cannot guarantee that transmissions of your credit or debit card account information or your other information will always be secure or that unauthorised third parties will never be able to defeat the security measures taken by ZkyRocket Ltd or our third-party 3rd party service providers. Except to the extent that liability cannot be excluded or limited due to applicable law, we assume no liability or responsibility for disclosure of your information due to errors in transmission, unauthorised third-party access, or other causes beyond our control. You play an important role in keeping your information secure. You should not share your user name, password, or other security information for your ZkyRocket Ltd account with anyone. If we receive instructions using your user name and password, we will consider that you have authorized the instructions. If you have reason to believe that your interaction with us is no longer secure (e.g., if you feel that the security of any account you might have with us has been compromised), please contact us immediately as detailed in the [Contact Us](#) section, below.

V. COOKIES AND OTHER TRACKING TECHNOLOGIES

We collect information about your usage and activity on our Sites using certain technologies, such as cookies, web beacons, and other technologies. Third parties may also view, edit, or set their own cookies. We and our third-party 3rd party service providers, advertisers, and/or partners may also place web beacons for such third parties. The use of these technologies by such third parties is subject to their own privacy policies and is not covered by this Policy, except as required by law. See our [Cookies and Interest-Based Advertising Policy - Appendix C](#) for more details.

VI. YOUR CHOICES

Email. If you do not want to receive marketing and promotional emails from ZkyRocket Ltd, you may notify your Consultant. Alternatively, to the extent that applicable law requires your prior opt-in consent to receive marketing and promotional emails, you can choose not to opt-in via your Consultant. Please note that even if you opt-out of receiving marketing

communications from one or all our Sites, we may need to send you service-related communications, such as confirmations of any future project requests you make.

Text Messages. If you no longer want to receive text messages from ZkyRocket Ltd, reply STOP (or as otherwise instructed) in the text message.

Cookie Choices. To exercise choices regarding cookies set through our website, as well as other types of online tracking and internet advertising, see our [Cookies and Interest-Based Advertising Policy- Appendix C](#) for more details.

In addition to the above methods of exercising choice, to the extent required by applicable law or as otherwise noted in the [Notices to Clients of Certain Jurisdictions](#) section below, we may provide you with additional choices regarding the processing of your information, which you may exercise by contacting us as detailed in the [Contact Us](#) section, below. We will try to comply with your request as soon as reasonably practicable as required by applicable law.

VII. ACCESS AND CORRECTION OF YOUR INFORMATION

If you have created an online membership with us and would like to update the information you have provided to us, you can login and complete updates during the period of membership. Any issued incurred, contact us as detailed in the [Contact Us](#) section, below.

VIII. INTERNATIONAL TRANSFERS

Information about you may be transferred to, or accessed by, entities located around the world as described in this Policy. Some of these entities may be in countries that do not provide an equivalent level of protection as your home country. Where required, ZkyRocket Ltd has implemented appropriate cross-border transfer solutions to provide adequate protection for transfers of certain information. By using our Sites, and providing us information about you, you consent to the international transfer of information about you to the above parties.

IX. LINKS TO OTHER WEBSITES

Our Sites may contain links to other websites or services that are not owned or controlled by ZkyRocket Ltd, including links to websites of venues and our 3rd party suppliers and partners. This Policy only applies to information collected by our Sites. We have no control over these third-party websites, and your use of third-party websites and features are subject to privacy policies posted on those websites. We are not responsible or liable for the privacy or business practices of any third-party websites linked to our Sites. Your use of third parties' websites linked to our Sites is at your own risk, so we encourage you to read the privacy policies of any linked third-party websites when you leave one of our Sites.

X. CHANGES TO THIS POLICY

Except to the extent limited by applicable law, we reserve the right to update this Policy to reflect changes to our information practices by prominently posting notice of the update on our Sites, and as required, obtaining your consent. Any updates will become effective immediately after posting the updates to this Policy and apply to all information collected about you, or where required, upon your consent. You agree that you will review this Policy periodically. If we make any changes to this Policy, we will change the "Last Updated" date above. You are free to decide whether to accept a modified version of this Policy, but accepting this Policy, as modified, is required for you to continue using our Sites. **If you do not agree to the terms of this Policy or any modified version of this Policy, your sole recourse is to terminate your use of our Sites.**

If we make any changes to this Policy that materially impacts previously collected information about you, we will obtain your prior express consent.

XI. CONTACT US

If you have any questions about this Policy or information, we have collected about you, please contact us by email at admin@Zky-Rocket.com or by postal mail at:

ZkyRocket Ltd

Meppershall Rd, Shillington, Hitchin SG5 3PF
Attention: Legal / Finance Department

You can also contact your Consultant at ZkyRocket Ltd directly. See Appendix A.

XII. NOTICES TO CLIENTS OF CERTAIN JURISDICTIONS

Australia Clients. If you have any questions, comments, or complaints about our collection, use, or disclosure of personal information, or if you believe that we have not complied with this Policy or the Privacy Act 1988 (Cth), please contact us as detailed in the [Contact Us](#) section, above. When contacting us, please provide as much detail as possible in relation to your question, comment, or complaint. ZkyRocket Ltd will take any privacy complaint seriously and any complaint will be assessed by an appropriate person with the aim of resolving any issue in a timely and efficient manner. We request that you cooperate with us during this process and provide us with any relevant information that we may need. If you are not satisfied with the outcome of our assessment of your complaint, you may wish to contact the Office of the Australian Information Commissioner. For more information, please refer to www.oaic.gov.au.

California Clients - Your California Privacy Rights. As described in this Policy, ZkyRocket Ltd may share your personal information with third parties for such parties' direct marketing purposes. Under California's "Shine the Light" law ("Shine the Light"), if you are a California client who provides personal information in obtaining venues or services for personal or family use, and except as provided below, you may request and obtain from us once a calendar year information about your information we shared, if any, with third parties for such parties' direct marketing purposes. If applicable, this information would include the categories of your personal information and the names and addresses of those third parties with which we shared your personal information for the immediately prior calendar year. To obtain

this information, please contact us as detailed in the [Contact Us](#) section, above, with "Request for California Privacy Information" in the subject line of the email or, if sent by postal mail, in the body of your message. Please be aware that not all information sharing is covered by the Shine the Light requirements and only information on covered sharing will be included in our response. For some features and programs, such as described in Section III(a) with respect to [venues groups](#) and [venues affiliates](#), ZkyRocket Ltd will give you the choice to opt-out in lieu of the foregoing.

European Union and UK Clients. [Detailed further in this document.](#)

APPENDIX A- Our Contact Details

ZkyRocket Ltd, Inc. and its subsidiaries (collectively, "**we**," "**our**" or "**us**") provide services in many different countries. As detailed in our Privacy Policy (the "**Policy**"), ZkyRocket Ltd acts as a data controller of certain personal information about users of ZkyRocket Ltd's websites, applications, and other online services (individually referred to as

"**you**") and as a data processor of other personal information. When we act as a data controller of your personal information, the ZkyRocket Ltd entity that is the data controller is a British company with its registered office at Meppershall Rd, Shillington, Hitchin SG5 3PF

E-Mail: admin@Zky-Rocket.com

Authorised representatives: Charlotte Hamilton-Brunsdon (Managing Director), Peter Brunsdon (Director); same address as ZkyRocket Ltd.

All information concerning you that ZkyRocket Ltd collects will be for the purposes described in the Policy or disclosed to you on our Sites or otherwise in connection with our services. The above data controller is responsible for administration of such personal information subject to such joint use by ZkyRocket Ltd, Inc. (for example, accepting and responding to requests for disclosure and complaints).

APPENDIX B – SEE TERMS OF USE (SEPARATE DOCUMENT)

Appendix C - Cookies and Interest-Based Advertising Policy

Cookies and similar tracking technologies, such as beacons, scripts, and tags, are small bits of code, usually stored on a user's computer hard drive or device, which enable a website to "personalize" itself for each user by remembering information about the user's visit to the website. We also use these technologies within emails or other communications we send to you. Where required by law, we will obtain your consent before we collect this information from your device or use these technologies.

As described in more detail below, our Sites use cookies to store your preferences, display content based upon what you view on our Sites to personalize your visit, analyse trends, administer the Sites, track users' movements around the Sites, serve targeted advertising and gather demographic information about our user base as a whole. On mobile websites and mobile apps, we may use Anonymous Device IDs and/or Advertiser Identifiers in a manner similar to our use of cookies on our websites. To opt-out of advertising and certain other cookies, please see the opt-out links below.

ZkyRocket Ltd Cookies (First Party Cookies). We, at ZkyRocket Ltd, use our cookies to improve your web-browsing experience. For example, we may use these cookies to remember your language preference or city, or to keep you in a logged in state so the Sites does not require you to log in repeatedly to access different pages. ZkyRocket Ltd.'s cookies are associated with other data we collect from you. However, no third party may use the information we collect through our ZkyRocket Ltd cookies for their own purposes. Deletion of these types of cookies will result in limited functionality of our Sites and services.

Third Party Cookies. We work with third parties that place cookies on our Sites to provide their services, including:

- **Ad Targeting.** We work with third-party advertising companies to serve ads while you are visiting our Sites and permit these companies to place and access their own cookies on your computer in the course of serving advertisements on our Sites. These companies may use information obtained through their cookie (which does not include your name, address, e-mail address or telephone number) about your visits to our and other websites, in combination with non-personally identifiable information about your purchases and interests from other online sites in order to provide advertisements about goods and services of interest to you. Other companies' use of their cookies is subject to their own privacy policies and not ours. Data Providers: We also allow data providers to collect web log data from you (which may include IP address, where permitted, and information about your browser or operating system), when you visit our Sites, or place or recognize a

unique cookie on your browser to enable you to receive customized ads or content. These cookies contain no personally identifiable information. The cookies may reflect de-identified demographic or other data linked to data you voluntarily have submitted to us, e.g., your email address, that we may share with data providers solely in hashed, non-human readable form.

- **Analytics/Measurement.** We also use third-party analytics cookies to gain insight into how our visitors use the Sites, to find out what works and what doesn't, to optimize and improve our Sites and to ensure we continue to be interesting and relevant. The data we gather includes which web pages you have viewed, which referring/exit pages you have entered and left from, which platform type you have used, date and time stamp information and details such as the number of clicks you make on a given page, your mouse movements and scrolling activity, the search words you use and the text you type while using our Sites. We also make use of analytics cookies as part of our online advertising campaigns to learn how users interact with our Sites after they have been shown an online advertisement, which may include advertisements on third-party websites.
- **Google Analytics 360 Suite and Google Analytics Advertising.** Our Sites use Google Analytics 360 Suite, including and Google Analytics Advertising, which are web analytics and analytics advertising services provided by Google, Inc., which use third party cookies. Where required, our Sites have activated the IP-address anonymization functionality so that the IP-address of the user is shortened by Google. Our Sites may also use the following Google Analytics Advertising features: Google Remarketing with Analytics, Google Segments, Double Click by Google, Adwords and BigQuery. These features use third party cookies to collect information about our website traffic by tracking users across websites and across time and generating reports for us to better understand our website users and to create audiences for our advertisements based on such understanding.

Mobile Devices, Anonymous Device Identifiers and Hashed IDs. We and/or data providers that we have engaged may collect and store a unique identifier matched to your mobile device, in order to deliver customized ads or content while you use applications or surf the internet, or to identify you in a unique manner across other devices or browsers. In order to customize these ads or content, we or a third-party data partner may collect de-identified demographic or other data about you which you have either voluntarily submitted to us, e.g., your email address, or to has been passively collected from you, such as your device identifier or IP address, where permitted. However, we will share your email address solely in hashed, non-human readable form.

OPTING OUT OF COOKIES AND TRACKING TECHNOLOGIES. We provide you with choice over the use of cookies as described in this policy.

First Party Cookies. If you'd rather we didn't use ZkyRocket Ltd cookies when you visit us, click <http://www.allaboutcookies.org/manage-cookies/clear-cookies-installed.html> for information on how to configure your browser settings to reject cookies. Please note, disabling these types of cookies will result in limited functionality of our Sites and services.

Third Party Cookies. If you would like to opt-out of third-party cookies, here are some options:

- If you would like to generally (i.e. not just for this Site) opt-out of receiving personalized ads from third party advertisers and ad networks who are members of the Network Advertising Initiative (NAI) or who follow the Digital Advertising Alliance's (DAA) Self-Regulatory Principles for Online Behavioural Advertising by visiting the opt-out pages on the NAI website and DAA website. If you are in the European Union, please click <http://www.youronlinechoices.eu/> to opt out.
- In order to control the collection of data for analytical purposes by Google Analytics, you may download and install the Google Analytics Opt-out Browser Add-on <https://tools.google.com/dlpage/gaoptout> To control the collection of data for analytical advertising purposes by Google Analytics Advertising, you may also visit the Google Ad Settings page <https://www.google.com/safetycenter/tools/#!/#manage-your-ads-preferences>. Please remember that changing your settings with certain browsers and ad networks will not carry your privacy choices across browsers and other ad network.
- If you wish to block other cookies, including those being served by companies that are not part of the NAI or DAA, you can configure your browser settings to reject cookies. You can also delete all cookies that are already on your computer's hard drive by searching for and deleting files with "cookie" in it.

Do-Not-Track Signals. We currently do not employ technology that recognizes "do-not-track" signals from your browser.

Please keep in mind that, without cookies, you may not have access to certain features on our Sites, including access to your profile/account and certain personalised content. Removing all cookies from your computer could also affect your subsequent visits to certain websites, including our Sites, by requiring that, for example, you enter your login name when you return to that website. Please note that even if you opt-out, you will still see ads, but they will not be targeted based upon the information collected through these tracking technologies.

Privacy Policy. Please review our [privacy policy](#) for additional details about how we collect, use, and disclose information in connection with the Services.

Notice to clients of Germany: This website uses Google Analytics, a web analytics service provided by Google. Google Analytics uses cookies, which are text files placed on the user's computer, to help the website analyse how users use the site. The information generated by the cookie about the use of the website by the users will generally be transferred to and stored by Google on servers in the United States. This website has activated the IP-address anonymization functionality so that the IP-address of the user located within the member states of the EU or the EEA are shortened by Google prior to such a transfer. In exceptional cases only, the full IP-address may be transferred to the servers of Google in the USA to be shortened there. Google will process this information on our behalf for purposes of analysing the usage of the website by the users, compiling reports on website activities and providing other services relating to the usage of the website and the internet vis-à-vis the website operator. Google will not link your IP address which is transferred by your browser via Google Analytics with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser, however, please note that if you do this you may not be able to use the full functionality of this website. You may further opt-out of the collection of your data (including your IP-address) generated by the Cookie and relating to your usage of the website and the processing of the data by Google by downloading and installing the add-on for your current web browser from the following link: <http://tools.google.com/dlpage/gaoptout?hl=de> Also see <https://www.google.de/safetycenter/tools/#manage-your-ads-preferences>

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Appendix D

If you are a resident of the European Union ("EU") or the United Kingdom ("UK"), you may have certain additional rights, as detailed below. For purposes of this notice, "personal data" has the meaning ascribed in the EU General Data Protection Regulation.

PROCESSING BASES AND CONSEQUENCES

To process your personal data, we rely on the following legal bases:

- For the performance of a contract we have with you (such as if you use our services to make a venue reservation, we'll use your information to carry out our obligation to complete and administer your reservation).
- For compliance with a legal obligation to which we are subject (such as tax obligations and when we are obliged to comply with lawful requests from competent authorities such as law enforcement).
- For the purposes of our legitimate interests (such as tailoring your experience on our Sites and for fraud detection), provided that such processing does not outweigh your rights and freedoms.

The processing may also be pursuant to other applicable legal bases for data processing, especially provisions set out by Member State law. To the extent that a legal ground described above would not apply to processing of your Personal data by us, we will seek your consent for such specific purpose in accordance with applicable law.

YOUR RIGHTS

To the extent a specific element of our processing of your personal data relies upon your consent, you may withdraw such consent at any time with future effect. Such a withdrawal will not affect the lawfulness of the processing prior to the consent withdrawal. [Section VI](#) of the Privacy Policy describes the options we provide you to easily decline or withdraw your consent.

If you wish to object to the processing of your personal data on the basis of legitimate interest and no opt-out mechanism is available to you directly, please [Contact Us- Appendix A](#).

If you do not provide us with certain of your personal data, we may not be able to fulfil the requested purpose of collection, such as to respond to your queries or provide our Sites to you. However, unless otherwise specified, not providing your personal data will not result in legal consequences for you.

Additional data privacy rights: Below please find information on additional rights you may have under applicable law:

- **Access:** You may request that we confirm whether we are processing your personal data. If we are, you may request a copy of your personal data, which we will provide free of charge, together with information about the such processing, such as the purposes of the processing and the categories of personal data concerned. However, this is not an absolute right and the interests of other individuals may restrict your right of access. For further copies, we may charge a reasonable fee based on administrative costs. We may decline requests which are excessive, particularly if repetitive.

- **Rectification:** You may edit some of your personal data in your PIMS account. You may also ask us to change, update or fix your personal data in certain cases, particularly if it's inaccurate.

- **Erasure:** You may request the erasure of your personal data via your Account Director.

- **Restrict Processing:** You may ask us to restrict the processing of your personal data under certain circumstances, such as if your Personal Data is inaccurate or unlawfully held.

- **Data portability:** You may ask for a copy of the personal data you provided to us in a structured, commonly used and machine-readable format and you may have the right to transmit this data to another entity.

- **Object:** You may object to the processing of your personal data on grounds relating to your particular situation under certain circumstances, for example for direct marketing. If you have a right to object and you exercise this right, your personal data will no longer be processed for such purposes by us, unless there are overriding compelling legitimate grounds for the processing or as otherwise provided under applicable law.

Please note that these rights may be limited under applicable laws. To exercise your data subject rights under EU General Data Protection Regulation, please submit your request to admin@Zky-Rocket.com. So that we can better process your request, please provide the email you used to make requests or to use other services through our Sites. Please note that we may need to retain certain information for recordkeeping purposes, to complete any transactions that you began prior to your request, or for other purposes as required or permitted by applicable law.

INTERNATIONAL TRANSFERS

Personal data may be transferred to and processed by recipients that are located inside or outside the European Economic Area (" **EEA**"). For recipients located outside of the EEA, some are certified under the EU-U.S. Privacy Shield and others are located in countries with adequacy decisions https://commission.europa.eu/index_en and, in each case, the transfer is thereby recognized as providing an adequate level of data protection from a European data protection law perspective. Other recipients might be located in countries which do not provide an adequate level of protection from a European data protection law perspective and for which we will base the transfer on appropriate safeguards, such as standard data protection clauses adopted by the European Commission or by a supervisory authority, approved codes of conduct together with binding and enforceable commitments of the recipient, or approved certification mechanisms together with binding and enforceable commitments of the recipient. You may request a copy of such appropriate safeguards by contacting us as set out in [Section XI](#) of the Privacy Policy.

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