

# Bergenoff Black Car Club

## Privacy Policy

LAST REVISION: 06/15/2023

Thank you for choosing to be part of the Bergenoff Black Car Club ("Club"). We are committed to protecting your personal information and your right to privacy. The Club treats the personal information you provide to us as confidential; it is, accordingly, subject to our organizational, physical, and technical security measures, procedures, and policies regarding protection and use of confidential information.

In this privacy policy, the Club seeks to explain to you in the clearest way possible what information we collect, how we use it, and what rights you have in relation to it. We hope you take some time to read through it carefully, as it is important. If you have any questions or concerns about this privacy policy, or our practices with regards to your personal information, please contact us at Member@Bergenoff.com and phone support at (402) 281-3414.

**1. WHAT INFORMATION DO WE COLLECT?** The Club collects personal information that you voluntarily provide to us when you express an interest in obtaining information about us, complete the forms and processes required to join the club, or utilize our services as a member. Below is a comprehensive list of the personal information collected and information collected while using our services.

**2. HOW DO WE USE YOUR INFORMATION?** The Club uses personal information collected via our sign-up process and services for a variety of business purposes described below. We process your personal information for these purposes in reliance on our legitimate business interests, in order to enter into or fulfil the Club's agreement with you, with your consent, and/or for compliance with our legal obligations.

### 3. DATA COLLECTION MATRIX.

CATEGORY OF DATA	SOURCE OF DATA	PURPOSE OF CAPTURING DATA
<b>Personal Identifiers:</b> Full Name Address Email Mobile Number	Directly from Member via the Club's JOIN process either through the Bergenoff website or through completion of membership forms.	This information is required to enter new members into Bergenoff dispatch, accounting and communications platforms.  Member address is the primary pickup location for most bookings.  A valid email address is essential as it is our primary method of communicating with members.  A valid mobile number is essential as it is the location for the Bergenoff Mobile App and is used for text messaging related to member bookings.
<b>Financial Data:</b> Credit Card Information	Directly from Member via the Club's JOIN process either through the Bergenoff website or through completion of payment authorization forms.	Credit card payment authorization is required for membership dues and fees. Fees require a one-time payment processing and dues require recurring monthly processing. All are handled through our third-party website gateway and payment processor.
<b>Non-Public Personal Data:</b> [such as gender, language preferences, and social media account information]	Bergenoff does not collect this type of data currently.	N/A
<b>Special Categories of Personal Data:</b> [such as data about family members, nationality, passport, visa, or other government-issued data]	Bergenoff does not collect this type of data currently.	N/A

<p><b>Geolocation Data:</b></p> <p>Location-based Services</p>	<p>The Bergenoff Mobile App does not collect information related to member location.</p> <p>The Bergenoff Driver App used during your booking does collect location information related to pick-up and drop-off locations as well as driver location.</p>	<p>Location and booking location information is used to provide our basic services by validating addresses and providing route recommendations for member bookings.</p> <p>General booking location data is used for demographic analysis of services to aide in vehicle and driver placement and basic booking statistics such as average mileage and travel time.</p>
<p><b>Internet &amp; Network Data:</b></p> <p>[such as IP address, cookies, analytics, use of apps, browser and device information, aggregated data]</p>	<p>Bergenoff tracks website and mobile app usage currently.</p> <p>IP addresses and personal device data is not collected.</p>	<p>Website and mobile app traffic is analyzed to determine member usage.</p>
<p><b>Employment &amp; Professional Information:</b></p> <p>[such as employer details]</p>	<p>Bergenoff does not collect this type of data currently.</p>	<p>N/A</p>
<p><b>Personal Preferences:</b></p> <p>[such as anniversaries or special occasions, preferences and interactions]</p>	<p>Bergenoff does not collect this type of data currently.</p>	<p>N/A</p>

**For other business purposes:** We may use your information for other business purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns and to evaluate and improve our services, products, marketing and your experience.

4. **HOW DO WE KEEP YOUR INFORMATION SAFE?** After information reaches us, it is stored on a secure server that resides behind firewalls designed to block unauthorized access. We have implemented appropriate technical and organizational security measures designed to protect the security of any personal information we process. However, despite our safeguards and efforts to secure your information, no electronic transmission over the Internet or information storage technology can be guaranteed to be 100% secure, so we cannot promise or guarantee that hackers, cybercriminals, or other unauthorized third parties will not be able to defeat our security, and improperly collect, access, steal, or modify your information.

Credit card information is transferred using secure transmission protocols. We also use secure transmission protocols on other select pages where you would enter personal information. This ensures that your information is encrypted as it travels over the Internet. This secure mode is enabled before any such information is transmitted from your computer or mobile device.

5. **WILL YOUR INFORMATION BE SHARED WITH ANYONE?** We only share information with your consent, to comply with laws, to protect your rights, or to fulfill business obligations. In general, the Club provides access to your personal information only to employees and contractors we believe need that access in order to do their jobs and to provide services to you. Bergenoff Black Car Club will not sell, rent, or lease your personally identifiable information to others.

**Disclosure of Information to Third Parties:** Unless we have your permission or are required by law, we will only share the personal data you provide with business partners who are acting on our behalf to complete the activities described in the Terms of Service. Such business partners, including those located in other countries, are governed by our privacy policies with respect to the use of this data.

**Legal Obligations:** We may disclose your information where we are legally required to do so in order to comply with applicable law, governmental requests, a judicial proceeding, court order, or legal process, such as in response to a court order or a subpoena (including in response to public authorities to meet national security or law enforcement requirements).

6. **CHILD PRIVACY.** Our platforms are not intended for children, and we do not knowingly solicit or collect personal information from children. If we are notified or discover that a child under the age of 18 has submitted personal information to us, we will take reasonable steps to delete the information.

7. **CHANGES TO THIS PRIVACY POLICY.** We may update this privacy policy from time to time. The updated version will be indicated by an updated "revised" date and the updated version will be effective as soon as it is accessible.

