

Privacy Statements

I. DATA PRIVACY STATEMENT

ESM AG and its affiliates (collectively “mice.market”, “we” and “us”) respect your privacy. We offer services that enable you to find and book event space with space providers (e.g. hotels), which are listed on mice.market®. mice.market® offers two solutions to find and book event space (Book Direct and Get a Quote).

This Privacy Policy describes all the types of data and information we collect, use, maintain and disclose when you use our services on our website <https://mice.market> and its affiliated websites and mobile applications. This data privacy policy statement applies to the sites and all products and services offered by ESM AG.

The “data controller” of <https://mice.market> for the purposes of the General Data Protection Regulation (GDPR) is ESM AG unless any other written agreement is entered into with you.

II. DATA CONTROLLER

Company Name: ESM AG
Address: Nüscherstrasse 35
Postal Code: 8001
City: Zürich
Country: Switzerland
Registration number: CHE-247.336.678

III. DATA AND INFORMATION - WHAT WE COLLECT FROM YOU

We collect PERSONAL DATA about you. This PERSONAL DATA is information that relates to you and identifies you as an individual. We collect the following PERSONAL DATA:

- a) General information (your name, your employers’ name, date of birth, account-login credentials)
- b) Contact information (work address, email address, telephone numbers, country)
- c) Payment information (if you want us to remember your payment information, we collect card details and bank details for future bookings)

We collect information from you when you use our sites, including:

- d) Usage information (e.g. pages visited, content you are interested in, links clicked, time spent on our sites)
- e) Browser and meta information (e.g. IP addresses, device information, browser information, screen resolution)

To collect the information mentioned above, we might use cookies or other relevant technologies.

Furthermore, if you contact us by phone, we will collect all information you give us during this call (this includes also the phone number you use when you call ESM AG).

In addition, we also may collect information about your online activities on websites and connected devices over time and across third-party websites, devices, apps and other online features and services.

IV. HOW WE USE THE INFORMATION WE COLLECT

ESM AG uses the information for statistical and analytical evaluation. This helps us track the traffic on our site to make <https://mice.market> more efficient for our users. In addition, we use the information to evaluate which parts of our sites are most relevant for our users, and to determine user behavior in order to measure interest in the different pages of <https://mice.market>. This will enable us to continually improve the user experience on our site.

ESM AG does not sell or rent Personal Data to unaffiliated third parties, especially to marketers. ESM AG only shares your Personal Data with ESM AG trusted partners for the following purposes:

- a) **Service Providers:** we share your Personal Data with a limited number of service providers. These service providers act and provide services on our behalf. These services include website hosting, data analysis, information technology and related infrastructure, email delivery and auditing services. To perform their services, these service providers may need to access Personal Data. These service providers are only authorized by us to use or disclose the Personal Data as necessary to perform services on our behalf or comply with legal requirements. Our main service provider is located in the European Union.
- b) **Payment processing:** Payments for Direct Bookings made on mice.market® are made through our payment provider STRIPE. You will therefore provide all credit card details directly to STRIPE. STRIPE uses a secure server infrastructure to settle payment details, encrypting your credit/debit card information and authorizing payment. All information given to STRIPE is subject solely to STRIPE'S own privacy policy, terms and conditions. For more information visit <https://stripe.com/en-IE/privacy>. Please note: STRIPE may operate out of the United States of America.
- c) **Space Providers:** we share your Personal Data with the Space Provider (e.g. hotel/s) where you have booked, or you have asked for a quote. This is necessary so that the hotel can identify you as a customer and do business with you.

V. HOW TO ACCESS YOUR OWN DATA

You always have the right to ask for a copy of the data we hold on you. To access this information please contact info@mice.market. ESM AG reserves the right to charge an administration fee when creating a copy of your data for you.

If you wish to withdraw your consent regarding the use of your personal data, please send us an e-mail at info@mice.market.

VI. JURISDICTION

To the extent permitted by law, these Data Protection and Privacy Statement and the provision of our services shall be governed by and construed in accordance with Swiss law and any dispute arising out of these Data Protection and Privacy Statement and our services shall exclusively be submitted to the competent courts in Zurich, Switzerland. In case of dispute, the German version of these Data Protection and Privacy Statement shall take precedence.

VII. CHANGES TO THIS DOCUMENT

ESM AG / mice.market® reserves the right to change these Data Protection and Privacy Statement from time to time, and we would encourage our clients to review these statements regularly at: <https://mice.market/privacy-policy>

VIII. COPYRIGHT



All information including content, images, text, graphics, trademarks, trade names (mice.market) and logos on this site are intellectual property and protected by ESM AG.