

## **GDPR FAQ**

PriceLabs collects personal data from visitors who create an account with PriceLabs, or provide their contact information elsewhere on the website. Certain parts of this data may constitute protected “personal data” as that term is defined in the E.U. General Data Protection Regulation (“GDPR”).<sup>1</sup>

The following disclosures concerning the PriceLabs’ compliance with GDPR are presented for informational and compliance purposes only. Nothing in these disclosures constitutes a representation that any particular data or service is governed or subject to GDPR, nor do these disclosures represent or constitute any contract or undertaking with any users or visitors of the website.

### **Effective Date of GDPR**

GDPR is set to take effect on May 25, 2018. On and after that date, PriceLabs will comply with GDPR to the extent applicable.

### **Utilization of Data**

PriceLabs utilizes personal data including the information provided by you when creating an account, trying a demo, or otherwise providing contact information with consent when communication is necessary to process the request. PriceLabs processes this data to communicate with you about account related information, as well as provide useful information about PriceLabs and the vacation rental industry. This data may be used, for example, to email you a demo or tools that you may have requested.

### **Basis for the Processing of Data**

As a user of PriceLabs, we require this data as a fundamental condition of the contract between you and us. In addition, the PriceLabs has a legitimate interest in having your information to communicate important account related information to you and for proper functioning of PriceLabs services.

### **Recipients of Personal Data**

Recipients of personal data may include our email service provider and payment processor. All PriceLabs employees who receive or review personal data have received training concerning maintaining the confidentiality of such data and committed themselves to confidentiality. Where appropriate, PriceLabs will enter into written agreements governing the processing and confidentiality of personal data by third parties.

### **Storage of Data**

PriceLabs will retain data only so long as is necessary.

### **Your Rights Under GDPR**

---

<sup>1</sup> A copy of the GDPR is available here [hyperlink to: <http://data.consilium.europa.eu/doc/document/ST-5419-2016-INIT/en/pdf>] (last retrieved: April 10, 2018).

If the GDPR applies to retention of your personal data, you have several rights including (i) the right to request access, rectification or erasure of your data, (ii) the right to lodge a complaint with the appropriate European Union supervisory authority, and (iii) to the extent processing of data is based on consent, you have the right to withdraw your consent at any time.

### **Separate Consent for Marketing Communications**

PriceLabs may also seek your consent to send communications and newsletters. PriceLabs will seek a separate consent to send these communications in certain cases which may be revoked by you at any time by emailing [support@pricelabs.co](mailto:support@pricelabs.co) or by clicking unsubscribe on the pertinent email communication.