

Privacy Policy

Last updated: 28 February 2025

1. INTRODUCTION

Boon provides curated luxury experiences and accommodations ("**Services**"). This policy explains how Downtime Limited collects and processes personal data through your interaction with our website, Services, and any data you provide through signing up to our platform, orders, or inquiries.

Downtime Limited is the controller responsible for your personal data (referred to as "**Boon**", "**we**", "**us**" or "**our**" in this policy). If you have questions or need to exercise your rights, please contact us using our contract details below.

"You" and "your" means you as the user of our Site for the purposes of these Terms

Boon respects your privacy and is committed to protecting your personal data. Our privacy policy informs you how we collect, use, and store your personal data when you visit our website ("**Site**") or use our Services. In addition to this our Privacy Policy; Cookies Policy and General Terms of Use also any Terms of Service that may apply to your use of the Services and are incorporated into this Privacy Policy.

This Site is not intended for children, and we do not knowingly collect data from children. If you have any concerns that we have collected personal data of a minor without consent, please contact us.

Please read this policy before you start using the Site.

2. PERSONAL DATA THAT WE COLLECT ABOUT YOU

We collect, use, store, and transfer different kinds of personal data during our Service and when you interact with our Site, including:

- **Identity Data:** Name, username, title, date of birth.
- **Contact Data:** Email address, phone number, postal address.
- **Financial Data:** Payment card details, billing information.
- **Transactional Data:** Payments and other details related to services you have purchased.
- **Technical Data:** IP address, browser type and version, location, operating system, and device information.
- **Profile Data:** Username, preferences, feedback, and orders.
- **Usage Data:** Information on how you use our website, products, or services; and

- **Marketing and Communications Data:** Your preferences regarding receiving marketing materials.

We may also collect aggregated data, which provides us with analytical, statistical and demographic data that does not directly identify you. We will only consider aggregated data to be personal data if this can be linked with your personal data.

We may collect special categories of personal data in the instance you provide us with information when using our Services. Types of special category data may consist of allergies or health-related information.

Failure to provide personal data

If we require personal data or special category data, when requested for legal or contractual reasons and you fail to provide this, we will not be able to perform the services to your satisfaction. To the fullest extent permitted by law, we exclude and disclaim all warranties, terms, conditions, and representations that may otherwise be implied by law in connection to this. We are not responsible for any indirect, incidental, or consequential damages arising from your use of the Service.

3. HOW IS YOUR personal data COLLECTED?

We collect data from various sources in connection with the services, these are as follows:

- **Direct Interactions:** You provide data directly by filling out forms, placing orders, creating accounts, or contacting us.
- **Automated Technologies:** We collect data automatically as you interact with our website through cookies and server logs.
- **Third Parties or Public Sources:** We may receive data from third parties like payment processors or analytics providers.

4. HOW WE USE YOUR PERSONAL DATA

We are only permitted to use your personal data for the following reasons:

- **Performance of Contract:** To fulfill services or orders.
- **Legitimate Interests:** To improve our services, marketing, or security.
- **Legal Obligations:** To comply with laws.

The table below explains what we use your personal data for and why:

Purpose	Type of Data	Legal Basis
To register you for an account	Identity, Contact, Technical	To perform our contract with you; and in other cases, for our legitimate interests, i.e to analyse how our Services are being used and to develop these further.
To process your order	Identity, Contact, Financial	To perform our contract with you
To communicate with you	Identity, Contact, Marketing	To perform our contract with you; and in other cases, for our legitimate interests, i.e to analyse how our Services are being used and to develop these further.
To improve our services	Technical, Usage	For our legitimate interests, i.e.,so we can deliver the best service to you
To enforce legal rights	Identity, Contact, Technical, Usage, Financial, Profile	<p>— to comply with our legal and regulatory obligations</p> <p>— in other cases, for our legitimate interests, i.e. to protect our business, interests and rights</p>

Marketing

You can choose to receive marketing communications when signing up to our Site. We will always seek.

5. DISCLOSURES OF YOUR PERSONAL

We routinely share your data with:

- Experience providers to assist them in providing your chosen experience;
- Service providers we use to deliver services;
- With prospective business partners, advertisers, sponsors and other reputable third parties, - disclose aggregate statistics about visitors to the Website in order to describe our services;
- Third parties in the event of a business transfer or sale;
- The relevant legal authority if legally required to do so (for example if required by law or by a court order).

We require all third parties to treat your personal data in compliance with the law.

Who do we share your personal data with - in more detail

More details about who we share your personal data with and why are set out in the table below.

Recipient recipient	Processing operation (use) by	Relevant categories of personal data transferred to recipient
Sharetribe	Hosting and managing marketplace infrastructure.	This includes user account details such as names and email addresses, device identifiers (e.g., IP address processed during the session), and transactional data (e.g., payment details processed via third-party payment services like Stripe). Additionally, data exchanged during user interactions, such
	Facilitating transactions, including handling listings, user accounts, and communication between marketplace participants.	
	Enabling integrations with third-party services for payments, analytics, and notifications.	
		as messages and listings on the platform, may also be processed. Sharetribe stores this information in compliance with data protection standards and may utilize pseudonymization or de-identification methods where applicable

Folk

Contact Management:

Organizing and maintaining contact information such as emails, names, and social profiles within a collaborative database.

Data Enrichment: Enhancing contact profiles by adding publicly available data, such as job titles, company names, and other context, through integrations with data providers.

Relationship Tracking: Managing interactions with contacts, including communication history and status updates, to improve relationship management and collaboration.

Pipeline Management:

Structuring and monitoring workflows, such as sales or partnership pipelines, using custom tags, labels, and automated notifications.

Collaboration Tools: Allowing teams to share, update, and manage contact data collectively in real-time

This includes contact information such as email addresses, company names, job titles, and profile links (e.g., LinkedIn). Folk may also process interaction details from your communications, enrich contact profiles with publicly available data, and maintain structured fields like tags or labels to organize relationships effectively. This data is used to build a comprehensive contact profile, enabling efficient pipeline management, contact enrichment, and personalized communication.

6. INTERNATIONAL TRANSFERS

We may transfer personal data to countries outside the UK or EU. We take measures to ensure similar protection for your data when transferred outside the EEA, including using standard contractual clauses.

More details about the countries outside the UK to which your personal data is transferred are set out in the table below.

Recipient country	Recipient	Processing operation (use) by recipient	Lawful safeguard
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USA	Stripe Inc	In order to facilitate online payments through boon's Site, where applicable, Stripe may Process Payment Account Details, bank account details, billing/shipping address, name, date/time/amount of transaction, device ID, email address, IP address/location, order ID, payment card details, tax ID/status, unique customer identifier, identity information including government issued documents (e.g., national IDs, driver's licenses and passports).	UK Data Transfer Addendum https://stripe.com/gb/legal/dpa
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7. DATA SECURITY

The confidentiality of your information is important to us and we use all reasonable physical, technical and organisational measures to safeguard the personal data you provide to us.

Unfortunately, the data transferred or stored by Boon cannot be completely secure or error free. Therefore Boon cannot guarantee the security of information you submit via the Site or Service, as a result any such submission is at the Users own risk.

8. DATA RETENTION

We retain your data only as long as necessary for legal, regulatory, or business purposes. personal data related to transactions is retained for at least six years for tax purposes.

9. YOUR LEGAL RIGHTS

You have rights regarding your personal data, including:

- Right to access, edit, or erase your data held by us;
- Right to object to or restrict processing held by us;
- Right to withdraw consent for marketing communications.
- Right to request information that we transfer to a third party

10. CONTACT DETAILS AND OPTING OUT

For questions regarding your legal rights listed above in this privacy policy or around our privacy practices, please contact:

Full name of legal entity: Downtime Limited

Email address: george@boon.club

Postal address: 128 City Road, London, United Kingdom, EC1V 2NX

Telephone number: 07516 68441

You have the right to make a complaint to the Information Commissioner's Office (ICO) at any time, the UK supervisory authority for data protection (www.ico.org.uk). However, we would appreciate the chance to resolve your concerns before you approach the ICO, so please contact us first.

11. THIRD-PARTY LINKS

Our website may contain links to third-party websites, applications, or services. These third parties may collect or share data about you, and we do not control their privacy policies. We encourage you to read the privacy policy of any third-party websites you visit.

12. POLICY CHANGES

We regularly review and update this privacy policy. It is important that the personal data we hold about you is accurate and up-to-date. Please inform us of any changes during our relationship.