Taxi Butler BV
Keizersgracht 169, 1016 DP Amsterdam, the Netherlands
support@taxibutler.com

PRIVACY POLICY

Last updated: 5 June 2025

This is the privacy policy for persons who are using a Taxi Butler Device or QR Tool as defined herein, which is connected to a local Transportation Provider, in order to book a taxi ride.

1 Who we are

1.1 We are Taxi Butler BV, a company incorporated under the laws of the Netherlands. You can find us at Keizersgracht 169, 1016 DP Amsterdam, the Netherlands and you can reach us at support@taxibutler.com. We are registered with the trade register of the Chamber of Commerce with number 58923853 and have VAT number NL853240474B01.

1.2 We are the controller of your personal data for data protection purposes.

1.3 This Privacy Policy applies if you use our Devices or QR Tools in the United Kingdom. In other countries, other policies, as communicated to you in the booking process in the relevant location.

1.4 We have appointed a UK representative in compliance with the UK GDPR:

Rickert Services Ltd UK
- Taxi Butler BV -
PO Box 1487
Peterborough
PE1 9XX
United Kingdom
art-27-rep-taxibutler@rickert-services.uk

2 What this Privacy Policy describes

2.1 This Privacy Policy describes our practices with respect to the personal data we collect from or about you in connection with the use of a Device or QR Tool (collectively and separately "**Our Services**") and the Transportation Provider Service that is offered through Our Services by Transportation Providers.

2.2 This Privacy Policy also describes your data protection rights, including the right to object to some of the processing which we carry out. More information about your rights, and how to exercise them, is set out in the “Your privacy rights” section below.

2.3 Our Devices and QR Tools lead you through the booking process to order your taxi. Before a booking is placed with the relevant Transportation Provider, you are presented with a page with booking info, which constitutes the offer for making the booking. In case you are assisted by a member of staff of the venue where you are, this page provides an instruction to hand over the Device to you.

2.4 The offer also informs you that this Privacy Policy, as well as our Terms of Use and the Transportation Provider T&C's apply to the booking. You can click on hyperlinks to read these documents on the Device, where you can also find a QR code that you can scan and which guides you to a website where you can save these documents on your own device for later reference. In case you use a QR Tool, the relevant pages have a save-button you can use to save the documents on your own device for later reference.

2.5 You have the option to agree to the offer on the page with the booking info, including the applicability of this Privacy Policy, in which case you click on the "I agree" button. Or if you do not agree to these documents, you can choose not to use Our Services.

2.6 The booking is confirmed to you with a printed paper ticket and/or SMS text message, depending on which of Our Services you are using. This paper ticket and SMS text message contains a summary of your booking and a link to a mobile booking tracker website specifically for you (the link is a QR code on the paper ticket). This mobile booking tracker website contains a copy of this Privacy Policy and the other applicable terms.

2.7 Our Privacy Policy and our Terms of Use are always easily electronically accessible on our website (https://taxibutler.com/terms) where they can be saved for future reference.

3 Applicability

3.1 This Privacy Policy applies to personal data processed about persons who use Our Services to book a taxi ride directly with a local Transportation Provider that is connected to Our Services, and in certain cases also pay for the booked taxi rides.

3.2 This Privacy Policy does not apply to personal data we process about Drivers, Transportation Providers, members of staff of venues or our suppliers.

4 Definitions

4.1 The following definitions apply in this Privacy Policy:

"**Device**":	Taxi Butler ONE device, Taxi Butler PRO device, Taxi Butler PLUS device, Taxi Butler KIOSK device and any other Taxi Butler device;

"**QR Tool**":	a Taxi Butler QR code with mobile booking website;
"**Our Services**":	the Devices, QR Tools and related services with which you can access a Transportation Provider Service and book and take a taxi ride with local Transportation Providers, including the mobile booking tracker website;
"**Terms of Use**":	these terms of use, which form the agreement between you and us that governs your use of Our Services;
"**Transportation Provider**":	an independent third party that provides transportation services or that operates a service enabling you to book taxi rides from Drivers, such as a ride booking platform;
"**Driver**":	the driver who is driving you to your destination on the basis of your agreement with the Transportation Provider;
"Transportation Provider Service":	the service of a Transportation Provider to book and take a taxi ride with a Driver, which is provided to you through Our Services;
"Fare":	the fare, (sur)charges, (government mandated) tolls and taxes for your taxi ride, which you have an obligation to pay to the Transportation Provider, excluding any Transportation Provider Booking Fee and excluding our Service Fee, if applicable;
"Transportation Provider Booking Fee":	the booking fee, if applicable, that the Transportation Provider charges you for booking a taxi ride with the Transportation Provider Service through Our Services, as communicated to you through Our Services;
"Service Fee":	our service fee, if applicable, that is payable by you to us for the use of Our Services, as communicated to you through Our Services;
"**Total Price**":	the Fare and Transportation Provider Booking Fee, if applicable, which you have an obligation to pay to the Transportation Provider, and our Service

	Fee, if applicable, which you have an obligation to pay to us;
"**Transportation Provider T&C's**":	the terms and conditions of the Transportation Provider that govern the booking of the taxi ride and the taking of the taxi ride with the Driver, including the obligation to pay the Fare and, if applicable, the Transportation Provider Booking Fee, and including the privacy policy of the Transportation Provider;
"We" / "us" / "our":	We, Taxi Butler BV, a company incorporated under the laws of the Netherlands. You can find us at Keizersgracht 169, 1016 DP Amsterdam, the Netherlands. We are registered with the trade register of the Chamber of Commerce with number 58923853 and have VAT number NL853240474B01;
"You" / "your":	You, the person who is using a Device or QR Tool, which is connected with a local Transportation Provider, in order to book a taxi ride.

4.2 Words that are defined in the EU General Data Protection Regulation (EU 2016/679 "**GDPR**") and the UK GDPR have the meaning ascribed thereto therein.

4.3 Any reference in this Privacy Policy to any gender includes all genders, and words importing the singular include the plural and vice versa.

5 Which personal data we process

5.1 We process personal data that you provide to us in using Our Services and that relate to the taxi ride you book and take. Depending on the Device or QR Tool that you use, we process the following personal data, as the case may be:

- Your first name and last name;
- Your mobile phone number;
- Your email address;
- Your location, being the venue where the Device or QR Tool is operated;

- Information regarding your taxi ride, such as the destination, booking date and time, pick up date and time, drop off date and time, (estimated) Fare, Transportation Provider Booking Fee, Service Fee, Total Price, Transportation Provider, Driver and details of the car and licence of the Driver;

- Your payment details in case payment of the Total Price is made through Our Services, which are your payment method, issuer bank and country, IP address and country and device details, cardholder name, part of the number of the payment card and the expiry date of the payment card.

5.2 We may also collect information from your mobile device when you use a QR Tool. In that case, we process the information that is noted in our cookie notice that you can find on the mobile booking website. For clarity, the mobile booking tracker website that you can use after making a booking to track, manage and cancel your booking does not use cookies.

6 How we use your personal data

To provide Our Services to you

6.1 We use your personal data to provide Our Services to you, which enable you to book and take a taxi ride with a Driver through the Transportation Provider Service.

6.2 This entails forwarding your personal data to the Transportation Provider with which you are making a booking, so that it can perform its agreement with you for the booking and the taxi ride itself (transportation service). Please see more details on this below.

6.3 We only use your mobile phone number (i) to confirm your booking and the applicable terms, (ii) send you a link to a mobile booking tracker website specifically for you where you can track, manage and cancel your booking, and (iii) to allow the Driver to contact you for pick up.

6.4 We only use your email address to send you a receipt with proof of payment that contains a specification of the Total Price or to send you an invoice at your request. We do not process your email address if you do not provide it to us for sending a receipt or invoice.

6.5 In case payment is made through Our Services, we also process and complete payments to us and to the Transportation Providers.

6.6 It is necessary for us to process your personal data in this way in order to perform our agreement with you.

To contact you

6.7 In case you have provided us with your mobile phone number, we may contact you to inform you of and provide updates on your booking with the Transportation Provider. It is necessary for us to use your personal data in this way in order to perform our agreement with you.

6.8 We may also use your contacts details to ask you about your experience in using Our Services. We have a legitimate interest to process your personal data for this purpose as necessary and proportionate to improve and enhance Our Services.

For legal purposes

6.9 We may use personal data as is necessary for compliance with our legal obligations.

To manage our business

6.10 We may use personal data to help us efficiently operate Our Services and for other purposes related to managing our business. We may also use personal data to protect our interests including establishing, exercising and defending legal rights and claims.

6.11 We have a legitimate interest to process personal data as is necessary and proportionate to manage and run our business.

For analytics and to improve Our Services

6.12 As noted in our cookie notice on our general website and on the mobile booking website that is connected to our QR Tools, we may use personal data to analyse how Our Services and its features are used in order to improve Our Services and enhance users' experiences, to improve the services of Transportation Providers, to create new products and services or to improve our existing products and services and to enable additional analytics and research concerning Our Services. For clarity, the mobile booking tracker website that you can use after making a booking to track, manage and cancel your booking does not use cookies.

6.13 We obtain your consent to place analytics cookies and have a legitimate interest to process data in this way as is necessary and proportionate to improve and enhance Our Services.

7 How we share personal data with third parties

7.1 We forward your personal data to the Transportation Provider with which you are making a booking, so that it can perform its agreement with you for booking and taking the taxi ride. This may include forwarding your mobile phone number for the purpose of the Driver contacting you if needed upon arrival. This may also include forwarding your email address for the Transportation Provider to send you an invoice at your request for the Fare and any Transportation Provider Booking Fee.

7.2 The Transportation Provider is an independent controller of your personal data as it performs its independent services to you. Please refer to the Transportation Provider T&C's, which include the privacy policy of the Transportation Provider, for information on the processing of your personal data by the Transportation Provider.

7.3 Otherwise, we share your personal data only with third parties that process personal data for us as a processor and thus under our control. We take appropriate measures to make sure these suppliers are in compliance with applicable data protection rules and regulations. Such suppliers may provide us with services such as hosting, technical and IT infrastructure, communication services, support services, customer relationship management services, detecting fraud mechanisms and order fulfillment.

7.4 Our Services also use the Google Maps API and TomTom Maps API. For more information on how Google Maps and TomTom collect and use personal information, visit their websites for the applicable policies (https://policies.google.com/privacy and https://maps.google.com/help/terms_maps/ and https://www.tomtom.com/privacy/en_gb/).

7.5 We may also share personal data between our group companies in order to be able to provide Our Services and for our business and administrative purposes. Such group companies also act as data processor and remain under our control.

7.6 We may do business with third parties to whom we may choose to sell, transfer, or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners of our business may use your information in the same way as set out in this Privacy Policy.

7.7 Subject to applicable law, we may disclose information about you i) if we are required to do so by law, regulation or legal process, such as a subpoena; ii) in response to requests by government entities, such as law enforcement authorities; iii) when we believe disclosure is necessary or appropriate to prevent physical, financial, or other harm, injury, or loss; or iv) in connection with an investigation of suspected or actual unlawful activity.

8 Where we process personal data and for how long

8.1 The personal data that we process from you may be transferred to, and stored at, a destination outside the UK and the European Economic Area ("**EEA**"). It may also be processed by staff operating outside the UK and the EEA who work for us or for one of our service providers.

8.2 Where we transfer personal data outside of the UK and EEA, we either transfer personal data to countries that provide an adequate level of protection (as determined by the European Commission) or we have

appropriate safeguards in place to cover these transfers, these may include standard contractual clauses (SCC's) adopted by the European Commission.

8.3 If you would like further information, please contact us at support@taxibutler.com.

8.4 We store and retain personal data in line with legal, regulatory, financial and good-practice business requirements.

9 Our security measures

9.1 We have implemented security measures designed to protect your personal data from accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to it.

9.2 The following is a non-exhaustive list of examples of security measures that are in force:

- automated protection systems against cyberattacks are activated;
- automated tools periodically conduct security tests on Devices and QR Tools;
- the security of Devices and QR Tools are audited by firms with expertise in this matter;
- access to your personal data is subject to access controls; and
- experts in cybersecurity may intervene at any time to deal with security breaches.

10 Your privacy rights

10.1 You have the right to:

- request access your personal data;
- rectify your personal data if it is inaccurate or incomplete;
- request erasure of your personal data where there is no compelling reason for its continued processing in certain circumstances;
- restrict processing of your personal data in certain circumstances;

- object to the processing of your personal data in certain circumstances;

- receive your personal data provided to us in a structured, commonly used and machine-readable format where our processing of the personal data is based on consent or necessity for performance of a contract (to which you are a party) or to take steps at your request prior to entering into such a contract and the processing is carried out by automated means;

- file a complaint with a supervisory authority; and

- object to and not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects or significantly affects you.

10.2 Wherever we rely on your consent, you have the right to withdraw that consent at any time, without affecting the lawfulness of processing based on consent before its withdrawal. We may however have other legal grounds for processing your data for other purposes, such as those set out above.

10.3 If you exercise your right requesting us not to process your personal data, this impact your use of Our Services or may limit our ability to provide Our Services to you.

10.4 To exercise any of the rights outlined above in respect of your personal data please contact us at support@taxibutler.com or contact our UK GDPR representative (see article 1.4). Please be informed that for security reasons, you will be asked to provide further information in order to exercise those rights. Additionally, the enforcement of these rights is not an absolute right and may be restricted on the grounds of our compelling legitimate interest or for legal reasons.

10.5 You may also file a complaint with your local supervisory authority in the country that you reside in or, the country of your place of work or the country where the alleged infringement took place. The supervisory authority in the Netherlands can be contacted:

Autoriteit Persoonsgegevens
Hoge Nieuwstraat 8
2514 EL Den Haag
The Netherlands
or visit https://autoriteitpersoonsgegevens.nl/

11 Links to other websites

11.1 Our Services may contain hyperlinks to websites operated by third parties. If you follow a link to any of these websites, these websites and any services that may be accessible through them have their own privacy policies and this Privacy Policy does not apply.

12 Children's privacy

12.1 Our Services are intended for adult use only and are not directed towards children, minors, or anyone under the age of 18. If you are under the age of 18, you are not authorized to provide us with any personally identifying information.

13 Changes to this Privacy Policy

13.1 We may from time to time make changes to Our Services and also Transportation Provider Services may change, for instance by the addition or removal of functionality or by a change of the way in which either of them operates or is presented to you. We may modify this Privacy Policy to reflect such changes, changes in law or changes in the way we or our industry operates, or for any other reason. Any updated version of this Privacy Policy applies per the moment of application in the booking process.

13.2 Any updated version of this Privacy Policy does not apply to offers already accepted. If this Privacy Policy is updated between acceptance of an offer and the start of a taxi ride, the version of this Privacy Policy that applied at the time that you accepted the offer and the booking was made will continue to apply to that booking and in respect of the relevant taxi ride.

14 Contact

14.1 Questions, comments and requests regarding this Privacy Policy are welcomed and can be addressed to support@taxibutler.com. You may also write to us at Taxi Butler BV, attention legal department, Keizersgracht 169, 1016 DP Amsterdam, the Netherlands.

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