



# eMop Privacy Policy

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eMop Ltd., and its affiliates and subsidiaries ("eMop" or "we", "us", or the "Company") take your privacy seriously. This Privacy Policy explains how we collect, use, share, and protect your Personal Information. If you do not want us to handle your Personal Information in this manner, please do not use the eMop Platform. Personal Information is information that could reasonably be used to identify you individually, such as your name, e-mail address, and mobile number.

## **This Privacy Policy explains:**

- ✓ What information we collect;
- ✓ How we use that information;
- ✓ How we may share that information;
- ✓ How we protect your information;
- ✓ Your choices regarding your Personal Information;
- ✓ How to contact us with questions about this Privacy Policy;

This Privacy Policy applies only to information that we collect on the website [www.emop.world](http://www.emop.world) (the "**Site**") and through the eMop mobile application for eMoppers<sup>1</sup> (the "**App**") (collectively the "**eMop Platform**").

## 1. [INFORMATION WE COLLECT](#)

### a. [Information You Give Us](#)

We collect information that you voluntarily share with us through the eMop Platform.

If you are using the eMop Platform to request professional services, you may give us:

- ✓ Contact information, such as your name, physical address, telephone number, and email address.
- ✓ Information about your home, such as the number of rooms, size of home, post code where your home is located.
- ✓ Billing information, such as credit or debit card number, expiration date & security code and/or other digital payment accounts.
- ✓ Ratings and reviews of the eMoppers you engage through the eMop Platform.
- ✓ If you participate on the eMop Platform as a eMopper, you may give us:
- ✓ Contact information, such as your name, home address, email address, mailing address, and phone number.
- ✓ Application information, if requesting consideration to participate as a eMopper

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<sup>1</sup> eMoppers – cleaners authorized on the eMop platform to provide cleaning service for clients.



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- through the eMop Platform, such as your experience, skills, eligibility to work, and availability.
- ✓ Your NI number and your ID (as passport or driver licenses), if you are a eMopper who wishes to participate on the eMop Platform in the UK and you are selected for a criminal check.

### More about payment card information:

Although users can submit credit card or other payment card information to pay for a service through the eMop Platform, eMop does not receive this information itself. Payment card information is transmitted directly to a third-party payment card processor, Stripe, through an Internet connection secured by industry-standard Secure Socket Layer (SSL) encryption technology. Stripe then communicates to eMop whether your payment has cleared, but does not provide payment card information to eMop. Stripe's privacy policy is available [here](#).

### Surveys

You may, at your choice, complete surveys on the eMop Platform about, for example, your feedback about eMoppers' work, your level of satisfaction and engagement with the eMop Platform, and your awareness of eMop Platform features. In some cases, we may link the information you provide in the survey with Personal Information in your eMop account, such as your name or email address. When linked to Personal Information, your survey information becomes Personal Information too.

#### b. Information We Collect Through Technology

We collect information through technology to enhance our ability to serve you. When you access and use the eMop Platform, eMop and, in some cases, our third-party service providers collect information about how you interact with the eMop Platform. We describe below a few of the methods we use to collect information through technology.

When you visit the eMop Platform, we collect your Internet Protocol (IP) address. An IP address is often associated with the portal you used to enter the Internet, like your Internet service provider (ISP), company, association, or university. While an IP address may reveal your ISP or geographic area, we cannot determine your identity solely based upon your IP address. However, we may link the last IP address you used to access the eMop Platform to Personal Information you provide us.

We may also collect a unique identifier for your computer, mobile device, or other device used to access the eMop Platform ("**Device Identifier**"). A Device Identifier is a number that is automatically assigned to the device you used to access the eMop Platform. We may link the Device Identifier to other information about your visit, such as what pages you viewed, and to Personal Information you provide us, such as your name.

### Does the eMop use Cookies?

Yes. For more information about cookies, please visit the eMop [Cookies Policy](#).

### Web Beacons

We may include small graphic images or other web programming code, called web beacons (also known as "pixel tags", "web bugs" or "clear GIFs"), in our web and mobile pages and messages. The web beacons are minute graphics with a unique identifier. They are used to track the online movements of Web users. In contrast to cookies, which are



stored in a user's computer hard drive, web beacons are embedded invisibly on Web pages and are about the size of the period at the end of this sentence. Web beacons help us better manage content on the eMop Platform by informing us what content is effective, monitoring how users navigate the eMop Platform, counting users of the eMop Platform, and counting how many e-mails sent by us were actually opened.

### Your 'Do Not Track' Browser Setting

We do not support the Do Not Track (DNT) browser setting. DNT is a preference you can set in your browser's settings to let the websites you visit know that you do not want the websites collecting your Personal Information.

We do track your online activities over time and across third-party websites or online services. For example, we use web beacons to help us determine what links or advertisers brought you to our Site. We also use third-party service providers to display advertisements to you on other websites based on your activities while on the eMop Platform.

#### c. Information Collected by Mobile Applications

When you use the App, the App may automatically collect and store some or all of the following information from your mobile device ("**Mobile Device Information**"), including, but not limited to:

- ✓ The type of Internet browsers you use with the App.
- ✓ Your preferred country site.
- ✓ Your mobile operating system.
- ✓ Your phone number or other identifiers assigned to your mobile device, including:  
The IP address of your mobile device, The manufacturer and model of your mobile device

We may also collect information about how you use the App, such as the amount of time you spend using the App, how many times you use a specific feature of the App over a given time period, how often you use the App, and actions you take in the App. In addition, we may gather information about the website from which you downloaded the App to help us determine what App download site is most effective (collectively "**App Usage Information**").

We may link your Mobile Device Information and App Usage Information to Personal Information you have provided us, in which case we will treat the combined information as Personal Information.

### Location Tracking

If you are an eMopper using eMop's mobile application for eMoppers (the "**eMoppers App**"), we may collect your geographic location by using Global Positioning System (GPS) information sent to us from the eMoppers App. For more information on when this information is collected, how we use it, and with whom it is shared, services professionals should refer to the Service Professional Agreement available on the eMopper portal. We only collect location information about eMoppers who have been accepted to participate on the eMop Platform and not about service requesters or about eMoppers applying to participate in the eMop Platform.

#### d. Information You Provide About A Third Party

If you choose to use our referral service to tell a friend about the eMop Platform, we may collect your friend's name and email address. We will automatically send your friend a one-



time email inviting him or her to visit the eMop Platform. We store this information only to send this one-time email and to track the success of our referral program. We do not use this information for any other marketing purpose unless we obtain consent from that person or we explicitly say otherwise. Please be aware that when you refer a friend, your e-mail address may be included in the message sent to your friend.

If you are using the eMop Platform to request professional services, you may provide us ratings and reviews of the eMoppers you engage through the eMop Platform.

## 2. HOW WE USE THE INFORMATION WE COLLECT

We use the information we collect to serve our customers, consider applicants, market and promote our services, and improve your experience at the eMop Platform. Some examples include:

- ✓ Scheduling, rescheduling, and cancelling services
- ✓ Evaluating job applications to work at eMop
- ✓ Managing payments for services
- ✓ Responding to questions and feedback
- ✓ Improving customer service
- ✓ Sending you marketing and promotional emails, unless you have told us you do not want to receive such emails
- ✓ Conducting research and analysis
- ✓ Rating and reviewing eMoppers
- ✓ Rating and reviewing customers
- ✓ Providing public profiles of eMoppers
- ✓ Addressing service complaints
- ✓ Communicating with you by email, telephone, or text message, in accordance with your wishes
- ✓ Considering whether to engage eMoppers on the eMop Platform
- ✓ Troubleshooting technical problems on the eMop Platform
- ✓ Running online or mobile reward programs, contents, or other promotions
- ✓ Marketing and advertising products and services
- ✓ Continuously evaluating and improving the online and mobile user experience
- ✓ Preventing, discovering and investigating violations of this Privacy Policy or any applicable terms of service or terms of use for the Mobile Application, and investigating fraud, chargebacks or other matters
- ✓ Contacting you with regard to your use of the eMop Platform and, in our discretion, changes to the eMop Platform and/or the eMop Platform policies

By using the eMop platform, you expressly consent and agree to accept and receive communications from us, including via e-mail, text message, calls, and push notifications to the cellular telephone number you provided to us. By consenting to being contacted by eMop, you understand and agree that you may receive communications generated by automatic telephone dialling systems and/or which will deliver pre-recorded messages sent by or on behalf of eMop, its affiliated companies and/or Users/eMoppers, including but not limited to: operational communications concerning your account or use of the eMop Platform or Services, updates concerning new and existing features on the eMop Platform, communications concerning promotions run by us and news concerning eMop and industry developments. If you wish to opt-out of promotional emails, text messages, or other communications, you may opt-out by following the unsubscribe options described below. Standard text messaging charges applied by your cell phone carrier will apply to



text messages we send. You acknowledge that you are not required to consent to receive promotional messages as a condition of using the eMop Platform or the Services. You may opt-out of receiving promotional or marketing texts or calls from eMop at any time. You may also opt-out of receiving all texts or calls from eMop (including informational or transactional messages), however you acknowledge that opting out of receiving all texts may impact your use of the eMop Platform or the Services.

The information described in this section may be transferred to, or processed and stored in, the UK and other countries, which may employ greater or less restrictive data protection laws. In all cases, we will take appropriate measures to protect your personal information in accordance with the policies described herein.

### **3. HOW WE SHARE THE INFORMATION WE COLLECT**

We do not sell, rent, or trade your Personal Information to third parties other than as disclosed in this Privacy Policy at the time you provide your information. The following are some of the ways we share your information:

#### **a) eMoppers Profiles and Ratings and Reviews by Requestors**

The eMop Platform may display profiles of the eMoppers who participate on the eMop Platform. These profiles may include the eMopper's name, and ratings and reviews about the eMopper provided by their customers. The eMopper's profile may be visible to all users of the eMop Platform.

If you provide a rating or review about a eMopper, we may post your first name, the initial of your last name, and the name of your neighbourhood along with your rating or review on the eMopper's profile. In addition, eMoppers may use your ratings and reviews, as well as this personal information about you, in their own marketing materials.

#### **b) Third Parties Providing Services on Our Behalf**

Third party companies and individuals provide or facilitate certain aspects of the services offered through the eMop Platform on our behalf. We may provide these third-party service providers with access to your information, including your Personal Information, so that they can perform these services for us. We require these third-party service providers to provide safeguards for your Personal Information similar to the ones that we provide.

#### **c) If You Agree To Receive Information From Third Parties**

When using the eMop Platform, you may be presented with opportunities to receive information or marketing offers directly from third parties. If you agree to share your Personal Information to receive this information or marketing offers, your Personal Information may be disclosed to such third parties. All the information you disclose to the third parties will be subject to the privacy policy and practices of such third parties. We are not responsible for the privacy policies and practices of such third parties and, therefore, you should review the privacy policies and practices of such third parties prior to sharing your Personal Information with them. If you later decide that you no longer want to receive communication from such a third party, you will need to contact that third party directly.

#### **d) Reward Programs, Contests and Promotions**

We may offer reward programs, contests, and other promotions (any, a "Promotion") through the eMop Platform that may require providing Personal Information to register. By participating in a Promotion, you are agreeing to the official rules that govern that Promotion, which may contain specific requirements of you, including, allowing the sponsor



of the Promotion to use your name, voice and/or likeness in advertising or marketing associated with the Promotion. Please read the official rules carefully. If you choose to enter a Promotion, Personal Information may be disclosed to third parties or the public in connection with the administration of such Promotion, including, in connection with winner selection, prize fulfillment, and as required by law or permitted by the Promotion's official rules, such as on a winners' list.

e) Administrative and Legal Reasons

**Required Disclosures:**

We may be required to disclose Personal Information in response to a court order, subpoena, civil discovery request, other legal process, or as otherwise required by law.

**Legal Compliance and Protections:**

We may disclose account and other Personal Information when we believe disclosure is necessary to comply with the law or to protect the rights, property, or safety of eMop, our users, or others. This includes exchanging Personal Information with other companies and organizations for fraud prevention and credit risk reduction.

f) Corporate Transactions

We reserve the right to disclose and transfer your information, including your Personal Information:

- To a subsequent owner, co-owner, or operator of the eMop Platform or successor database.
- In connection with a corporate merger, consolidation, the sale of substantially all of our membership interests and/or assets or other corporate change, including to any prospective purchasers.

**4. HOW WE PROTECT THE INFORMATION WE COLLECT**

The security and confidentiality of your Personal Information is important to us. We have implemented technical, administrative, and physical security measures to protect your Personal Information from unauthorized access or disclosure and improper use.

It is important for you to protect against unauthorized access to your account password and to your computer. Be sure to log out of your account or to close your browser after you have completed your visit to our Site.

Please note that despite our reasonable efforts, no security measure is ever perfect or impenetrable, so we cannot guarantee the security of your Personal Information.

**5. YOUR CHOICES REGARDING THE INFORMATION WE COLLECT**

You may contact [support@emop.world](mailto:support@emop.world) to update, correct, or delete your Personal Information. You may also update, correct, and delete some of your Personal Information through your account on the eMop Platform.

In addition, you may cancel or modify the email communications you have chosen to receive from the eMop Platform by following the instructions contained in emails from us.

**6. HAVE QUESTIONS?**

If you have any questions about this Privacy Policy, we'll do our best to answer them promptly. Here's how to contact us:

Email: [support@emop.world](mailto:support@emop.world)



## 7. PRIVACY POLICY UPDATES

If we change this Privacy Policy, we will post those changes on this page and update the Privacy Policy modification date below. If we materially change this Privacy Policy in a way that affects how we use or disclose your Personal Information, we will notify you by prominently posting a notice of such changes before making them and by stating the effective date of the changes.

Last updated: **July 25, 2017**