

# MAGPIE SYSTEMS PRIVACY POLICY

Last Updated on November 1, 2019  
Reviewed on November 12, 2019

## Introduction

This privacy policy will help you understand what information we collect and use at Magpie Systems, and the choices you have associated with that information. When we refer to “Magpie Systems,” “we,” “our,” or “us” in this policy, we are referring to Magpie Systems, LLC, and its subsidiaries and affiliates, which provides the Services to you. The “Services” refers to the applications, services, and websites (marketing and product) provided by Magpie Systems. Magpie Systems may, from time to time, introduce new products and services. To the extent that these new products and services affect this policy, we will notify you as described in Section 8 below. The use of information collected through our service shall be limited to the purpose of providing the services for our customers and as specified herein.

If you have any questions about this privacy policy or our practices, please [contact us](#).

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## 1. Information We Collect and Receive

We collect several different types of information to provide Services to you, including:

**Customer Account and Registration Data:** This includes information you provide to create your account with us and may include first and last name, billing information, a password and a valid email address.

### **Service Data (including Session and Usage data):**

When you use our Services, we receive information generated through the use of the Service, either entered by you or others who use the Services with you, or from the Service infrastructure itself. We may also collect usage and log data about how the services are accessed and used, including information about the device you are using the Services on, IP addresses, location information, language settings, what operating system you are using, unique device identifiers and other diagnostic data to help us support the Services.

## 2. How We Use the Information We Collect and Receive

Magpie Systems may access (which may include, with your consent, limited viewing) and use the data we collect as necessary (a) to provide and maintain the Services; (b) to address and respond to service, security, and customer support issues; (c) to detect, prevent, or otherwise address fraud, security, unlawful, or technical issues; (d) as required by law; (e) to fulfill our contracts; (f) to improve and enhance the Services; (g) to provide analysis or valuable information back to our Customers and users.

Some specific examples of how we use the information:

- Create and administer your account
- Send you a confirmation
- Facilitate and improve the usage of the services you have ordered
- Assess the needs of your business to determine suitable products
- Send you product updates, marketing communication, and service information
- Respond to customer inquiries and support requests

- Conduct research and analysis
- Display content based upon your interests
- Analyze data, including through automated systems and machine learning to improve our services and/or your experience
- Provide you information about your use of the services and benchmarks, insights and suggestions for improvements
- Market services of our third-party business partners

Magpie Systems also collects and stores guest and reservation information to fulfill our obligation to our customers and provide the Services. Magpie Systems will retain your information as long as your account with us is active, to comply with our legal obligations, to resolve disputes, and enforce our agreements.

If you wish to cancel your account or for us to stop providing you services, or if we hold personal information about you and you want it to be removed from our database or inactivated, please [contact us](#) here.

### 3. Analytics, Cookies and Other Web Site Technologies

Tracking Technologies:

Magpie Systems and our partners use cookies and similar tracking technologies to track user traffic patterns and hold certain registration information. The Help menu on the menu bar of most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie and how to disable cookies altogether. You can still review the website if you choose to set your browser to refuse all cookies; however, you must enable cookies to establish an account and to install the Services.

Examples of Cookies We Use:

Cookie Type	Purpose	Description
Session Cookies	We use these cookies to operate our websites.	Some cookies are essential for the operation of Magpie Systems websites. If a user chooses to disable these cookies, the user will not be able to access all of the content and features.
Preference Cookies	We use these cookies to remember your preferences.	When you register at a Magpie Systems website, we use cookies to store unique, randomly assigned user IDs that we generate for administrative purposes. These cookies enable you to enter the Magpie Systems sites without having to log on each time.
Security Cookies	These cookies are used for general security purposes and user authentication.	We use security cookies to authenticate users, prevent fraudulent use of login credentials, and protect user data from access by unauthorized parties.

### 4. Information Sharing

Ensuring your privacy is important to us. We do not share your personal information with third parties.

Examples of how we may disclose data for legal reasons include:

- As required by law, for example, to comply with a valid subpoena or other legal process; when we believe in good faith that disclosure is necessary to protect our rights, or to protect your safety (or the safety of others); to investigate fraud; or to respond to a government request.

We may also disclose your personal information to any third party with your prior consent.

## 5. Communications

Magpie Systems may need to communicate with you for a variety of different reasons, including:

- Responding to your questions and requests. If you contact us with a problem or question, we will use your information to respond.
- Sending you Service and administrative emails and messages. We may contact you to inform you about changes in our Services, our Service offerings, and important Service related notices, such as billing, security and fraud notices. These emails and messages are considered a necessary part of the Services and you may not opt-out of them.
- Sending emails about new products or other news about Magpie Systems that we think you'd like to hear about either from us or from our business partners. You can always opt out of these types of messages at any time by clicking the unsubscribe link at the bottom of each communication.
- Conducting surveys. We may use the information gathered in the surveys to enhance and personalize our products, services, and websites.
- Offering referral programs and incentives, which allow you to utilize email, text, or URL links that you can share with friends or colleagues.

## 6. Accessing Your Data

Our customers can always review, update or change personal information from within their account. Magpie Systems will also, when you request, provide you with information about whether we hold, or process on behalf of a third party, any of your personal information. Please [contact us here](#) if you need assistance in reviewing your information. Magpie Systems will respond to your access request to review the information we have on file for you within a reasonable time.

We may also collect information on behalf of our customers, to provide the services, and we may not have a direct relationship with the individuals whose personal data is processed. If you are a customer or end-user of one of our customers, please contact them (as the data controller) directly if: (i) you would no longer like to be contacted by them; or (ii) to access, correct, amend, or delete inaccurate data. If requested to remove data by our customer, we will respond within a reasonable timeframe.

We may transfer personal information to companies that help us provide our service, and when we do, these transfers to subsequent third parties are covered by appropriate transfer agreements. We will retain personal data we process on behalf of our customer as needed to provide services to our customer. Also, we will retain this personal information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

Magpie Systems is headquartered in the United States of America and maintains a global infrastructure. Information that we collect and maintain may be transferred to, or controlled and processed in, the United States and/or other countries around the world. When you provide us with information, or use our software and services, you consent to this transfer. We will protect the privacy and security of personal information we collect in accordance with this privacy policy, regardless of where it is processed or stored.

## 7. Security

Magpie Systems follows generally accepted standards to protect the personal information submitted to us, both during transmission and once it is received, however, no security measure is perfect. We recommend safeguarding your password, as it is one of the easiest ways you can manage the security of your own account – remember that if you lose control over your password, you may lose control over your personal information.

## 8. Changes to this Statement/Contact Us

We may update this Privacy Policy to reflect changes to our information practices. If we make any material changes we will provide notice on this website, and we may notify you by email (sent to the e-mail address specified in your account), prior to the change becoming effective. We encourage you to periodically review this page for the latest information on our privacy practices. If you continue to use the Services after those changes are in effect, you agree to the revised policy.

If you have any other questions about this policy please contact [Magpie Systems Privacy Team](#), or call +1 (877) 466-8877 or write to us via postal mail at: Magpie Systems, LLC, 802 Essex Road, Westbrook, CT 06498.