

GoMuseum Privacy and Cookies Policy

When you use GoMuseum services, you trust us with your personal information. This Privacy and Cookies Policy is meant to help you understand what data we collect, why we collect it, what we do with it and your options.

GoMuseum uses the information we collect from our websites and apps to provide, maintain protect our services and users as well as improve or develop new services.

1. Information that we collect and how we use it

Device information

We collect device specific information such as your hardware model, operating system version, browser or unique device identifiers. We do this to assist you with any technical support questions as some issues can be related to specific devices. We also collect this information for analytical purposes in order to optimize all of our platforms and to know our customer base.

Location information

You can find your saved addresses or previous used addresses in your profile, where it is always possible for you to edit, review or delete these. We store information for each booking in order for us to provide you your guided tour as booked and secondly to analyse behavioral patterns from our guests with an aim to provide better and faster services in the future.

Personal information

This is information that you provide to us which identifies you, such as your name, email address, telephone number, date of birth or other data. You will find this information under your account details.

When you create an account with us, we ask for personal information so we can identify you when you log in and allow you to make bookings in accordance with our User Terms and Conditions. You can always update this information under your profile or contact GoMuseum if you need help with this or wish to have your account deleted.

Third party information

GoMuseum collects information from third parties such as customer behavioral patterns, device information, location information and others. We do this to improve customer experience and assist our customers with support.

Transaction information

We collect information about your bookings (such as the type of tour you booked and with which guide), including payment information (such as your credit card number), using our payment service provider's secure services. Payment activities are outsourced to our payment processors, meaning we do not store your credit card information in our systems.

Messages Sent Through the System

Your transaction information allows us to process your booking and send you a precise and exact bill. It also helps GoMuseum and our guides to contact you if necessary.

Feedback

As a customer you have the option to rate your experience with your booking and give general usage of the website. This information is gathered in various ways and could be shared for others to view. Your full name will by default be displayed with any guide reviews you post on Social Media.

Cookies - Aggregated information

We use information collected from cookies and other technologies to improve your user experience and the quality of our services. As an example, by saving your language preferences, we will be able to have our services appear in the language you prefer.

A cookie is a small file containing a string of characters that is sent to your computer when you visit a website. When you visit the website again, the cookie allows that site to recognise your browser. Cookies may store user preferences and other information. You can reset your browser to refuse all cookies or to indicate when a cookie is being sent. However, some website features or services may not function properly without cookies.

The purpose of cookie legislation is first and foremost to protect the privacy of the users and ensure the continued trust of the user to the website. All websites of Danish origin, or websites based in Denmark are bound to abide the cookie legislation. If cookies are being used on a website it is a requirement to notify the user, as well as obtain consent of further use.

Please contact GoMuseum on info@gomuseum.com if you like to know more about the types of cookies used by GoMuseum.

You have the right to accept or stop cookies from being stored on your device at any time by modifying the settings in your web browser to reflect your cookie preferences.

Please be aware that you may not be able to use all the interactive features of the website and/or online courses and content once cookies are disabled.

2. Who we share personal data with

The data processing is carried out using computers and/or IT enabled tools, following organizational procedures and modes related to the purposes indicated. In addition, in some cases, the data may be accessible to certain types of persons in charge, involved with the operation of the site (administration, sales, marketing, legal, system administration) or external parties (such as third party technical service providers, mail carriers, hosting providers, IT companies, communications agencies) appointed, if necessary, as data processors by GoMuseum. The updated list of these parties may be requested from GoMuseum at any time.

To provide our services to you we may share your data with following parties:

A) The guide you have booked so they can provide your guided tour as per your booking. We only provide our tour guides with your name and your local contact details if you provide them (e.g., your hotel name for pick-ups and drop-offs, your local phone number, your mobile phone number, etc.) We do not provide our tour guides with your email address or any alike personal information.

B) Third parties that facilitate various activities to either promote or support our services. This may include customer support agents, website and application support and hosting providers, marketing service providers. Any of above mentioned third parties may be inside or outside of your country of residence

C) If GoMuseum ApS goes into a joint venture, selling to, merging with another business unit or purchases another company your information could be disclosed or transferred to the target company, owners, new business partners or their agents and/or advisors. Under such circumstances, GoMuseum will always inform the relevant entities that they should/will only use your personal information for the purposes explained in this privacy policy.

3. Accessing and updating your personal data

You can at any point of time access your account to review and update your personal information. You can also contact GoMuseum and ask us to delete your personal information, restrict data processing or request that your data will be transferred to a third party. You also have the right to unsubscribe from the newsletter or any other marketing initiative we send to you by emailing us on support@gomuseum.com or using the unsubscribe functionality when available.

4. Information security

We work hard to protect GoMuseum and our users from unauthorized access to or unauthorized alteration, disclosure or destruction of information we hold. In particular:

- We restrict access to personal information to GoMuseum employees, guides, contractors and agents who need to know that information in order to process it for us, and these are subject to contractual confidentiality obligations and may be disciplined or terminated if they fail to meet our obligations.
- Role-based access is implemented for systems storing / processing (eg. Access rights granted on a "need to know" basis)

5. Legal basis for processing personal data

GoMuseum will always ensure that we have a legal basis to collect and use your personal data. The legal basis will change depending on the type of information and the context in which we collect them.

Our main reason for collecting and using your personal information is to fulfill our agreement and contract with you (to ensure that you receive your guided tour as booked), but we can also treat them wherever it is in our legitimate business interests to do so.

The user's Personal Data may be used for legal purposes by GoMuseum, in Court or in the stages leading to possible legal action arising from improper use of GoMuseum systems.

The user declares to be aware that GoMuseum may be required to reveal personal data upon request of public authorities.

6. Data storage

The Data is kept for the time necessary to provide the service requested by you, or stated by the purposes outlined in this document, and you can always request that GoMuseum suspend or remove the data.

GoMuseum uses commercially reasonable efforts to protect your information, and backup procedures are followed, documented and retention periods are defined.

7. International Data transfers

GoMuseum processes personal information on our servers in different countries around the world. We may process your personal information on a server located outside the country where you live.

8. Additional Information

No one can guarantee that transmission of data over the Internet is completely secure. It may be possible for third parties to unlawfully intercept or access transmissions or private communication. While we strive to protect your personal information, GoMuseum cannot warrant the security of any information you transmit to us and we shall not be liable for any special, incidental or consequential damages you may suffer in the event that your transmission of data was intercepted.

9. When this Privacy Policy applies

Our Privacy and Cookies Policy applies to all of the services offered by GoMuseum, mobile apps and services offered on other sites hosted by GoMuseum such as <https://gomuseum.com/> or any subdomains directly or indirectly controlled, is controlled by, or is under common control with GoMuseum ApS but excludes services that have separate privacy policies that do not incorporate this Privacy Policy.

GoMuseum reserves the right to make changes to this privacy policy at any time by giving notice to its users on this page. It is strongly recommended to check this page often, referring to the date of the last modification listed at the bottom. If a user objects to any of the changes to the Policy, the User must cease using this Application and can request that GoMuseum removes the personal data. Unless stated otherwise, the then-current privacy policy applies to all Personal Data GoMuseum has about Users.

Please contact GoMuseum on support@gomuseum.com for any questions you might have to our Privacy Policy

The Data Controller is responsible for this privacy policy, last updated 30 October, 2020.