

# Privacy Policy: The Zoom Genie & Applause Events

Effective Date: 19th January 2024

## Introduction:

This Privacy Policy outlines how we collect, use, disclose, and protect the personal information of visitors and users (“you” or “users”) of our websites and associated platforms, operated by The Zoom Genie and Applause Events (“we,” “us,” or “our”). We are committed to protecting your privacy and ensuring the security of your personal information. By using our website, you consent to the terms of this Privacy Policy.

- Information We Collect: We may collect the following types of personal information from users:
  1. Personal Identifiable Information (PII): We may collect PII, such as your name, email address, phone number, and any other information you voluntarily provide to us through our website or in communication with us.
  2. Non-Personal Information: We may collect non-personal information, such as your IP address, browser type, operating system, and usage data, which does not directly identify you.
- Use of Information: We may use the collected information for the following purposes:
  1. To provide and improve our services: We may use your information to fulfil your requests, communicate with you, and enhance our services.
  2. Marketing and Communication: With your consent, we may send you promotional materials, newsletters, or other information about our services. You can opt out of these communications at any time.
  3. Analytics: We may use non-personal information for analytical purposes, such as analysing trends, monitoring website usage, and improving our website’s performance.
- Sharing of Information: We may share your information in the following circumstances:
  1. Service Providers: We may engage trusted third-party service providers to assist us in delivering our services. These providers will have access to your information solely for the purpose of performing the specified tasks on our behalf and are obligated to keep your information confidential.

2. Legal Requirements: We may disclose your information if required by law, government request, or to protect our rights, property, or safety.
  3. Business Transfers: If we undergo a merger, acquisition, or sale of all or a portion of our assets, your information may be transferred as part of the transaction. We will notify you via email or a prominent notice on our website regarding any change in ownership or use of your personal information.
- Data Security: We implement reasonable security measures to protect your information from unauthorized access, loss, misuse, or alteration. However, please be aware that no method of transmission over the internet or electronic storage is 100% secure. We cannot guarantee absolute security.
  - Third-Party Links: Our website may contain links to third-party websites or services. We are not responsible for the privacy practices or the content of those websites. We encourage you to review the privacy policies of those third-party websites before providing any personal information.
  - Cookies and Tracking Technologies: We may use cookies and similar tracking technologies to collect information about your interactions with our website. You can manage your cookie preferences through your browser settings.
  - Your Rights: As a user, you have certain rights regarding your personal information. You have the right to access, update, and delete your information, as well as the right to object to certain processing activities. To exercise these rights, please contact us using the information provided below.
  - Changes to the Privacy Policy: We may update this Privacy Policy from time to time. We will notify you of any changes by posting the revised policy on our website. Please review this Privacy Policy periodically for any updates.
  - Contact Us: If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at [enquires@applause-events.com](mailto:enquires@applause-events.com)

By using our website, you acknowledge that you have read, understood, and agreed to this Privacy