

Annex to Get By ApS' Privacy Notice - Customers and Website visitors, etc.

Please see Get By ApS' detailed description of processing of personal data on Website visitors, etc. below.

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
<p>To manage your booking(s) and execution of the contract with you, including:</p> <ul style="list-style-type: none"> To register you as new customer to allow you to purchase our products/service and fulfil our contractual obligation to manage and collect payments for our products to distribute to the relevant operator partner, involved in the passenger transfer to administer refunds, rebooking's and/or cancellations to send you notification and reminders with relevant booking details and updates to entitle you to customer advantages and discounts, vouchers, provide customer service and support, including administration of complaints and generally, to comply with our obligations and exercise our rights under agreements entered with you. 	<p>(A) Booking data</p> <p>(B) User account data (if logged in)</p> <p>(D) Customer service data</p>	<p>(i) Performance of a contract with you or to take steps at the request of you prior to entering a contract.</p> <p>(ii) Compliance with a legal obligation (Bookkeeping, Accounting and Tax).</p> <p>(iv) Our legitimate interest in establishment, exercise or defence of a legal claim.</p>

Annex to Get By ApS' Privacy Notice - Customers and Website visitors, etc.

To manage your User account, which you may choose to create, to see your tickets on our Platform(s), your travel history, vouchers, etc.	(A) Booking data (B) User account data (C) Operator Reviews data (D) Customer service data	(i) Performance of a contract with you or to take steps at the request of you prior to entering a contract. (iv) Necessary for our legitimate interest to provide you with a simple overview of your travel history, future bookings and vouchers.
To publish your Reviews of operators made available through GetByBus on the Platform(s).	(D) Operator Reviews data	(iii) Your consent.
Each time you visit our Platform(s), we collect information and data that is automatically transmitted or generated by your browser, enabling you to access and interact with our Platform(s).	(E) Technical	(iv) Necessary for our legitimate interest to provide you access to our Platform(s).
To enable you to communicate with us on the Platform(s), via e-mail, via social medias or otherwise, with questions, if you wish to object to receiving marketing or to allow you to participate in for example competitions and surveys.	(A) Booking data (B) User account data (if logged in) (D) Customer service data (G) Marketing and Communications	(iv) Necessary for our legitimate interest to communicate with you and respond to your queries.
To generate insights based on the way you interact with our Platform(s), which will be analysed in our BI tool, on an aggregate level, to improve our business procedures, user experience and practices on an overall level.	(A) Booking data (B) User account data (if logged in) (C) Operator Reviews data (D) Customer service data (E) Technical data (F) Usage data	(iv) Necessary for our legitimate interest to analyse, monitor and optimize the performance of our systems and improve our business, including our products/ services, design, layout and functionalities.

Annex to Get By ApS' Privacy Notice - Customers and Website visitors, etc.

<p>To use data analytics and statistics [derived from e.g., retargeting and conversion tracking,] to improve our Platform(s), products/services, marketing on a general level and customer experiences.</p>	<p>(E) Technical data</p> <p>(F) Usage data</p>	<p>(iv) Necessary for our legitimate interests to define types of customers for our products/services, to keep our website updated and relevant, to develop our business and to improve our marketing strategy.</p> <p>We will only apply cookies – other than strictly necessary technical cookies - if you have provided your cookie consent.</p>
<p>To administer and protect our business and Platforms, including troubleshooting, data analysis, testing and system maintenance.</p>	<p>(A) Booking data</p> <p>(B) User account data (if logged in)</p> <p>(D) Customer service data</p> <p>(E) Technical data</p> <p>(F) Usage data</p>	<p>(iv) Necessary for our legitimate interests for running our business, provision of administration and IT services, network security and to prevent fraud.</p>
<p>To send you newsletters or other marketing via for example email or text, and to measure and better understand the effectiveness.</p>	<p>(A) Booking Data</p> <p>(B) User account Data (if logged in)</p> <p>(E) Technical Data</p> <p>(F) Usage Data</p> <p>(G) Marketing and Communications</p>	<p>(iv) Necessary for our legitimate interests in sending you relevant marketing, based on your previous purchases, search history, etc.</p> <p>We will only send you marketing by e-mail or other means of electronic communication if you have given us your consent, or we are otherwise allowed to local marketing practices regulations.</p>

Annex to Get By ApS' Privacy Notice - Customers and Website visitors, etc.

To deliver relevant and targeted marketing and advertisement content on our Platform(s) as well as third party platforms, to measure and better understand the effectiveness.	(A) Booking data (B) User account data (if logged in) (E) Technical data (F) Usage data (H) Marketing and Communications	(iv) Necessary for our legitimate interests to decide our marketing strategy and to target our marketing communication to you to fit with your preferences. We will only apply cookies – other than strictly necessary technical cookies - if you have provided your consent.
---	--	--

Please note: To the extent that we have referred to our legitimate interest as the legal basis for the processing of personal data specified above, we have conducted a balancing test for those interests to ensure that our interest is not overridden by your interests or fundamental rights and freedoms. Please contact our Data Protection Officer at dpo@getbybus.com, if you wish to receive more information on the balancing test.

[Latest update: January 2022]