

# Purple WiFi End User Licence Terms

## Important notice

This end-user licence agreement (**EULA**) and the Privacy Policy (**Privacy Policy**) (together the **Terms and Conditions**) constitute the legal agreement between you (**You or Your**) and Purple WiFi Limited (**We, Us or Our**) relating to the provision by Us to You of a wireless internet access service (the **Service**) to be used by You at any venue where the Service is available (a **Purple Venue**). Please read this EULA and the Privacy Policy carefully. If You do not accept the Terms and Conditions We will not permit access to the Service and the joining process will immediately terminate. By joining and using the Service You agree to be legally bound by the Terms and Conditions.

## Agreed terms:

### 1. 1. Acknowledgements and consents

- (i) You acknowledge that the Terms and Conditions (as may be amended from time to time) apply to the use of the Service (including any future updates to it) by You at any Purple Venue.
- (ii) You acknowledge and accept that We may change the Terms and Conditions at any time. All changes (if any) will be communicated to You through a link on the log-in page for the Service. You will be required to read and accept any such changes to continue using the Service.
- (iii) You must have obtained the permission of the owner of any computer, tablet, mobile telephone, smart phone or other electronic device (**Device**) which You use to access the Service (and which is not owned by You) to use the Service. By accepting the Terms and Conditions You accept responsibility for the use of the Service on any Device whether or not you own it. You accept that You may be charged by Your service provider for internet access through the Device.
- (iv) You acknowledge and agree that internet transmissions are never completely private or secure and that any information which You send by using the Service may be read or intercepted by another party even if there is a special notice that a particular transmission is encrypted.
- (v) You consent to Us collecting and using technical information about Your Device (and any related software, hardware and peripherals) to evaluate, improve or refine the Service in accordance with the Privacy Policy.
- (vi) You consent to the transmission, collection, processing, maintenance and use by Us (and Our licensees) of any location data sent from the Device to evaluate, improve or refine the Service in accordance with the Privacy Policy.
- (vii) You acknowledge that the internet is separate from the Service and that websites accessed by You via the Service are not under the control of Us and that We are not responsible for and do not endorse their content or privacy policies (if any). You undertake that You will use Your own judgement regarding any interaction with any such website including the purchase of any products or services accessible through them.
- (viii) You acknowledge and agree that all intellectual property rights in the Service (and its underlying technology) belong to Us (or Our licensors) and that You have no rights in or to the Service other than the non-exclusive and non-transferrable right to use it in accordance with the Terms and Conditions.

### 2. Provision of the Service

In consideration of You accepting the Terms and Conditions, We agree to provide the Service to You until such time as We cease provision of the Service to You. You may stop using and We may stop providing the Service at any time.

### 3. Acceptable use

You agree that You will use the Service in accordance with the Terms and Conditions and that You will not (and will procure that any person using Your Device does not) use the Service for any commercial, unlawful, immoral or malicious purpose, nor will You (nor any person using Your Device) in the course of using the Service:

- introduce any code, virus or data which is harmful to the Service or any operating system; or
- transmit, store, publish or upload any electronic material which is likely to cause damage or limit the functionality of any telecommunications equipment or any computer software or hardware; or
- infringe any intellectual property right belonging to Us or any other party; or
- send, receive, publish, distribute, transmit, upload or download any material which is offensive, abusive, defamatory, indecent, obscene, unlawful; or otherwise objectionable; or
- invade the privacy of or cause annoyance or anxiety to or send any unsolicited correspondence to any other person.

#### 4. Limitations and exclusions

- (i) The Service is provided to You on an “as is” and “as available” basis and therefore all warranties, conditions and other terms implied by statute or common law are, to the fullest extent permitted by law, excluded from the Terms and Conditions.
- (ii) Save as provided in clause 4(iv), We shall not be liable to You for any losses (whether direct, indirect or consequential) caused by failures, errors, delays or interruptions of, in or to the Service.
- (iii) Save as provided in clause 4(iv), We shall have no liability to You if any third party gains access to Your connection to the Service or Your Device or destroys or damages any data or information held by You or information about You which is held by Us.
- (iv) Nothing in the Terms and Conditions shall limit or exclude Our liability for (a) death or personal injury resulting from Our negligence, (b) fraud or fraudulent misrepresentation or (c) any other liability that cannot be excluded by law.

#### 5. General

- (i) The Terms and Conditions constitute the entire agreement between You and Us as to the provision of the Service and they (and any dispute or claims arising from them) are, irrespective of the location from which the Service is accessed, governed by and shall be construed in accordance with the laws of England and Wales with the English courts having exclusive jurisdiction to settle any dispute or claim arising out of or in connection with them.
- (ii) Any notice to be given by Us to You may be given by post or email to any postal or email address given by You. Any notice to be given by You to Us may be given by post to Customer Services, Purple WiFi Limited, Meadowbank House, Tweedale Way, Chadderton, Lancashire OL9 8EH or by email to support@purplewifi.com.

# Purple WiFi Privacy Policy

## Who We Are

In this notice, whenever you see the words ('We', 'Us' or 'Our'), it refers to Purple Wifi Ltd, Meadowbank Offices, Junction 22 Business Park, Tweedale Way, Chadderton, Oldham, OL9 8EH. Registered in England Company No: 06444980.

## Information that we collect

- Submitted Information: the information you provide when you login, such as social media account or details provided on a form.
- Additional Information: the information of the websites you visit, the transactions you make and responses to any of the surveys We send to you. We do not collect any information used to make financial transactions.
- Device Information: information about the device (mobile phone, tablet, laptop etc) you are using.
- Location Information: If Location is enabled, We collect information on where in the venue you have been.
- Network Information: We collect information from your device on the IP addresses, internet service providers, clickstream data, browser type, language, viewed and exit pages, and date and time stamps.

## Cookies

We use Cookies like a website would; to enable us to distinguish you from other users.

## How we store your data

Data is stored on Our own secure servers in accordance with local regulations. If you do not login in to a Purple WiFi venue for more than 13 months, all personally identifiable data We store about you is deleted.

## How your data is used

Your data may be used to understand how you use a particular venue, to communicate with you or to offer you relevant goods and services.

## Who may use your data

Your data may be used by Purple, the owner of the venue you visited or selected third parties. Your data may also be provided to regulatory bodies where we are under a legal obligation to do this, to protect our own rights or if we feel someone's safety is at risk

## Accessing your own data

You can access and amend the data we hold on you at any time by visiting your Profile Portal.

You can view Our full privacy policy at <https://purple.ai/full-privacy-policy/> and our full Cookie Policy at <https://purple.ai/cookie-policy/>

---

## Full Privacy Policy

Purple Wifi (We', 'Us' or 'Our') know that you take the privacy of your information and how it is use dand shared very seriously and We will only use your personal information in accordance with the current data protection laws in your country and this privacy policy. This privacy policy describes how we aim to repay the trust you have shown by sharing your personal data with Us. This policy applies to all the websites We operate, Our use of emails and any other methods We use for collecting information. It covers what We collect and why, what We do with the information, what We won't do with the information, and what rights you have. This privacy policy only applies to personal information We hold about individuals. It does not apply to information We hold about companies and other organisations. We may update this privacy policy from time to time by publishing the amended version on Our website.

### Who We are.

In this policy, whenever you see the words ('We', 'Us' or 'Our'), it refers to **Purple Wifi Ltd, Meadowbank Offices, Junction 22 Business Park, Tweedale Way, Chadderton, Oldham, OL9 8EH. Registered in England Company No: 06444980.** For the purposes of data protection law, We are a data controller in respect of the personal information that We collect and process about you as described in this privacy policy.

### Information We collect

We will only ever collect the information We need – including data that will be useful to help improve Our services. We may automatically collect and process the following data about you:

1. any log-in information you provide when you use guest Wifi services offered by Our customers at their venues, information taken by Us from the social media account (e.g. Twitter, Facebook, Instagram etc.) through which you access Our Wifi Service. The information collected through Our Wifi service is configured by Our customers through their end-user registration and you should consult their privacy policy for full details of the data collected. Subject to your privacy settings, the information that may be collected through Our supported access options can be found [here](#) (Submitted Information).
2. any correspondence between you and Us, your responses to any surveys that We ask you to complete for research purposes, details of any transactions which you carry out through the Service, your browsing history and details of your use of the Service including (without limitation) location data, weblogs and other communication data and resources accessed by you (Additional Information);
3. any information which We collect about the computer, tablet, mobile telephone, smart phone or other electronic device used to access the service (Device) including (where available) MAC address of any connected network interface, the unique device identifiers, operating system, browser types and telephone number (if applicable) of the Device (Device Information);
4. any information which We collect about your actual location and relative signal strength, and data collected by Us for Wifi enabled Devices present at a location by means of relative signal strength from Wifi access points from which an X/Y coordinate is calculated (Location Information);
5. any data collected by Us when Your device is used to access the Service including (without limitation) internet protocol addresses, internet service providers, browser types, language, viewed and exit pages and date and time stamps (Log Information);

6. details of your visits to Our site including but not limited to, IP addresses (the location of the computer on the internet), pages accessed and files downloaded. This helps Us to determine how many people use Our sites, how many people visit on a regular basis, and how popular Our pages are. This is statistical data about Our users' browsing actions and patterns, and does not identify any individual. It simply allows Us to monitor and improve Our service. Personal information, such as name, postal address, phone number, email address, date of birth, gender and social media account details (such as Facebook, Twitter, Instagram, etc.) that you provide by registering and using Our Wifi services, filling in forms on Our web site ([www.purple.ai](http://www.purple.ai)) and when you contact Us via telephone and includes information provided when you:
- subscribe to receive one of Our e-communications;
  - enquire about a specific product or service;
  - request information via telephone;
  - request a call back;
  - respond to a campaign;
  - enter a competition or promotion;
  - submit a question to Us or provide Us with feedback.

You are provided with an opportunity to opt out from receiving communications from Us or Our partners at the time that your details are submitted and on each occasion that you are contacted thereafter. Our site uses cookies to distinguish you from other users of Our site. This helps Us to provide you with a good experience when you browse our site and allows Us to improve Our site. For detailed information on the cookies We use and the purpose for which We use, please see Our cookie policy. If you want to disable cookies please refer to your browser help.

#### **How We use the information We collect**

If you have provided Purple Wifi with personal data to access Wifi in a venue then We will use this data for the performance of the contract described in Our terms and conditions of service which you agreed to when accessing the service. We may also process your personal data for Our legitimate business interests. "Legitimate Interests" means the interests of Our company in conducting and managing Our business and providing you with the best services and products in the most secure way. These interests include:

- To ensure that content from Our site is presented in the most effective manner for you and for your computer.
- To collate and aggregate anonymised information for consumer analysis and statistical reporting.
- To associate Submitted Information and/or Additional Information and/or Device Information and/or Location Information and/or Log Information to enable analysis by Us and the owner or sponsor of any venue at which You use the Service as to how people move around such venues – in such circumstances, the MAC address of your Device is masked to prevent linking data to other sources.
- To contact you regarding your opinions on Our products and services which may be used for research and analysis to help Us to improve or modify those products and services.
- To help Us identify you when you contact or visit Us.
- When dealing with your inquiries and requests.
- To help Us improve the quality, security and safety of Our products and services
- To carry out analysis and customer profiling.
- When you communicate with Us for customer service or other purposes (e.g., by emails, faxes, phone calls, tweets, etc.), We retain such information and our responses to you in the records of your account. When We process your personal data for Our legitimate business interests We always ensure that We consider and balance any potential impact on you and your rights under data protection laws. If you have any concerns about the processing described above, you have

the right to object to this processing. For more information on your rights please see “Your Rights” section below.

### **Choice / opt-in and opt-out**

Whenever the processing of your personal data requires your consent then you will be given the opportunity to opt-in or opt-out to having your contact details used as set out above, at the time your details are submitted. For example, when you request product information, you can tell Us when you provide your details if you do not want to receive any other information from Us or Our partners, or you can let Us know how best to get in touch with you with information that may be of interest. If you do not wish Us to use your data as set out above, please leave the relevant boxes, situated on the form which We used to collect your data, blank/unticked. Please be aware that if you opt out of marketing communications received from one of our partners, and your information is also held by other partners, you may continue to receive information from these other partners until you inform them that you wish to opt out of marketing communications as well.

### **Sharing your information**

Just like most other organisations, We work with third-party service providers which provide important functions to Us that allow Us to be easier, faster, and friendlier in the way We deliver Our services. We need to disclose user data to them from time to time, for any of the purposes set out above, so that the services can be performed. We have listed below, those parties to whom We may disclose your personal data for the purposes set out in this policy:

- Our employees;
- the owners of the venues where you access Our wifi services;
- virtual hosting infrastructure providers (i.e. Amazon Web Services) to host our servers and data and to provide other services to Us;
- third party consultants, service providers or contractors when providing support and other services to Us; auditors or advisers assisting Us in Our business operations in any jurisdiction where we operate.

We may also disclose your personal information to third parties, if We are under a duty to disclose or share your personal data for legal or regulatory purposes, in relation to existing or future legal proceedings, for the prevention of fraud/loss or to protect the rights, property, safety of Our Group, Our customers or others.

### **Data security**

Our standard policy is to store your personal Information on AWS hosted services located in Dublin for data collected in the EU and Africa, New York for data collected in North and South America and Singapore for data collected in Asia and Australasia. However, from time to time, We may allow individual customers to store your personal information on their own servers located within their own country when they are legally obligated to do so or when they request this. We may transfer the information to other offices and to other reputable third-party organisations as explained above – they may be situated inside or outside the European Economic Area, if this is the case We ensure that compliant safeguards are put in place and clearly communicated to you. We may also store information in paper files. We have security protocols and policies in place to manage and record your data privacy and preferences correctly and that your data is stored securely to protect against its loss, misuse and alteration. Documentation can be supplied on request from Our Data Protection Officer using any of the contact methods listed below In Your rights. We take steps to ensure that any organisations that We share your data with will have security protocols and policies in place to manage and record your data privacy and preferences correctly and that your data is stored correctly. Unfortunately, the transmission of data across the internet is not completely secure and whilst We do Our best to try to protect the security of your information We cannot ensure or guarantee that loss, misuse or alteration of data will not occur whilst data is being transferred. We will keep your information only for as long as We need it to provide you with the services or information you have required, to administer your relationship with Us, to comply with the law, or to ensure We do not communicate with people that have asked Us not

to. When We no longer need information, We will always dispose of it securely, using specialist companies if necessary to do this work for Us. If you are a user of Our Wifi services and you do not login to one of Our Wifi venues for more than 13 months, all personally identifiable data We store about you is deleted.

## Your rights

Under the data protection legislation, You have the right to request copies of your data, request rectification of your data, request erasure of your data, object to Us processing your data, the right to prevent your data being used for direct marketing, request Us to restrict the processing of your data and where Our systems allow, the right to access a copy of the information We hold about you (a subject access request) and the right to lodge a complaint with the relevant data protection authority. We will require proof of your identity before we are able to provide you with any personal information that we hold about you.

The following information provides more detail about some of these rights and how to exercise them:

- Right to make a Subject Access Request (“SAR”)

You have the right to view and request copies of your personal data that We hold about you. You are able to view or delete this information through Our portal, login details are emailed to you when you first register onto our wifi services. You may also request this information by contacting Us via one of the methods described below.

- Right to Rectification

You can request that we rectify inaccuracies and missing information in personal data held about you.

- Right to Object to Processing

You may have the right to object to Us processing your personal data and request that We stop processing it. You may do this by emailing Our Data Protection Officer (see below for details).

- Right to Request Erasure

You have the right to have your personal data erased where the data is no longer necessary for the purpose(s) for which it was originally collected/processed unless we have legitimate grounds or a legal right(s)/obligation(s) to store your personal data. If you wish to exercise any of these rights please contact the Data Protection Officer in writing at Our Meadowbank Offices, Junction 22 Business Park, Tweedale Way, Chadderton, Oldham, OL9 8EH or by emailing [DPO@purplewifi.com](mailto:DPO@purplewifi.com). For more information about your rights contact your local supervisory authority directly.

## **Full Cookies Policy**

Cookies are used to help you get the most out of using the Internet. Find out what cookies are and what we do to protect your privacy.

A “cookie” is a piece of information, like a tag, that’s stored on your computer, tablet or phone when you visit a website. It can help identify your device – like your PC or mobile device – whenever you visit that website.

They are used by most major websites and our own website is no exception. To make the best use of our website, on whichever device you’re using, you’ll need to make sure your web browser is set to accept cookies.

We use cookies and some other data stored on your device to:

- give you a better online experience
- allow you to set personal preferences
- protect your security
- measure and improve our service
- work with partners and measure marketing

A cookie will typically hold:

- the name of the website that it has come from
- how long the cookie will stay on your computer or phone
- a value, normally in the form of a randomly generated unique number

## **How we use cookies**

To give you a better online experience we use a number of cookies. Our site uses ‘session-based’ cookies, which are stored by your web browser for the duration of your visit to our website, but these cookies expire automatically when you close your browser or sign out.

Cookies are used for a variety of things that help improve your online experience. We uses cookies, primarily to:

- make login faster by remembering your device
- make the page load quickly by sharing the workload across computers
- help optimise our pages for your browser or device

Some of our partners drop cookies on this site, they may associate these cookies with hashed emails, IP addresses and browser types for the purpose of making advertisements more relevant to you during your browsing experience.

## **Managing Cookies**

The easiest way to manage cookies is by using your browser settings. You can also choose how you want to deal with cookies when given the option by a website.

You can accept or refuse cookies. Accepting cookies is usually the best way to make sure you get the best from a website.

Most PCs automatically accept them but you can change your browser settings to restrict, block or delete cookies if you want. Each browser is different, so check the ‘Help’ menu of your particular browser

(or your mobile phone's handset manual) to learn how to change your cookie preferences. Many browsers have universal privacy settings for you to choose from.

#### ***How to manage cookies in Internet Explorer***

Cookie settings in most versions of Internet Explorer can be found by clicking the tools option and then the privacy tab.

#### ***How to manage cookies in Firefox***

Cookie settings in Firefox are managed in the Options window's Privacy panel. See Options window – Privacy Panel for information on these settings

#### ***How to manage cookies in Chrome***

Click on the spanner icon on the toolbar, select settings, click the under the bonnet tab, click on content settings in the privacy section.

#### ***How to manage cookies in Opera***

You can manage cookies in Opera if you Click on settings, then Preferences, then Advanced and finally Cookies

#### ***How to manage cookies in Safari***

Choose Safari, then preferences and then click security. You should then be able to specify if and when Safari should accept cookies.

#### ***How To manage cookies on your mobile phone***

To manage cookies on your mobile phone please consult your manual or handbook.