Roadmap BV ("Roadmap" or "we") aims to be a good host of your data and respects the privacy of its users. We are committed to protecting both the data and the privacy of our users. We provide this Privacy Policy to help you make an informed decision about whether to use or continue using the Roadmap Travel App and Services (as defined in the Terms of Service) or visit our website(s). If you do not agree to our practices, please do not use the Roadmap Travel App and/or Services.

This Privacy Policy is incorporated into and is subject to the Roadmap Terms of Service. Your use of the Roadmap Travel App and the Services and any personal information you provide on the Roadmap Travel App or to the Services remains subject to the terms of this Privacy Policy and our Terms of Service.

This Privacy Policy is part of Roadmap’s Terms of Service and covers the treatment of user information, including personally identifiable information, obtained by Roadmap, including information obtained when you access the Roadmap Travel App and use the Services or any other software provided by Roadmap.

This Privacy Policy does not apply to the practices of companies that Roadmap does not own or control, or to individuals whom Roadmap does not employ or manage, including any of the third parties to which Roadmap may disclose user information as set forth in this Privacy Policy.

Roadmap collects various types of information

Roadmap may obtain the following types of information from or concerning you or your mobile device, which may include information that can be used to identify you as specified below ("Personally Identifiable Information"): 

a) User Provided Information: You provide (i) Traveler Data (considered Personally Identifiable Information), such as your mobile phone number and e-mail address (ii) Trip Data (considered Non Personally Identifiable Information), such as Flight Number, Destination, Airport, booking references for hotels, cars, trains etc. and (iii) mobile device information to Roadmap when choosing to participate in various uses of the Services, such as registering as a user or accepting push notifications. The Traveler Data and Trip Data are immediately separated and stored separately on our databases.

b) Geographic Information: To provide location-based services to users, we may collect and use precise location data, such as the real-time geographic location of the device. This location data is collected anonymously in a form that does not personally identify you and is only used by Roadmap to provide location-based products and services. We do currently do not store any location data. Roadmap also utilizes user’s location information in order to allow the user to add a point of interest to their itinerary (like a restaurant, coffee bar, etc). This service is provided in conjunction with data provided by Foursquare but the location and data of users are not shared with Foursquare in order to provide this service.

c) Cookies Information: When you visit a (mobile) website that is a part of the Roadmap Services, we may send one or more cookies - a small text file containing a string of alphanumeric characters - to your computer or mobile device that uniquely identifies your browser. Roadmap uses both session cookies and persistent cookies. A persistent cookie remains after you close your browser. Persistent cookies may be used by your browser on subsequent visits to the site. Persistent cookies can be removed by following your web browser help file directions. A session cookie is temporary and disappears after you close your browser. You can reset your web browser to refuse all cookies or to indicate when a cookie is being sent. However, the Roadmap website may not function properly if the ability to accept cookies is disabled. The Roadmap Travel App does not use cookies, however Roadmap uses analytics to track user sessions. Those sessions are anonymous and cannot be related to an individual user (Non Personal Identifiable Information).

d) Log File Information: When you use the website of Roadmap, our servers automatically record certain information that your web browser sends whenever you visit any website. These server logs may include information such as your web request, Internet Protocol ("IP") address, browser type, browser language, referring / exit pages and URLs, platform type, number of clicks, domain names, landing pages, pages viewed and the order of those pages, the amount of time spent on particular pages, the date and time
of your request, one or more cookies that may uniquely identify your browser. When you use the Roadmap Travel App, our Service or visit our website, our servers log certain general information that our application sends whenever a message is sent or received, including time and date stamps and the mobile phone and/or email numbers the messages were sent from and to.

The use of Information by Roadmap

If you submit Personally Identifiable Information to us through the Roadmap Travel App or Services, we will use your personal information to operate, maintain, and provide to you the features and functionality of the Roadmap Travel App and Services. In particular, your mobile phone number or email address is essential to your use of the Roadmap Service and will be retained. We do not use your mobile phone number, email address or other Personally Identifiable Information to send commercial or marketing messages without your consent or except as part of a specific program or feature for which you will have the ability to opt-in or opt-out. We may, however, use the mobile phone number or email address you provided without further consent for non-marketing or administrative purposes (such as notifying you of major changes to the Services or for customer service purposes). We may use both your Personally Identifiable Information and certain Non Personally Identifiable Information (such as anonymous user usage data, cookies, IP addresses, browser type, clickstream data, etc.) to improve the quality and design of the Roadmap Travel App and Services and to create new features, functionality, and services by storing, tracking, and analyzing user preferences and trends. We may use cookies and log file information to: (a) remember information so that you will not have to re-enter it during your visit or the next time you use the Roadmap Travel App or Services; (b) provide custom, personalized content and information; (c) monitor individual and aggregate metrics such as total number of visitors, pages viewed, etc.; and (d) track your entries, submissions, views and such.

Disclosure of Information

We do not sell or share your Personally Identifiable Information (such as mobile phone number or email address) with other third-party companies for their commercial or marketing use without your consent or except as part of a specific program or feature for which you will have the ability to opt-in or opt-out. We may share your Personally Identifiable Information with third party service providers to the extent that it is reasonably necessary to perform, improve or maintain the Services. For outbound communication purposes (SMS and/or email) communication details (a mobile number or email address) will have to be shared with communication networks and/or service providers. Roadmap will always encrypt such communication in transit. How communication networks further treat this information (SMTP, SMPP) and if encryption will happen end to end is unfortunately beyond our control.

We may share aggregate and Non Personally Identifiable information (such as anonymous User usage data, referring / exit pages and URLs, platform types, asset views, number of clicks, etc.) with interested third-parties to assist them in understanding the usage patterns for certain content, services, advertisements, promotions, and/or functionality on the Roadmap Travel App and/or Services.

We may collect and release Personally Identifiable Information and/or Non-Personally Identifiable Information if required to do so by applicable law, international law or respond to a court order, subpoena, or search warrant or equivalent, or where in our reasonable belief, an individual’s physical safety may be at risk or threatened. Roadmap also reserves the right to disclose Personally Identifiable Information and/or Non-Personally Identifiable Information that Roadmap believes, in good faith, is appropriate or necessary to enforce our Terms of Service, take precautions against liability, to investigate and defend itself against any third-party claims or allegations, to assist government enforcement agencies, to protect the security or integrity of the Roadmap Travel App, the Services and/or our servers, and to protect the rights, property, or personal safety of Roadmap, our users or others.

Your Choices

You may, of course, decline to submit Personally Identifiable Information through the Roadmap Travel App or the Services, in which case Roadmap may not be able to provide certain services to you. If you do not agree with our Privacy Policy or Terms of Service, please delete your account, uninstall the Roadmap mobile application and discontinue use of the Roadmap Service; your continued usage of the Roadmap Service will signify your assent to and acceptance of our Privacy Policy and Terms of Service. To protect your privacy and security, we take reasonable steps (such as SMS authentication in certain cases) to verify your identity before registering your mobile phone number and granting you access to the Services. Please contact Roadmap via email to service@getroadmap.com
with any questions or comments about this Privacy Policy, your personal information, your consent, or your opt-in or opt-out choices.

Third-party Providers and Advertisers

The Roadmap Travel App, the Service or our website may contain links to other service providers which are outside our control and are not covered by this Privacy Policy. If you access services from third party providers using the link provided in our Roadmap Travel App, Service or website, the third party providers may collect information from you which will be used by them in accordance with their own privacy policies, which may differ from ours. We encourage you to review the privacy policies of such third party providers so that you understand if and how they collect and/or use your information.

Roadmap is ad-free and we want to keep it that way forever. We have no intention to introduce advertisement into the product, but if we ever do, will update this section.

Data Security

Roadmap uses commercially reasonable physical, managerial, and technical safeguards to preserve the integrity and security of your personal information. We cannot, however, ensure or warrant the security of any information you transmit to Roadmap and you do so at your own risk. Using unsecured WiFi or other unprotected networks to submit messages through the Roadmap Travel App or the Services is never recommended. Once we receive your transmission of information, Roadmap makes commercially reasonable efforts to ensure the security of our systems. However, please note that this is not a guarantee that such information may not be accessed, disclosed, altered, or destroyed by breach of any of our physical, technical, or managerial safeguards. If Roadmap learns of a security systems breach, then we may attempt to notify you electronically so that you can take appropriate protective steps. Roadmap may post a notice on the Roadmap website (www.getroadmap.com) or through the Roadmap Travel App if a security breach occurs.

Children’s’ Privacy

Protecting the privacy of young children is especially important. For that reason, Roadmap does not knowingly collect or maintain Personally Identifiable Information or Non-Personally Identifiable Information on the Roadmap Travel App or the Services from persons under 16 years of age, and no part of the Roadmap Service is directed to or intended to be used by persons under 16. If you are under 16 years of age, then please do not use the Roadmap Travel App and Service. If Roadmap learns that Personally Identifiable Information of persons under 16 years of age has been collected on the Roadmap Travel App or Services, then Roadmap may deactivate the account and/or make the status submissions inaccessible.

Users outside the EEA

The Roadmap Travel App and Services are hosted in the Netherlands and are intended for and directed to users in the European Economic Area. If you are a user accessing the Roadmap Travel App or Services from the USA, Asia, or any other region with laws or regulations governing personal data collection, use, and disclosure, that differ from European Union laws and regulation, please be advised that through your continued use of the Roadmap Travel App and Services - which are governed by Dutch law, this Privacy Policy, and our Terms of Service - you are transferring your personal information to the Netherlands and you expressly consent to that transfer and consent to be governed by Dutch law for these purposes.

Merger, Sale, or Bankruptcy

In the event that Roadmap is acquired by or merged with a third party entity, we reserve the right to transfer or assign the information we have collected from our users as part of such merger, acquisition, sale, or other change of control. In the unlikely event of our bankruptcy, insolvency, reorganization, receivership, or assignment for the benefit of creditors, or the application of laws or equitable principles affecting creditors’ rights generally, we may not be able to control how your personal information is treated, transferred, or used.
Changes and updates to this Privacy Notice

This Privacy Policy may be revised periodically and this will be reflected by the "effective date" below. Please revisit this page to stay aware of any changes. Your continued use of the Roadmap Site and Roadmap Service constitutes your agreement to this Privacy Policy and any amendments.

Effective date June 13th, 2016