

What personal information do we collect from the people that visit VMS?

When registering on VMS, as appropriate, you will be asked to enter your name, email address and password in order to complete your registration. When submitting for paid services with VMS, you will be asked to provide name, company name (optional), vat id(optional), company id(optional), address and card info. The information is used to verify your location, verify credit card authenticity and issue the correct documentation regarding your payment. We DO NOT store credit card information with us, only the 4 digits of the card will be provided to us by the payment processor. We store all the other information on our secure servers until termination of services, when we destroy any sensible information.

The email address shall be used to send notifications regarding the VMS website to the user. These notifications include for example login data, information, announcements etc.. Users always have the option to unsubscribe from the newsletter and the individual module notifications.

Information you share with us in connection with surveys, contests or promotions.

When you use our services we collect analytical information regarding your and your customers usage of the website. This includes: IP addresses, preferences, web pages you visited prior to coming to our or our Users' sites, information about your browser, network or device (such as browser type and version, operating system, internet service provider, preference settings, unique device IDs and language and other regional settings), information about how you interact with the Services and our Users' sites (such as timestamps, clicks, scrolling, browsing times, searches, transactions, referral pages, load times, and problems you may encounter, such as loading errors).

Additional information that you submit to us directly or through Third Party Services if you use a Third Party Service to create an Account (based on your privacy settings with such Third Party Service).

When do we collect information?

We collect information from you when you register on our site, place an order, subscribe to our newsletter, fill out a form, or enter information on our site. We collect information automatically when you use our Services or Users' sites (including via technologies like cookies).

We receive information from Third Party Services (like from our payment processor when submitting a payment, via our live chat software, etc.)

How do we use your information?

We may use the information we collect from you when you register, make a purchase, sign up for our newsletter, respond to a survey or marketing communication, surf the website, or use certain other site features in the following ways:

- To personalize your experience and to allow us to deliver the type of content and product offerings in which you are most interested.
- To allow us to better service you in responding to your customer service requests.
- To quickly process your transactions.
- To administer our site and for internal operations, including troubleshooting;
- To improve our services by analyzing the behavior in the platform and websites and provide a better user experience. We usually do this based on anonymous, pseudonymized, or aggregated information that does not focus on you individually.
- To send periodic emails products and services that might interest you and improve your overall experience with the platform.
- To follow up with them after correspondence (live chat, email or phone inquiries)
- To ensure the security and integrity of our Services.
- As part of our efforts to keep our website safe and secure and to monitor actual or suspected fraudulent activity;
- Carry out retargeting advertising.
- To comply with applicable legal requirements, such as tax and other government regulations and industry standards, contracts, and law enforcement requests.

When connecting Google Calendar application to an operator in your Booking & Appointments section in the CRM, you agree with us being able to add and remove events from your selected calendar upon setup.

We also host and process User Content for our Users. Our Users tell us what to do with User Content, and we follow their instructions. This Privacy Policy does not describe what we do with User Content on our Users' instructions (i.e., as their processor). If you are an End User of one of our User's sites and want to know how a User handles your information, you should check its privacy policy

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How do we protect your information?

Your personal information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems, and are required to keep the information confidential. In addition, all sensitive/credit information you supply is encrypted via Secure Socket Layer (SSL) technology. We implement a variety of security measures when a user places an order enters, submits, or accesses their information to maintain the safety of your personal information. All transactions are processed through a gateway provider and are not stored or processed on our servers.

We believe in the complete security of your data and for that reason we use the services of one of the leading cloud server providers - Amazon. All the data is being stored on secured, GDPR compliant Amazon Cloud Servers in The United States. To learn more on the Data Protection Addendum from Amazon, please review this PDF file - https://d1.awsstatic.com/legal/aws-gdpr/AWS_GDPR_DPA.pdf

How do we share your information?

The data of VMS Users shall not be sold to third parties. We shall not share or pass on any personal information without your explicit consent, unless:

- We are legally obligated to do so
- In order to fulfill contractual services for the VMS user and/or in order to enforce the rights and obligations of these terms of use and the corresponding contractual relationship between the VMS user and VMS.

In order to perform the VMS service, it may be necessary for VMS to employ the use of third party services.