

# Privacy Policy

Effective date: July 15, 2025

DoubleBook LLC, a California limited liability company (“DoubleBook,” “Company,” “we,” “us,” or “our”) is committed to ensuring that your privacy is protected and that your data stays safe.

This page informs you of our policies regarding the collection, use, and disclosure of personal data when you use our DoubleBook.co website (“Website”) including related subdomains; our mobile, tablet and other smart device applications, when applicable; or other Company tools, technology and programs and all associated services (collectively, the “DoubleBook Platform”). This Privacy Policy is a legally binding agreement between you (“User”, “you” or “your”) and the Company. By accessing and using the DoubleBook Platform, you acknowledge that you have read, understood, and agree to be bound by the terms of this Agreement. This Policy does not apply to the practices of companies that we do not own or control.

We use your data to provide and improve the DoubleBook Platform. By using the DoubleBook Platform, you agree to the collection and use of information in accordance with this policy now and as amended by us. Unless otherwise defined in this Privacy Policy, terms used in this Privacy Policy have the same meanings as in our Terms of Use.

## Definitions

- **Personal Data:** Personal Data means data about a living individual who can be identified from that data (or from other information either in our possession or likely to come into our possession).
- **Usage Data:** Usage Data is data collected automatically either generated by the use of the DoubleBook Platform or from the DoubleBook Platform infrastructure itself (for example, the duration of a page visit).
- **Cookies:** Cookies are small pieces of data stored on your device (computer or mobile device).
- **Data Controller:** Data Controller means the natural or legal person who (either alone or jointly or in common with other persons) determines the purposes for which and the manner in which any personal information are, or are to be, processed. For the purpose of this Privacy Policy, we are a Data Controller of your Personal Data.
- **Data Processors (or Service Providers):** Data Processor (or Service Provider) means any natural or legal person who processes the data on behalf of the Data Controller. We may use the services of various Service Providers in order to process your data more effectively.
- **Data Subject (or User):** Data Subject is any living individual who is using our DoubleBook Platform and is the subject of Personal Data.

## Information Collection and Use

We collect several different types of information for various purposes to provide and improve our DoubleBook Platform for you. Our information collection includes using cookies on a computer/handheld device or using or touching information in any way, including, but not limited to,

collecting, storing, deleting, using, combining, and disclosing information, all of which activities will take place in the United States. If you reside outside the United States, your information will be transferred, processed, and stored there under United States privacy standards.

**Please note that we never sell your information to any third party.** However, we may share your data in the following situations to support our services and fulfill legal obligations:

- **Service Providers:** We may share your data with external service providers, including Salon Professionals, DoubleBook Assistants, and other platform participants, to facilitate Jobs, hiring, payments, and other services coordinated through the DoubleBook Platform. The platform enables Salon Professionals to create job postings and search for qualified Assistants, while Assistants may review listings, accept or decline Jobs, and receive payment for completed services. DoubleBook verifies licensing, manages account access, and facilitates the end-to-end hiring process using tools such as messaging, job detail sharing, invoicing, and payment integration through Stripe.
- **Business Partners:** We may disclose data to trusted business partners who assist us in operating our services, such as analytics providers, customer support services, and marketing platforms. These partners help us analyze usage, improve our services, and communicate with you.
- **Affiliates:** We may disclose data to our affiliates and subsidiaries as part of our integrated business operations, allowing us to offer a consistent experience across our platforms.
- **Business Transactions:** If DoubleBook LLC is involved in a merger, acquisition, or asset sale, your Personal Data may be transferred to the new entity. We will use commercially acceptable means to provide notice before your Personal Data is transferred and becomes subject to a different Privacy Policy.
- **Legal Requirements:** We may disclose your Personal Data if required by law, in response to valid requests by public authorities (such as a court or government agency), or when we believe in good faith that such action is necessary to:
  - Comply with a legal obligation;
  - Protect and defend our rights or property;
  - Prevent or investigate possible wrongdoing in connection with the DoubleBook Platform;
  - Protect the personal safety of users of the DoubleBook Platform or the public;
  - Protect against legal liability.

We collect various types of information to provide and improve our DoubleBook Platform, including:

- **Personal Data:** While using our DoubleBook Platform, our third-party partners, including payment processors such as Stripe and service providers like Salon Professionals and DoubleBook Assistants that you interact with through the DoubleBook Platform, may ask you to provide certain personally identifiable information that can be used to contact or identify you (“Personal Data”). Personally identifiable information may include, but is not limited to:
  - Account Registration Information
  - Email address
  - First name and last name
  - Cosmetology license number

- Cookies and Usage Data
- Personal Information that you choose to provide in creating and managing profiles
- Phone number, business address (for Salon Professionals), website, and social media links
- IP addresses of individuals when using the DoubleBook Platform
- Payment information when subscribing or paying for Jobs, which is provided directly to Stripe and processed through their system. We only store a reference to the payment method in order to charge users, but we do not store the payment data itself.

We, and the Providers, may use your Personal Data to contact you with newsletters, marketing or promotional materials, and other information that may be of interest to you. You may opt out of receiving any, or all, of these communications from us by following the unsubscribe link or instructions provided in any email that you receive.

- **Usage Data:** We may also collect information that your browser sends whenever you visit our DoubleBook Platform or when you access the DoubleBook Platform by or through a mobile device. This Usage Data may include information such as your computer's Internet Protocol address (e.g., IP address), browser type, browser version, the pages of our DoubleBook Platform that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers, and other diagnostic data. When you access the DoubleBook Platform by or through a mobile device, this Usage Data may include information such as the type of mobile device you use, your mobile device unique ID, the IP address of your mobile device, your mobile operating system, the type of mobile Internet browser you use, unique device identifiers, and other diagnostic data.
- **Location Data:** We may use and store information about your location if you give us permission to do so ("Location Data"). We use this data to provide features of our DoubleBook Platform and to improve and customize our DoubleBook Platform. You can enable or disable location services when you use our DoubleBook Platform at any time through your device settings.
  - Google Maps: The DoubleBook Platform may require the use of Google Maps features and content, subject to the current (1) Google Maps Terms of Use at [https://maps.google.com/help/terms\\_maps.html](https://maps.google.com/help/terms_maps.html) and (2) Google Privacy Policy at <https://www.google.com/policies/privacy/> (collectively, the "Google Terms"). By using the DoubleBook Platform, you acknowledge and agree to the Google Terms as they apply to you (e.g., as an "End User"). Any unauthorized use of the Google Maps features and content may result in your suspension or termination from the Company Apps.

Each third party with whom we share your data is required to handle it responsibly, adhering to appropriate confidentiality and security standards. We only share data necessary for these third parties to perform their services.

#### Tracking & Cookies Data

We use cookies and similar tracking technologies to track the activity on our DoubleBook Platform and hold certain information. Cookies are files with small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. Tracking technologies also used are beacons, tags, and scripts to collect and track information and to improve and analyze our DoubleBook Platform. You can instruct your browser to refuse all

cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our DoubleBook Platform.

Examples of Cookies we use:

- **Session Cookies.** We use Session Cookies to operate our DoubleBook Platform.
- **Preference Cookies.** We use Preference Cookies to remember your preferences and various settings.
- **Security Cookies.** We use Security Cookies for security purposes.

Use of Data

We use your data to provide and improve the DoubleBook Platform. Please note that we never sell your information to any third party. Company may use your collected data for various purposes, including, but not limited to:

- To provide and maintain access to job postings, profile tools, search features, messaging, invoicing, subscription management, and Stripe payment processing through our Platform
- To notify you about changes to our DoubleBook Platform
- To allow Salon Professionals and Assistants to coordinate Jobs, manage bookings, and complete transactions through the Platform
- To provide customer support
- To gather analysis or valuable information so that we can improve our DoubleBook Platform
- To monitor the usage of our DoubleBook Platform
- To detect, prevent and address technical issues
- To provide you with updates, new job opportunities, subscription details, service enhancements, and related information based on your activity, unless you opt out of receiving such communications

Legal Basis for Processing Personal Data Under General Data Protection Regulation (GDPR)

If you are from the European Economic Area (EEA), Company legal basis for collecting and using the personal information described in this Privacy Policy depends on the Personal Data we collect and the specific context in which we collect it.

Company may process your Personal Data because:

- We need to perform a contract with you
- You have given us permission to do so
- The processing is in our legitimate interests and it's not overridden by your rights
- For payment processing purposes
- To comply with the law

Retention of Data

Company does not retain payment data, but for all other Personal Data, we will use commercially acceptable means to retain and use your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies. Additionally, we may retain certain Personal Data indefinitely as part of our business operations, unless you request deletion of this

information in accordance with your data rights (see Your Data Protection Rights Under GDPR for details). This indefinite retention applies to data that may be used for improving services, maintaining records, and other purposes that benefit our ongoing operations. Company will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period, except when this data is used to strengthen the security or improve the functionality of our DoubleBook Platform, or when we are legally obligated to retain this data for longer periods.

#### Transfer of Data

Your information, including Personal Data, may be transferred to and maintained on computers located outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ than those from your jurisdiction. If you are located outside United States and choose to provide information to us, please note that we may transfer the data, including Personal Data, to United States and process it there. Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer. Company will use commercially acceptable means to ensure that your data is treated securely and in accordance with this Privacy Policy and no transfer of your Personal Data will take place to an organization or a country unless there are adequate controls in place including the security of your data and other personal information.

#### Business Transaction

If Company is involved in a merger, acquisition or asset sale, your Personal Data may be transferred. We will use commercially acceptable means to provide notice before your Personal Data is transferred and becomes subject to a different Privacy Policy.

#### Collection for Law Enforcement

Under certain circumstances, Company may be required to disclose your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency, the IRS, etc.).

#### Legal Requirements

Company may disclose your Personal Data in the good faith belief that such action is necessary to:

- To comply with a legal obligation
- To prevent or investigate possible wrongdoing in connection with the DoubleBook Platform
- To protect the personal safety of users of the DoubleBook Platform or the public
- To protect against legal liability

#### Security of Data

The security of your data is important to us but remember that no method of transmission over the Internet, or method of electronic storage, is 100% secure. While Company strives to use commercially acceptable means to protect your Personal Data, we use encryption methods such as (hash+salt) passwords, secure TLS/HTTPS communication, and a protected backend firewall. Access to sensitive data, including cosmetology license numbers, is limited to a single administrative user account. In the event of a data breach, Company will notify affected users via email as soon as possible and in accordance with applicable legal requirements. We encourage you to take appropriate steps to protect your personal information, including safeguarding your passwords and using security features when available.

## California Online Privacy Protection Act (CalOPPA)

We do not support Do Not Track (“DNT”). Do Not Track is a preference you can set in your web browser to inform websites that you do not want to be tracked. You can enable or disable Do Not Track by visiting the Preferences or Settings page of your web browser. In addition to the rights as explained in this Policy, California residents who provide Personal Information (as defined in the statute) to obtain products or services for personal, family, or household use are entitled to request and obtain from us, once a calendar year, information about the Personal Information we shared, if any, with other businesses for marketing uses. If applicable, this information would include the categories of Personal Information and the names and addresses of those businesses with which we shared such personal information for the immediately prior calendar year (e.g., requests made in the current year will receive information about the prior year). To obtain this information please contact us.

If you are a California resident, California law may provide you with additional rights regarding our use of your personal information. To learn more about your California privacy rights, visit <https://oag.ca.gov/privacy/ccpa>.

## Your Data Protection Rights Under General Data Protection Regulation (GDPR)

If you are a resident of the European Economic Area (EEA), you have certain data protection rights. Company aims to take commercially acceptable steps to allow you to correct, amend, delete, or limit the use of your Personal Data. If you wish to be informed what Personal Data we hold about you and if you want it to be removed from our systems, please contact us.

In certain circumstances, you have the following data protection rights:

- **The right to access, update or to delete the information we have on you.** Whenever made possible, you can access, update or request deletion of your Personal Data directly within your account settings section. If you are unable to perform these actions yourself, please contact us to assist you.
- **The right of rectification.** You have the right to have your information rectified if that information is inaccurate or incomplete.
- **The right to object.** You have the right to object to our processing of your Personal Data.
- **The right of restriction.** You have the right to request that we restrict the processing of your personal information.
- **The right to data portability.** You have the right to be provided with a copy of the information we have on you in a structured, machine-readable and commonly used format.
- **The right to withdraw consent.** You also have the right to withdraw your consent at any time where Company relied on your consent to process your personal information.

Please note that we may ask you to verify your identity before responding to such requests. You have the right to complain to a Data Protection Authority about our collection and use of your Personal Data. For more information, please contact your local data protection authority in the European Economic Area (EEA).

## Service Providers

We may employ third party companies and individuals to facilitate our DoubleBook Platform (“Service Providers”), to provide the DoubleBook Platform on our behalf, to perform DoubleBook

Platform-related services or to assist us in analyzing how our DoubleBook Platform is used. These third parties may have access to some of your basic Personal Data only to perform these specific tasks on our behalf and are obligated not to disclose or use it for any other purpose. Some of the third-party services and companies we use include, but are not limited to:

#### Salon and Styling Service Providers

The DoubleBook Platform enables Salon Professionals and DoubleBook Assistants to connect, post and accept Jobs, and process payments through integrated tools. Users may share Personal Data with one another as needed to coordinate Job details, including name, contact information, and job-related communications. Stripe processes all payments between users through secure checkout and invoicing features. DoubleBook does not control the conduct of users and does not guarantee or endorse any individual Salon Professional or Assistant. If you choose to engage with another user for a Job, you do so at your own risk and agree that your interactions are subject to the other user's practices and conduct, not those of DoubleBook..

#### Analytics

We may use third-party Service Providers to monitor and analyze the use of our DoubleBook Platform, including, but not limited to:

- **Google Analytics**

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our DoubleBook Platform. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network.

For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <https://policies.google.com/privacy?hl=en>

#### Behavioral Remarketing

Company may use remarketing services to advertise on third party websites to you after you visited our DoubleBook Platform. We and our third-party vendors use cookies to inform, optimize and serve ads based on your past visits to our DoubleBook Platform. Third party services we use may include, but are not limited to:

- **Google AdWords**

Google AdWords remarketing service is provided by Google Inc.

You can opt-out of Google Analytics for Display Advertising and customize the Google Display Network ads by visiting the Google Ads Settings page: <http://www.google.com/settings/ads>

Google also recommends installing the Google Analytics Opt-out Browser Add-on – <https://tools.google.com/dlpage/gaoptout> – for your web browser. Google Analytics Opt-out

Browser Add-on provides visitors with the ability to prevent their data from being collected and used by Google Analytics.

For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <https://policies.google.com/privacy?hl=en>

## Payments

We may provide paid products and/or services within the Service. In that case, we use third-party services for payment processing (e.g. payment processors). We will not store or collect your payment card details. That information is provided directly to our third-party payment processors, whose use of your personal information is governed by their Privacy Policy. This payment processors adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, Mastercard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of payment information.

The payment processors we work with include but are not limited to: Stripe

- **Stripe**

Their Privacy Policy can be viewed at <https://stripe.com/privacy>

## Links to Other Sites

Our DoubleBook Platform may contain links to other sites that are not operated by us. If you click on a third-party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit. We have no control over and assume no responsibility for the content, privacy policies or practices of any third-party sites or services.

## Children Under the Age of 13

Our Service is not intended for children under 13 years of age. No one under age 13 may provide any personal information to or on the Service. We do not knowingly collect personal information from children under 13. If you are under 13, do not use or provide any information on this Service or through any of its features, register on the Service, use any of the interactive or public comment features of this Service, or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or username you may use. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 13/16, please contact us at [support@DoubleBook.co](mailto:support@DoubleBook.co).

California residents under 16 years of age may have additional rights regarding the collection of their personal information. Please see <https://oag.ca.gov/privacy/ccpa> for more information.

## Changes to This Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page. You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.



## Contact Us

If you have any questions about this Privacy Policy, please contact us:

- By email: [support@DoubleBook.co](mailto:support@DoubleBook.co)