

Book › Direct GDPR Update

Our Commitment to Data Protection

As a business whose solutions transform user data into meaningful insights for our clients, JackRabbit Systems is deeply invested in ensuring the data we manage is protected both lawfully and securely. We are reaching out to you in advance of upcoming General Data Protection Regulation (GDPR) legislation aimed at increasing protections for consumers.

In compliance with the new GDPR regulations, we've updated our privacy policy to describe why we collect personal data and what we do with the data we collect. We invite you to view our new privacy policy [here](#):

In accordance with our commitment to protect personal privacy, Book › Direct complies with the Privacy Shield Principles of Notice, Choice, Accountability for Onward Transfer, Security, Data Integrity and Purpose Limitation, Access and Recourse, Enforcement and Liability. To learn more about the Privacy Shield program, and to view our certification, please visit <https://www.privacyshield.gov/>.

In accordance with GDPR standards of collection and registration of personal data, access to personal information is restricted to use by Book › Direct, and entities acting as our agents, representatives, or partners. We do not request users of Book › Direct to provide personally identifiable information. We do not collect any financial information.

JackRabbit Systems uses certain non-personally-identifiable information (such as anonymous usage data, cookies (a very small text file that a website can save onto your computer's hard disk to store information and settings), IP addresses, browser type, clickstream data, and user location) to improve the quality and design of the site and to create new features, promotions, functionality, and services by storing, tracking, and analyzing user preferences and trends.

Jackrabbit Systems understands the importance of GDPR regulation and will do everything we can to assure our clients and their customers that the data we manage is protected and managed lawfully and securely.