

THE BRUDEY MOBILITY COMPANY via its brand KARUKERA EXPERIENCES® is committed to ensuring that the collection and processing of your data from the [www.karukera-experiences.com](http://www.karukera-experiences.com) website or applications complies with the [General Data Protection Regulation \(GDPR\)](#) and the [French Data Protection Act](#).

## PERSONAL DATA COLLECTED

BRUDEY MOBILITY, as data controller in the sense of the RGPD, limits the collection of personal data to data that is adequate, relevant and strictly necessary for the marketing of our services and for the management of the commercial relationship.

BRUDEY MOBILITY collects two types of data:

- The personal data you provide to us when you register on our website and/or mobile applications. This includes your identification data as well as your payment card data. They are mandatory for the booking and management of the trips you order; failure to provide this data may make it impossible to offer you our services.
- Personal data relating to the journeys requested or carried out (date, departure addresses, arrival area, service rating, etc.) are collected by us. This is the data collected when you log in and use our services as well as your location data. This data is mandatory and relevant to ensure a high level of service quality for our customers.

## PROCESSING YOUR DATA

The personal data collected as part of the services offered by BRUDEY MOBILITY are hosted and processed in France using secure protocols.

The purpose of processing this data is to:

- The execution of the booking/management of your travel requests and the execution of the transport service by BRUDEY MOBILITY's partner and inhouse drivers.
- To improve the quality of the service (to personalise the offer, to fight against fraud, to identify malfunctions, to improve knowledge of the customer by means of possibly anonymised statistical analyses).
- Communication through sms or emailing campaigns, in particular to inform you of the evolution of our services.

The legal basis for this processing is your contractual relationship with BRUDEY MOBILITY and/or BRUDEY MOBILITY's legal or regulatory obligations, or your consent, in the case of commercial prospecting, which you can withdraw at any time by sending us an email via the contact form on our website <https://en.karukera-experiences.com/contact-us/>.

BRUDEY MOBILITY may also process your data to offer you exclusive offers or benefits as part of a loyalty programme in which you participate on a voluntary basis and without any obligation. This processing is based on the legitimate interest of BRUDEY MOBILITY for the purpose of building loyalty among its subscribers, and allows subscribers to benefit from privileged services.

## TRANSMISSION OF DATA

Your personal data is only transmitted to our service providers and partners for the purpose of ensuring the proper execution of the service, its invoicing and the follow-up of the commercial relationship which results from it, notably:

- BRUDEY MOBILITY's partner and inhouse drivers, to access pick-up information (name, address).
- To our payment service provider, certified according to the PCI-DSS standard, to offer you remote and secure payment of our services by payment card.
- And, subject to your consent, to service providers for the purposes of our marketing communications.

## STORAGE OF PERSONAL DATA

Your personal data will be kept for a period of time appropriate to the purpose of each of these processes. As an exception, this data may be kept for longer periods in order to manage complaints and possible disputes and to meet legal and/or regulatory obligations.

## YOUR RIGHTS

You have the right to request access to your personal data and the rectification of inaccurate data. You may request the erasure of data and the restriction of processing, within the limits provided for by the applicable legislation. You have the right to the portability of the personal data you have provided to the Company, in accordance with the applicable legislation. You also have the right to set out instructions on the retention, erasure and disclosure after your death of your personal data processed by the Company, in accordance with applicable laws and regulations.

## CONTACT US AT

You can exercise these rights either by sending an e-mail through the website [www.karukera-experiences.com](http://www.karukera-experiences.com) or by sending a signed letter with a copy of your identity card to the address:

**Karukera Experiences - Brudey Mobility SASU**  
**Rue de Fonds Chauds, 97130 Capesterre-Belle-Eau**  
**Guadeloupe - France**

You also have the right to lodge a complaint about the processing of your personal data with the [Commission Nationale Informatique et Libertés \(CNIL\)](#).