

Reservo Privacy Policy

Public website and service privacy notice.

v1.0 | 12 September 2026

More Clients. [Less Chaos.](#)

Effective date: 12 September 2026

1. Who we are

Reservo is currently operated by Pedro Vernet trading as Reservo, with business address at 57 The Drive, Castletown, Celbridge, Co. Kildare, W23 A895, Ireland. You can contact us about privacy at hello@reservo.ie. This Privacy Policy explains how Reservo handles personal data when you visit reservo.ie, contact us, request a demo, become a customer, or interact with a Reservo-managed AI receptionist/automation on behalf of one of our business customers.

2. Our roles under data protection law

For information we collect for our own website, sales, enquiries, billing, account administration, security and business operations, Reservo acts as a data controller. When we process personal data through AI reception, CRM, booking, messaging or automation services on behalf of a business customer, that business will normally be the controller and Reservo will normally act as its processor. In those situations, the customer's own privacy notice also applies.

3. Personal data we may collect

- Identity and contact data, such as name, business name, email address, telephone number and role.
- Enquiry and sales data, such as the services you are interested in, demo/consultation details and communications with us.
- Customer account and contract data, including selected package, billing details, support history, configuration and authorised users.
- Website/device data, such as IP address, browser/device information, security logs, cookie choices and website activity where applicable.
- AI reception/automation data processed for our customers, which may include caller/message sender details, booking information, conversation/message content, call metadata, CRM history and transcripts. Call recordings are disabled by default and are processed only where a customer has expressly enabled recording with appropriate notice and lawful instructions.
- Payment data. Payment-card details are generally processed by our payment provider rather than stored by Reservo.

Our standard Services are not designed to require special-category or highly sensitive personal data. Customers and end users should avoid providing such information unless it is genuinely necessary, lawful and expressly agreed with appropriate safeguards.

4. Why we use personal data and our lawful bases

Purpose	Typical lawful basis
Respond to enquiries, arrange demos and take pre-contract steps	Steps requested before entering a contract; legitimate interests in responding to business enquiries.
Provide, configure and support customer Services	Performance of contract; legitimate interests in operating and improving the service.
Billing, bookkeeping, tax and legal compliance	Contract and legal obligation.
Security, fraud prevention, service integrity and troubleshooting	Legitimate interests and, where applicable, legal obligation.

Marketing our own services	Consent where required; otherwise applicable legitimate-interest/ePrivacy rules, with an easy right to opt out.
Non-essential cookies/analytics/advertising	Consent where required by Irish ePrivacy rules.
Processing end-user data for a business customer	The customer's documented instructions under our processor agreement; the customer determines its own lawful basis.

5. AI interactions and automated processing

Reservo uses artificial intelligence and automated workflows to answer enquiries, handle calls/messages, classify requests, schedule appointments, create drafts and carry out configured actions. Where required, people are informed that they are interacting with an AI system. Reservo's standard service is not intended to make solely automated decisions that produce legal or similarly significant effects on individuals. Business-critical, sensitive or regulated decisions should be escalated to a person.

6. Calls, transcripts and recordings

Call recording is OFF by default. A business customer may choose to enable recording only where it has assessed the lawful basis, notice and retention requirements. Transcripts, call summaries and metadata may be generated where needed for the configured service. If you are speaking to an AI receptionist operated for a Reservo customer, please contact that business first for questions about why your data is being processed.

7. Cookies and similar technologies

We may use strictly necessary cookies or similar technologies to operate and secure the website without consent where permitted. Analytics, advertising, conversion tracking or other non-essential technologies will be used only where the required consent has been obtained. Where a consent tool is provided, you can change or withdraw your choices at any time as easily as you gave them.

8. Marketing communications

You can opt out of Reservo marketing at any time using the unsubscribe/stop method in the message or by contacting us at hello@reservo.ie. We maintain a minimal suppression record where necessary to make sure an opt-out is respected. Our customers are responsible for the lawfulness of marketing audiences and instructions they ask Reservo to automate on their behalf.

9. Who we share data with

We share personal data only where necessary for the purposes described above, including with service providers that support CRM/automation, AI processing, website/security, email/calendar, communications/telephony, messaging/social integrations and payment processing; professional advisers; and authorities where required by law. Depending on the configured service, providers may include HighLevel/LeadConnector, OpenAI, Google, Meta, Stripe and Cloudflare, as well as communications carriers/providers used through the platform. A current service-provider/subprocessor list is available on request at hello@reservo.ie.

10. International transfers

Some service providers may process personal data outside Ireland or the European Economic Area. Where required, we use recognised safeguards such as an adequacy decision, Standard Contractual Clauses or another lawful transfer mechanism, together with supplementary safeguards where appropriate.

11. How long we keep data

Category	Default retention approach
Website/demo/prospect enquiries	Normally up to 24 months after the last meaningful interaction, unless the

	person becomes a customer or a longer/shorter period is justified.
Customer account/support/configuration records	For the customer relationship and normally up to 24 months afterwards where needed for support, disputes, security or business continuity.
Invoices, accounts and tax records	Normally six years where required for Irish tax/accounting compliance.
Client end-user operational data processed as processor	For the active service; after termination, export/delete from active systems normally within 30 days where technically practicable, subject to customer instructions, legal retention and secure backup cycles.
Call recordings where expressly enabled	Default 30 days unless the customer lawfully specifies another justified period.
Marketing opt-out/suppression data	Minimum information retained as long as reasonably necessary to respect the opt-out.
Security logs	Normally up to 12 months unless needed longer for an incident, legal claim or security investigation.

12. Security

We use reasonable technical and organisational measures designed to protect personal data, including access controls, account-security measures, controlled permissions, encryption/secure transport where provided by the relevant systems, backups and incident handling. No online system can be guaranteed completely secure.

13. Your data-protection rights

Subject to the GDPR and applicable Irish law, you may have rights to access, rectify, erase or restrict your personal data, receive data in a portable format, object to certain processing (including direct marketing), and withdraw consent where processing relies on consent. You also have the right to complain to the Irish Data Protection Commission. To exercise a right regarding data Reservo controls, email hello@reservo.ie. If the data is processed by Reservo only on behalf of one of our business customers, we may refer the request to that customer and assist it as required.

14. Children

Reservo's website and business services are intended for businesses and are not directed to children. We do not knowingly seek to collect children's personal data for our own marketing or sales purposes.

15. Changes to this policy

We may update this Policy to reflect changes in law, technology, service providers or our Services. The latest version will be posted on reservo.ie with its effective date. Material changes may also be notified through appropriate channels.

16. Contact and complaints

Privacy contact: hello@reservo.ie

Business address: 57 The Drive, Castletown, Celbridge, Co. Kildare, W23 A895, Ireland

You may also lodge a complaint with the Data Protection Commission, 6 Pembroke Row, Dublin 2, D02 X963, Ireland.

Legal framework used for this notice

This notice is designed around the EU General Data Protection Regulation (GDPR), the Data Protection Act 2018, Ireland's ePrivacy Regulations (S.I. No. 336/2011) and relevant AI-transparency obligations under the EU AI Act. It should be kept under review as Reservo's actual technology stack and processing activities evolve.