

BOND&BLOOM

CONFIDENTIALITY & NON-DISCLOSURE AGREEMENT

(England & Wales)

This Confidentiality and Non-Disclosure Agreement (“Agreement”) is entered into between Bond & Bloom (“the Company”) and the undersigned client or member (“Client”) in connection with the provision of Bond & Bloom’s private, membership-based concierge services.

This Agreement forms part of, and is supplementary to, the applicable Membership Agreement between the parties.

1. Confidential Relationship

The Client acknowledges that the services provided by Bond & Bloom necessarily involve the disclosure, exchange, handling, and management of private, personal, relational, logistical, and commercially sensitive information. Both parties agree that maintaining strict confidentiality is fundamental to the nature, integrity, and value of the service.

2. Definition of Confidential Information

For the purposes of this Agreement, “Confidential Information” includes all information disclosed by either party to the other, whether orally, in writing, electronically, or otherwise, that is of a private, personal, relational, operational, financial, or commercial nature, including but not limited to personal preferences, schedules, relationship details, travel plans, gifting arrangements, communications, service requests, internal processes, pricing structures, vendor relationships, and any information reasonably understood to be confidential in the context of a private concierge engagement.

Confidential Information does not include information that is lawfully in the public domain through no breach of this Agreement, lawfully obtained from a third party without restriction, or independently developed without reference to the Confidential Information.

3. Obligations of Confidentiality

Each party undertakes to keep the other party’s Confidential Information strictly confidential and to use such information solely for the purposes of performing or receiving services under the Membership Agreement. Confidential Information shall not be disclosed to any third party except where necessary for service delivery (including to third-party vendors on a need-to-know basis), with appropriate confidentiality expectations, or where disclosure is required by law, regulation, or court order.

Bond & Bloom may disclose Client information to its staff, contractors, or service partners strictly on a need-to-know basis and solely for the purpose of delivering the services, subject to appropriate confidentiality obligations.

4. Data Protection and Privacy

Where the handling of personal data is involved, Bond & Bloom shall process such data in accordance with applicable UK data protection legislation, including the UK General Data Protection Regulation and the Data Protection Act 2018. This Agreement does not replace or override any privacy notice or data protection policy issued by Bond & Bloom but operates in parallel with such policies.

5. Security and Reasonable Care

Each party agrees to take reasonable and appropriate measures to safeguard Confidential Information against unauthorised access, disclosure, misuse, or loss, having regard to the nature of the information and the context of a private concierge service.

6. No Transfer of Rights

Nothing in this Agreement grants either party any ownership, licence, or proprietary rights in the other party's Confidential Information, save for the limited right to use such information strictly for the purposes contemplated under the Membership Agreement.

7. Survival of Obligations

The obligations of confidentiality under this Agreement shall survive the termination or expiry of the Membership Agreement for an indefinite period, or for such longer period as required by law, in respect of information that by its nature remains confidential.

8. Remedies

The parties acknowledge that unauthorised disclosure or misuse of Confidential Information may cause irreparable harm for which damages alone may be an inadequate remedy. Accordingly, the non-breaching party shall be entitled to seek injunctive or equitable relief in addition to any other remedies available at law, subject to applicable legal principles under the laws of England and Wales.

9. Governing Law and Jurisdiction

This Agreement and any dispute or claim arising out of or in connection with it shall be governed by and construed in accordance with the laws of England and Wales, and the courts of England and Wales shall have exclusive jurisdiction.

10. Entire Understanding

This Agreement constitutes the entire understanding between the parties in relation to confidentiality and supersedes any prior discussions or understandings relating to the subject matter, save where expressly incorporated into the Membership Agreement.

11. Execution

This Agreement may be executed electronically and in counterparts, each of which shall be deemed an original and together shall constitute one and the same instrument.

EXECUTED AS A DEED OR AGREEMENT

(as applicable)

SIGNED for and on behalf of

BOND & BLOOM LTD

(a company incorporated in England and Wales)

By:

Name: **Chidinma Janet Nwachukwu**

Title: **Ms**

Authorised Signatory: **Janet.C.Nwachukwu**