

PRIVACY POLICY

Last updated [date]

The following privacy policy discloses [Name of Hotel]'s practices and policies regarding the gathering and dissemination of personal information.

1. Personal Information We Collect

When you make a reservation with the Hotel, whether in person, via telephone or through our web site, we collect certain personal information. That information includes:

- (a) your name, address, phone number and email address;
- (b) credit card information;
- (c) account preferences, including whether or not you wish to receive our newsletter, information on upcoming promotions, and web site update information by email;
- (d) names, titles, business contact information from our corporate and business guest contacts.

This information is collected and used for a number of purposes:

- (a) **To establish and maintain a business relationship with you and to provide you with our services.** Personal contact and credit card information is required to provide requested hotel services and for billing purposes. Account information is retained by us to enable our web site to identify you and to allow authorized Company employees to access your information as required. This information is used only for these purposes and is only retained in transaction records required for internal management and auditing purposes, unless you provide your consent;
- (b) **To provide you with information you have requested, and to keep you informed with respect to ongoing changes to our web site.** Your email address will be used to send you our newsletters and mailings IF YOU HAVE REQUESTED US TO DO SO. You can withdraw your consent for such mailings at any time by contacting us as set out in Section 10 below.
- (c) **To develop, enhance or provide new services.** We may from time to time conduct surveys and research, requesting input from our guests to help us improve our web site and hotel services in an effort to serve you better. Your participation in such surveys is voluntary, and in some cases you may have the option to participate anonymously. However, your name, address, email and telephone number may be required to take advantage of special offers or other benefits which are available to survey participants, in which case your contact information will only be used for notification and fulfillment purposes.
- (d) **To manage and administer our business.** The nature of the Internet is such that it passively and automatically collects certain information about a user's traffic patterns, which may be linked to their Internet Protocol (IP) addresses. These are unique Internet "addresses" assigned to all Web users by their Internet Service Providers (ISP). Server logs record statistical information, such as visitors' IP addresses, type of operating systems, time and duration of visit, web pages requested, and identify visitors by categories such as domains and browser types. These statistics are only used on an aggregate basis and will not contain any information that could identify you personally.
- (e) **To meet legal, regulatory, security and processing requirements** (such as in response to a court order), and otherwise as permitted or required by law.

If we intend to use personal information for purposes not identified to you or as set out above, these other purposes will be described to you at the time of collection or before using the information. **We will not use your information for any other purpose without your consent.**

2. Cookies

Users also should be aware that non-personal information and data may be automatically collected through the standard operation of our Internet servers or through the use of "cookies". Cookies are small text files containing a unique identification number that identifies your browser - but not you - to our servers each time you visit our web site. Cookies are not pervasive or invasive programs that enter a user's system and damage files. They simply tell us which pages of our web site are visited and by how many visitors. Cookies cannot, by themselves, disclose the individual identity of any site user, and we never combine information gathered by a cookie with personally identifiable information like your name, telephone number or email address, without your consent.

THIS IS A 4-PAGE FORM.