

Sydell Group Privacy Policy

Sydell Group LLC, its subsidiaries, and its affiliates (collectively, “Sydell,” “we,” “us,” or “our”) are committed to providing our customers exceptional service, and to further our goal, we have prepared this Privacy Policy (“Policy”) to address any questions or concerns you may have regarding our use and handling of personal information. In this Policy, we seek to familiarize you with the type of information we collect from our hotel guests and website visitors, our practices for protecting this information, and the way we use this information to better serve the needs of our guests and visitors. If you have any questions or concerns about privacy after reviewing this Policy, please send an e-mail to legal@sydellgroup.com or letter to:

Sydell Group LLC
Legal Department
30 West 26th Street
12th Floor
New York, NY 10010

Please read this Policy carefully before submitting any personal information about you to us. Please note that this Privacy Policy does not apply to our processing of personal information on behalf of or subject to the instructions of any third parties such as airlines, car rental companies, and other service providers. We recommend that you review the privacy policies of any third party service providers you may use to ensure adequate protection of your personal information.

This Policy provides technical details about the steps we take to respect your privacy concerns. We have divided it into subsections allowing you to skip directly to the information of most interest to you.

I. WHAT IS PERSONAL INFORMATION?

"Personal Information" is any information that can be used to identify you as an individual. It can include, without limitation: your name and contact information such as physical address, e-mail address, and telephone number; information related to your reservation or your visit to our hotels; information about your purchase of products or services; personal characteristics, including date of birth, gender, and nationality; social security number; passport number and date and place of issue; travel history; payment information, including credit card information; dates of and amount of charges for stays at hotels; guest preferences, including preferred communication methods and preferred methods of payment; marketing preferences; business name, title and address; reviews and opinions about our brands or hotels (if they are identified or associated with you); frequent flyer or travel partner program affiliation and member number; hotel, airline and rental car packages booked; and groups with which you are associated for stays at hotels. We may also record details on joint travelers, including names, frequent flyer numbers, and the age of the driver of any rental car.

II. WHEN AND WHY WE COLLECT PERSONAL INFORMATION

Any point of interaction between you and Sydell, whether electronic, by phone, or in person, is a point at which we may collect information from you. Below are examples of when and why we

may collect your information which we provide for your convenience, but please note that this list is not exhaustive.

Reservations

We collect personal information to assist us in making your reservation and to ensure that the services meet your needs. This information helps us customize and personalize your experience in our hotels. Maintaining this information on file also allows guests to review prior transaction statements or invoices and see itemized reports on spending.

Promotions and Marketing

This information also enables us to inform you of promotions or other offers or information. Some such promotions require that your personal information be shared with a third party, including marketing and communications companies. These companies are under contract with us and are obligated to protect any such information to which they may have access. If you do not wish to receive such promotions and information from us, you may indicate as such when you stay with us, or you may contact one of our hotels, or you may e-mail us at info@sydellgroup.com.

Surveys

We also collect personal information when we conduct customer satisfaction surveys or focus groups in order to improve our products or services. Such information may be collected by third parties under contract with us, and they are obligated to protect any such information to which they may have access.

Online Accounts and Social Media

We collect personal information, including your username and password, when you register for an online account on any of our hotel's websites. If you choose to participate in or access Sydell-related social media activities, giveaways, or events, we may collect personal information from your social media account with your permission. Such information may include, without limitation: location, activities, interests, photos, status updates, friend lists, and any other information.

Employment Applications

We collect personal information from individuals who choose to apply to us for employment. Such information includes, without limitation, any information provided in a resume, information on education and employment history, information obtained through background checks, desired salary scale, working permits, and any other information relevant to the application. Any personal information obtained by us during the application process may be retained by us for purposes of considering the applicant for employment as well as for management and research purposes.

Other Types of Information

Please note that in addition to the personal information described in the foregoing sections, we also may use closed circuit television and other security measures at our hotels that may capture or record images of guests and visitors in public areas. You acknowledge that by accessing any of our public spaces, we may capture and use your image for security and investigative purposes. We also may collect additional personal information in connection with on-site services, such as concierge services, health clubs, spas, activities, child care services, and equipment rental.

Sensitive Information

Sensitive information refers to information related to your racial or ethnic origin, political opinions, religion or other beliefs, health, criminal background or trade union membership. We do not generally collect sensitive information unless it is volunteered by you. We may use health data provided by you exclusively to serve you better and meet your particular needs.

III. HOW WE COLLECT PERSONAL INFORMATION

Personal information may be gathered through online forms, over the phone, over e-mail, in person, or by any other method covered by this Policy.

Except for the security measures discussed above or other areas indicated in this Policy, when we need to collect personal information from you, we will ask you to voluntarily supply us with the information we need. The most common examples of such requests are when you make a reservation, which we describe in more detail below.

If you wish, you may submit your e-mail address to our subscription list or to receive other information. We will only place you on such lists when you indicate your desire to be included. We do not sell or rent our lists to anyone. Once on such a list, you may ask to be removed from the list at any time. Visitors will always have the ability to accept or decline any form of communication from Sydell.

We may use third parties to provide us with additional contact information about you based on information you provide to us directly. For example, if we know your name and postal address, we may use a third party to provide us with your e-mail address. We may request your personal information from your traveling companion. In such cases, we rely on your companion to obtain your consent for disclosing such information to us.

When you visit our websites, your computer may be provided a cookie, which tracks your preferences. These cookies allow us to provide each visitor with a customized experience.

We may also use cookies to collect and maintain aggregate website data (such as the number of visitors to a particular site), which helps us see which areas are popular with our users and which are not. Among other things, this data helps us improve and update the site, based on our visitors' use information. If you do not want to accept cookies, you can block them by adjusting

the settings on your browser. Please understand that rejecting cookies will affect your ability to benefit from certain customization features associated with creating a user profile.

We also may collect data by using pixel tags, web beacons, clear GIFs, or similar means (collectively, "pixel tags") that allow us to know when you visit our site and to understand how you interact with our e-mails or advertisements. These methods also collect aggregate data that we hope to use to improve our websites to better suit our visitors and customers preferences.

Sydell websites may collect broad categories of personal information when you browse or request pages from our servers—mainly aggregated data we use to gauge our visitors' interests and improve our sites to better suite our visitors' needs. When you browse or request pages, our sites do not collect information that will reveal your personal identity unless you voluntarily and knowingly provide it to us. We will not collect information that reveals your personal identity unless you access the websites through a link provided by us in an e-mail or you have logged into an online account on our websites or are remembered on our websites by a cookie, either by computer or by mobile phone access. In these cases, we will know who you are based on the information you previously supplied to us.

Reservations

When making a room reservation, we will ask you for personal information necessary for ensuring that your room is properly reserved and your needs are met.

Visitors to websites who elect to make reservations online will be required to create an online account and fill out a profile the first time they make a reservation. When you complete a profile, you will be asked to provide specific information, including your name, address, other contact information, and credit card information as a guarantee and deposit for your reservation. Your transmittal of this information shall constitute your acknowledgment and agreement to the terms and conditions contained in this Policy.

Your credit card number will be verified using a checking sequence, but we do not authorize any payments at this point. Once your reservation is confirmed, the hotel you have selected will be sent all of the reservation information in much the same way as if you had called the hotel directly or if your travel agent had made the reservation. The reservation system is secure, so your credit card number is protected and is transmitted on a private network.

You can also make a reservation by contacting a particular hotel directly. When you make a reservation over the phone, we may ask you for information such as your name, address, telephone number, and method of payment. We may also obtain from you any room preferences or special requests. Confirmation of your reservation will be provided to you, generally by e-mail, directly from the hotel or resort.

IV. HOW WE STORE PERSONAL INFORMATION

We treat the information you provide to us as confidential. Information stored at our hotels is kept in a secure location, whether in locked filing cabinets or in protected electronic databases.

Reservation information is stored in a secure customer database on a dedicated server. We also maintain a separate database for personal information used for marketing and research purposes.

For online transactions, we use technology to protect the personal information that you transmit to us via our site. When we ask for your credit card data, it is transferred over a Secured Sockets Layer (SSL) line, provided you are using a SSL enabled browser such as Microsoft Internet Explorer or Mozilla Firefox. We also use SSL on other pages where you would enter personally identifiable information. This ensures that your information is encrypted as it travels over the Internet. After information reaches Sydell, it is stored on a secure server behind firewalls designed to block unauthorized access. Please note that no security system or system of transmitting data over the Internet can be guaranteed to be entirely secure.¹

For your own privacy protection, please do not include sensitive personal information, including, without limitation, credit card numbers, in any e-mails you may send to us.

V. HOW WE SHARE PERSONAL INFORMATION

Sydell may share your personal information as needed to ensure the best quality service for you. We may share personal information with:

- (a) other companies in the Sydell family of companies;
- (b) affiliates, partners, and vendors;
- (c) billing-related companies;
- (d) your employer, if you use a corporate credit card;
- (e) event organizers associated with any events you plan with us;
- (f) third parties you engage in conjunction with our services, such as rental car companies or airlines;
- (g) providers of onsite services such as concierge services, spa treatments, excursion experiences, and any other similar services;
- (h) in the event of a merger, consolidation, sale, liquidation or transfer of assets, Sydell may, in its sole and absolute discretion, transfer, sell or assign information collected, including without limitation, non-personal information and personal information, to one or more affiliated or unaffiliated third parties;
- (i) law enforcement or emergency responders.

Third parties with which we are affiliated and to which we provide personal information are contractually prohibited from using the information for any purpose other than for the purpose Sydell specifies.

VI. PERSONAL INFORMATION FROM CHILDREN

Sydell's websites are not intended for children and we do not knowingly solicit or collect personal information from individuals under the age of eighteen (18).

VII. ACCESSING SYDELL FROM WEB-ENABLED MOBILE DEVICES

¹ Sydell: Please confirm these technical measures.

You can access our websites and make, view, or cancel reservations from web-enabled mobile devices.

VIII. OPTING OUT OF PROMOTIONAL MATERIALS

If you prefer not to receive promotional and marketing materials from us, you may opt out by e-mailing an opt-out request to an e-mail address that will be provided for such purposes in our promotional and marketing materials.

Please provide us your e-mail address in any such opt-out communications. We will update your preferences as soon as reasonably practical.

Please note that if you opt out as described above, we will not be able to remove your personal information from the databases of affiliates, partners, or vendors with which we have already shared your personal information.

IX. LINKS TO THIRD-PARTY WEBSITES

Our websites may contain links to third parties' websites. We are not responsible for the collection, use, maintenance, sharing, or disclosure of data and information by such third parties.

If you provide information on third-party sites, the privacy policy and terms of service on those sites are applicable. We recommend that you review the privacy policies of websites that you visit before submitting personal information.

X. APPLICABLE LAW

Sydell's websites are United States websites and are subject to laws of the United States and the State of New York. Sydell will disclose personal information without your permission when required to do so by law or in good faith belief that such action is necessary to investigate or protect against harmful activities to Sydell guests, visitors, associates, or property (including this site), or to others.

If you are a customer who resides in the State of California, you have the right to request from Sydell a list of third parties with whom we have shared personal information about you for their own direct marketing purposes during the previous calendar year. Such requests may be made no more than once per calendar year. If you would like to request information about the parties that may have obtained personal information from us about you during the calendar year immediately preceding, please contact us by e-mail at legal@sydellgroup.com or by postal mail at:

Sydell Group LLC
Legal Department
30 West 26th Street, 12th Floor
New York, NY 10010

We reserve our right not to respond to requests submitted to addresses other the address specified in this paragraph.

XI. POLICY MODIFICATIONS

We may modify this Policy from time to time. Please check this Policy periodically for changes. You can tell when this Policy was last updated by looking at the date at the bottom of the Policy. Any changes to our Policy will become effective upon posting of the revised Policy. Your use of the site following such changes constitutes your acceptance of the revised Policy.

XII. CONTACT US

If you have any questions about this Policy or how Sydell obtains and uses your personal information, please contact us by e-mail at legal@sydellgroup.com or by postal mail at:

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