

## Conference Hotel Group Privacy Policy

### Summary of Recent Changes:

#### What's New as of 5/23/2018:

We recently changed our Privacy Policy to, among other things, reflect compliance with our obligations under the European Union (EU) General Data Protection Regulation (GDPR). The following is a summary of key changes:

**Transparency:** We've provided additional clarity regarding the information we collect from Customers, Visitors and Customer Business Contacts and how we process this information. We've also explained the choices and control individuals have over their information.

**Data Control:** We've described how individuals can (i) access, correct or delete their personal data from our systems; and (ii) provide or withdraw consent, as appropriate.

**Readability:** We've updated our Privacy Policy to make it easier to understand by re-organizing it and using plain English.

### Introduction

Conference Hotel Group, respect your privacy and we are committed to protecting your privacy through our compliance with this policy.

This policy describes our practices in connection with information that we collect through our Conference Hotel Group platform and sales & marketing activities.

Conference Hotel Group shall so far as is reasonably practicable comply with the Data Protection Principles (the Principles) contained in the Data Protection Act to ensure all data is:

Fairly and lawfully processed

Adequate, relevant and not excessive

Accurate and up to date

Not kept for longer than necessary

Secure

Not transferred to other countries without adequate protection

### Collection of Personal Information

We collect your personal information on the site to enhance the services we offer you, maintain and improve the site, protect the security of you and our site, comply with legal obligations, and inform you about other services and products that may be available through us, our affiliated companies or through our marketing alliances. We collect personal Information about you when you interact with or utilize services offered on this site or you may choose to give us personal information directly in a variety of situations, such as:

- Creating a profile with us;
- Making requests and bookings;
- Requesting hotel information;
- Consenting to marketing communications;
- Applying for a job;
- Submitting comments, reviews, or other user-generated content;
- Connecting or interacting with us through social networks (e.g., Facebook, Google+, Twitter); or
- Requesting customer or technical support.

*Personal Information includes:*

- Company name;
- Name;
- Job Title;
- Postal address;
- E-mail address;
- Telephone or mobile number;
- Location via IP address;
- Device being used (for our mobile site);
- Cookies and similar technologies;
- Hotel preferences and requirement information;
- Sales activity information.

Even if you do not provide us with any personal Information, we collect certain non-personal information about how you use our Site. This information cannot identify you and is used for statistical purposes only.

The information that we collect, either directly or indirectly, may be combined to help us improve its overall accuracy and completeness and to help us better tailor our interactions with you.

#### Use and Sharing of Personal Information

We only process and share your Personal Information, including sharing with service providers or other external entities, to the extent reasonably necessary to fulfill your requests and meet our legitimate business and legal objectives. When we disclose Personal Information to external entities to perform services for us, we establish by contract that they may access your Personal Information only for the purposes of performing those services. We may also use what we know about you to offer you other products and services. We may combine your online information with information collected from offline or online sources, or information we already have. We may also use and disclose certain Personal Information to our affiliated companies and others for any purpose allowed by law.

We generally process and may disclose your Personal Information to others to:

- Provide you with products and services, including authenticating authorized users, and marketing our products and services;
- Perform certain services or other transactions initiated by you;
- Respond to your questions, complaints, or reviews of our product or services or those of our partner hotels;

- Send you communications about online transactions, product information, ads and promotions, electronic newsletters, or other notices you requested or offers tailored to you;
- Enable our advertisers, where appropriate, to provide you with more personalized content, and track the effectiveness of certain advertising campaigns;
- Comply with applicable law, obey judicial orders, cooperate with law enforcement authorities, or prevent any suspected illegal activities;
- We may use information we collect about you to provide you with a personalized experience on our Web sites, such as providing you with content in which you may be interested and making navigation on our sites easier;
- In the course of providing technical support to you, we may sometimes have incidental access to data that you have provided to us or data that is located on your system. This data may contain information about you, your organization's employees, customers, partners, or suppliers;
- Help us run our business; or
- For any other everyday business purposes, such as product development and site administration.

The information you provide to Conference Hotel Group, as well as the information we have collected about you indirectly, may be used by Conference Hotel Group for sales & marketing purposes. Before we do so, however, we will offer you the opportunity to choose whether or not to have your information used in this way. You may at any time choose not to receive marketing materials from us by following the unsubscribe instructions included in each e-mail you may receive, by indicating so when we call you, or by contacting us directly (please refer to "Privacy Questions and Access" below).

Conference Hotel Group is a global organization with business processes, management structures and technical systems that cross borders. As such, we may share information about you within Conference Hotel Group and transfer it to countries in the world where we do business in connection with the uses identified above and in accordance with this Privacy Statement. Our Privacy Statement and our practices are designed to provide a globally consistent level of protection for personal information all over the world. This means that even in countries whose laws provide for less protection for your information, Conference Hotel Group will still handle your information in the manner described here.

Please be aware that in certain circumstances, personal information may be subject to disclosure to government agencies pursuant to judicial proceeding, court order, or legal process. We may also share your information to protect the rights or property of Conference Hotel Group, our business partners, suppliers or clients, and others when we have reasonable grounds to believe that such rights or property have been or could be affected.

Your Rights Concerning your Personal Information

You have the following choices regarding our use and disclosure of your personal information:

- *Marketing Communications.* If you no longer wish to receive any marketing communications, remain on a mailing list to which you previously subscribed or receive any other communication from Conference Hotel Group, please follow the unsubscribe link in the relevant communication. Even after you opt-out or update your marketing preferences, we may still contact you for transactional or informational purposes. These include, for example, customer service issues, surveys, or any questions regarding a specific bookings.

-*Cookies and Similar Technologies.* Please review your browser or computer settings for certain cookies and see below to exercise certain choices regarding cookies.

You are not required to provide all personal information identified in this Privacy Policy to use our Site, but certain aspects of our Site will not be available to you. However, you can use our services without consenting to non-essential cookies or direct marketing emails; the only consequence is that we will communicate less to you regarding our hotels, we may not be able to provide the support you seek, and you may miss out on attractive promotions and news about our hotels and our services.

*Right of access:* You have the right to obtain from us confirmation as to whether or not personal information concerning you is processed, and, to request access to the personal information. The access information includes, among other things, the purposes of the processing, the categories of personal information concerned, and the recipients or categories of recipient to whom the personal information have been or will be disclosed. This is not, however, an absolute right, and the interests of other individuals may restrict your right of access. You may have the right to obtain a copy of your Personal Information undergoing processing.

*Right to rectification:* You have the right to obtain from us the rectification of inaccurate personal information about you. Depending on the purposes of the processing, you have the right to have incomplete personal information completed, including by means of providing a supplementary statement.

*Right to erasure (right to be forgotten):* Under certain circumstances, you have the right to obtain from us the erasure of personal information concerning you, and we may be obligated to erase that personal information.

*Right to restriction of processing:* Under certain circumstances, you have the right to obtain from us restriction of processing your personal information. In that case, your data will be marked and may only be processed by us for certain limited purposes.

*Right to data portability:* Under certain circumstances, you have the right to receive the personal information about you, which you have provided to us, in a structured, commonly used and machine-readable format, and you have the right to transmit that data to another entity without hindrance from us.

*Right to object:* Under certain circumstances, and at any time, you have the right to object, on grounds relating to your particular situation, to the processing of your Personal Information by us, and we can be required to no longer process your personal information.

Where permitted by applicable law, you also have the right to lodge a complaint with a competent data protection supervisory authority.

### Security of Your Information

We maintain reasonable technical, electronic, and organizational security procedures to maintain the security of Personal Information, and safeguard Personal Information against unauthorized or unlawful processing and/or against accidental or unlawful loss, alteration, disclosure or access. Our security procedures include contractual terms with any contractors, agents or data processors that require such entities to protect the security and confidentiality of Personal Information in accordance with our standards. While we strive to protect your Personal Information, we cannot ensure the security of the information you transmit. It is your responsibility to safeguard any email or password that you have created or used in connection with Conference Hotel Group site and to notify us if you ever suspect that the security and confidentiality of such email or password has been compromised in any way.

### Children

Conference Hotel Group does not knowingly collect Personal Information from children under the age of 18, and users under the age of 18 should not submit any Personal Information to Conference Hotel Group. If Conference Hotel Group has actual knowledge that Personal Information about a child under 18 years old has been collected, then Conference Hotel Group will take the appropriate steps to delete this Personal Information.

### Secure Data

We use a variety of organizational, technical and administrative measures to protect personal data within our organization. Unfortunately, no data transmission or storage system can be guaranteed to be 100% secure. If you have reason to believe that your interaction with us is no longer secure (for example, if you feel that the security of any account you might have with us has been compromised), please immediately notify us of the problem by contacting us in accordance with the "Contact Information" section below.

### Changes to our Privacy Policy

We may change this policy from time to time. If we make any material change in how we collect, use, disclose, or otherwise process Personal Information, we will prominently post notice of the change on our site for at least thirty (30) days before putting the change into effect. Where required to do so by law, we may seek your prior consent to any material changes we make to this Privacy Policy. Otherwise, your continued use of our site after we make changes to this policy is deemed acceptance of those changes. If any proposed change is unacceptable to you, you may request that we remove your Personal Information (and/or that of other individuals for whom you made your hotel reservations) from our records.

### Retention

We will retain your registration information for as long as your account is active or as needed to provide you services. If you wish to request that we no longer use your registration information to provide you services contact us at [privacy@conferencehotelgroup.com](mailto:privacy@conferencehotelgroup.com). We will retain and use your registration information as necessary to comply with our legal obligations, resolve disputes, and enforce our

agreements.

### Contact Us

If you have any questions or comments regarding this Privacy Policy or our privacy practices in general, please contact us as detailed below. You may also have a right to lodge a complaint with a supervisory authority.

Email: [privacy@conferencehotelgroup.com](mailto:privacy@conferencehotelgroup.com)

Conference Hotel Group BV  
Oostenburgervoorstraat 164B  
1018 MR Amsterdam  
The Netherlands