

Hotel Holiday Regency

Privacy Policy

The privacy and security of your personal information is very important to us. We do not share your personal information in ways not disclosed in our privacy statement or without your informed permission. We value your trust very highly, and we strive to protect the confidentiality and appropriate use of any personal information you provide to us. This privacy policy covers the Hotel Holiday Regency website(s).

What Personal Information We Collect

We collect personal information that you choose to provide voluntarily when using our web sites. You can use our site without creating an account, but you will need to create an account if you want to take advantage of certain features, such as "Room/Rate Preferences" and other time saving features. We may also ask for personal information when you contact our **Customer Service** department. This will allow us to protect your confidentiality by verifying your identity.

Following a stay in our hotel, your hotel stay information is collected and stored by our hotels locally, and subsequently transferred to a centralized database. This facilitates aggregated trend analysis used for hotel management purposes such as planning new hotel locations, evaluating hotel amenities, guest preferences, and advertisement planning. In addition, your business with us is valued and we may use the record of your stay to send you via postal mail or email, communications such as guest surveys or promotional offers and benefits. You may "opt-out" or choose to be excluded from these communications by noting this on your guest registration during your hotel stay or by contacting Customer Service. For Customers who do not reside in India, we may contact you regarding your satisfaction with your hotel stay but will not send you any sales promotional communications or special offers unless you have consented to receive such communications.

Our web site(s) do not intentionally solicit or collect personal information about children under the age of 13. If you are under 13 and would like to use our web site, please ask a parent or guardian for assistance.

Some of our promotional offers have a "Tell A Friend" feature that allows you to have the offer sent to a friend with your comment. If you choose to use this feature, we collect the email address of your friend(s) to facilitate the referral but do not store it for other uses.

Where Do We Collect Your Personal Information?

When you place a hotel reservation, we request your name, email address, mailing address, phone number, credit card number and expiration date. We use this information to process and fulfill your reservation.

Additional optional information in your profile is collected for specific services such as check-in conveniences, room preferences, or point transfers to airline (if applicable) or other partner programs. This data is stored in data bases protected from intrusion and unauthorized viewing by commercially available software products we purchase in good faith from third party suppliers, and you do not have to re-enter it with each visit to our web site. It is also used to recognize you as a repeat customer so we can personalize your shopping experience.

When you join the Hotel Holiday Regency Email List, we request your email address in order to send you email on the latest offers, advanced notice of events, and more.

To deliver this information to you, we may use a third-party email marketing service that helps us conduct targeted permission-based email campaigns. When registering for our email program, this service company may collect and store personal information you provide on our behalf and have agreed with us it will not share, rent, sell, trade or provide any of this information to parties other than Hotel Holiday Regency. If you are no longer interested in receiving Hotel Holiday Regency Email communications, instructions for removal from the list are included in every email we send you.

How We Use Your Personal Information

Information we collect on our web sites may be used to enhance your experience in the following ways:

- Confirm your hotel reservations
- Request your evaluation of a hotel stay via a satisfaction survey
- Send you emails that relate to a hotel stay

- Bill your credit card for Advance Purchase Reservations and Advance Deposits
- Respond to your customer-service inquiries or requests
- Communicate special offers and featured items to you, if you choose to receive such notices
- Customize your experience on our web sites

Contests

From time-to-time, we may request information from you through contests. Participation in these contests is completely voluntary and you have a choice whether or not to disclose this information. Information requested may include contact information (such as name and shipping address), and demographic information (such as zip code, age level). Contact information gathered from contests will be used to notify the winners and award prizes. Demographic information will be used for purposes of monitoring and improving your experience on this site.

We may co-sponsor some contests on our site with other companies. If you enter one of these contests, our co-sponsor may receive the information collected or may collect the information directly. In such cases, we will tell you who is collecting your information, how our co-sponsor may use the information and how you can contact our co-sponsor.

When and With Whom We Share Your Personal Information

We will share personal customer information with our hotel(s), representatives and trusted service providers and contractors for limited purposes, including fulfilling customer reservations; offering certain products and services in connection with our web site; communicating to customers via email and through our interactive chat feature; providing customer service; enhancing and improving customers' online experience; enabling access to our partners' sites; providing a personalized online experience; and completing credit card transactions.

Aside from the purposes described above, we do not share your personal information with any other third parties unless we have your permission or under special circumstances, such as when we believe in good faith that the disclosure is required by law or to protect the safety of hotel guests, employees, the public or Hotel Holiday Regency property. We reserve the right to disclose your personally identifiable information as required by law and when we believe that disclosure is necessary to protect our rights and/or comply with a judicial proceeding, court order or legal process served on our business entity. We may share

aggregated demographic and statistical information in the course of our business with certain third parties. This sharing does not include any personal information that can identify any individual person.

Links to Other Sites

Please note that our site links to other sites and that the privacy policies of these sites may differ from ours. We advise you to check the privacy policies of other Web sites before disclosing any personal information. In any event, please note that these sites do not share your personal information with us.

Occasionally when linking to another site, you may still see our site's logo or frame. This is to provide you with a seamless experience when visiting our Web site. In these cases you are no longer on our site and are now on a different Web site whose information collection practices may differ from ours. The privacy policy of the site you are on will govern how information collected from you is used. You can always know what site you are on by checking the location bar within your browser.

How We Protect the Security of Your Personal Information

In our efforts to protect your personal data, we use generally accepted standards for safeguards including administrative, technical and physical measures. Additional safeguards are in place for sensitive personal data. These safeguards are continually updated and maintained by qualified information security professionals.

One of the security techniques we use for online transactions is a technology called Secure Sockets Layer (SSL). If your browser is capable of SSL (and most are), your personal information will be automatically encrypted, or encoded, before it is sent over the Internet.

Our web site may also use a digital security certificate. This certificate guarantees that your personal information is being transmitted in secure (encrypted) form to our Web servers, not to some unknown or unauthorized server. When you enter a secure portion of our site (which is any page containing any of your personal information), an image of a closed lock or a solid key should appear in your browser window.

What is the credit card fraud policy?

In the unlikely event that you experience unauthorized use of your credit card on our web site or any web site, promptly report the fraudulent activity to your credit card company. Under applicable law, you may be only liable for the first \$50 of the fraudulent charges. Please check with your credit card company to verify specific terms and conditions.

Cookies and Other Computer Information

When you visit our web site(s), you might be assigned a permanent "cookie" (a small text file) to be stored on your computer's hard drive. The purpose of the cookie is to identify you when you visit our site so we can enhance and customize your online experience.

You can choose to visit our web site(s) without cookies, but without these identifying files you will not be able to take advantage of certain desirable features of our site. These features include remembering your login (so you don't have to remember your number) and providing a more personalized online experience. To visit without cookies, you can configure your browser to reject all cookies or notify you when a cookie is set. (Each browser is different, so check the "Help" menu of your browser to learn how to change your cookie preferences.)

This web site may utilize 3rd party tracking pixels to help manage online advertising. These pixels are provided by our advertising delivery partners. These pixels enable our partners to recognize a unique cookie on your Web browser, which in turn enables us to learn which advertisements bring users to our website as well as provide you with targeted advertisements. The information we collect and share is anonymous and not personally identifiable. It does not contain your name, address, telephone number, or email address. For more information regarding 3rd party pixels and cookies or to opt out of targeted advertisements delivered by our advertising delivery partners, contact our customer care executives.

Some of our business partners (e.g. advertisers) use cookies on our site. We have no access to or control over these cookies. This privacy statement covers the use of cookies by Hotel Holiday Regency websites only and does not cover the use of cookies by any advertisers.

We also collect certain technical information from your computer each time you request a page during a visit to our web site(s). This information may include your Internet Protocol (IP) address, your computer's operating system, browser type and the address of a referring Web site, if any. We collect this information to enhance the quality of your experience during your visit to our site and will not sell or rent this information to any third parties.

We use various web site analytics tools and technologies regarding activities on our web site that require storage of web session data. The overall aim of these tools is to aid in making the website easy to use and to proactively identify and correct error conditions. These tools and technologies are also used to assist web site visitors who report problems in the use of our website. Stored web session data is never sold or rented to third parties and is purged when these purposes have been fulfilled.

Guest Satisfaction Surveys

We strive to maintain and continually improve the quality of all hotels in our brands. Customer comments and feedback are valued and used as a quality tool. As part of the hotel stay experience, we engage a third party to randomly survey guests and request an evaluation of the hotel property and service. These surveys are sent via email and postal mail. If you have a preference for either email or postal mail or if you do not wish to be contacted for satisfaction surveys, please advise the hotel either at check-in or during your stay.

Email Communications

We do not intentionally send you unsolicited email marketing communications. If you choose to receive periodic communications from us, we may from time to time send you email messages describing new promotions, featured hotels and special offers. You can choose to stop receiving these emails at any time.

Email communications that we use are described in more detail as follows:

Membership Transactions: We may send you email confirmations of any member transactions that you conduct (redemption, promotion registration, points deposit). These confirmations will only be sent if a transaction is conducted.

Reservation/Stay Related Interactions: We may send you a reservation confirmation email to confirm any reservation you make on our site or via our helpdesk. A similar confirmation may be sent if you modify or cancel a reservation on our site. These confirmations will only be sent if a transaction is conducted.

Pre-Arrival Communications: In some instances we may use your email address used for your reservation to advise you about local weather, hotel information and area information a few days prior to that particular stay.

Post-Stay Communications: In some instances we may use your email address used for a hotel reservation to thank you for that particular hotel stay or to request your feedback on your stay or to ask your permission to continue to communicate offers and news to you by email from the hotel brand at which you stayed.

Operational Notices: Email addresses may also be used to respond to your customer service inquiries and to answer any other questions you may have about our site. We may also need to send emails to inform you of any changes to our site that might affect your personal information or to notify you "of problems with your reservation.

Legal Disclaimer

We reserve the right to disclose your personally identifiable information as required by law and when we believe that disclosure is necessary to protect our rights and/or to comply with a judicial proceeding, court order, or legal process on our Web site.

As an additional benefit of membership, we provide selected offers and promotions from various companies who are program partners. A separate and additional enrollment is needed for members who are residents of Europe, Middle East, Africa, Australia or Canada. Members residing in all other areas of the world, including the U.S.A. do not need to complete an additional enrollment for this opt-in feature but if you wish to be excluded from such offers and promotions, you will need to contact our customer case executives and ask to be removed.

Right of Access to Data. You have a right of access to your data by sending a written request to our hotel address.

If there are questions or concerns regarding this statement, we ask that you first contact:

Hotel Holiday Regency

9km stone,

Delhi Road,

Moradabad – 244001 (U.P.),

India

Phone: +91 – 0591 3012345

Fax: +91 – 0591 3012375

Email: info@holidayregency.com

Changes to the Hotel Holiday Regency Privacy Policy

Hotel Holiday Regency reserves the right to change, modify or amend this policy at any time. However, if there are changes made to the use of users' personally identifiable information in a manner different from that stated at the time of collection we will notify you by posting a notice on our Web site for 30 days.