



## **Terms and Privacy Policies**

### **Type of data collected:**

Hotel Hacienda Morelos collects information of their clients as well as people who visit their website with the intent of improving their services and offer a useful website that satisfy every need.

Personal Data collected can include: Full Name, Personal & Professional Address, E-mail Address, Phone Numbers, Credit Card Information, as well as Estimated Time of Arrival in order to provide a better service.

The information collected can be gathered for/to: (I) Complete Reservations, (II) Buy or Confirm Lodging Services, (III) Register in Partner Programs, (IV) Communication efforts (e.g. Surveys, Promotional Offers, or Booking Confirmations), (V) Provide and/or Fulfill requests for services and recommendations (e.g. Organize a Shuttle Service, Provide Local Tour Information, Etc).

Hotel Hacienda Morelos can also collect non-personal data such as: Website Usage, Personal Preferences, Travel Habits, Lodging Integrated Data, and Answers Provided on Promotional Offers and Surveys.

Please be aware that in order to protect yourself you must not include any information related to your credit card information during electronical communication attempts via e-mail, unless specifically requested otherwise to complete the process for a reservation or transaction protected by a signed authorization letter that include all pertaining information about your reservation request.

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### **Compilation & Use:**

Hotel Hacienda Morelos commits to facilitate all information pertaining the gathering and use of your data. In practice we do not request information of any kind unless it is necessary or we have an intent to use it. Some of the main reasons we compile your data are the following:

- Provide lodging services and answer our clients requests efficiently (e.g. Make a Reservation, Reply to Information Requests, etc).
- Perform Market Studies through surveys, allowing us to improve and satisfy all our clients' needs by bettering our website quality and helping us provide a more pleasant stay at our hotel, as well as reinforce communication activities and promotional campaigns.

A client always has the option to don't send any INFORMATION. However, in such a case, it is quite possible that certain operations could be affected; e.g.in the event a name or phone is not provided the entire process to make a reservation could be halted.

### **Processing and Releasing of Information:**

In most cases, the information provided will be incorporated to our local database. As a security practice, Hotel Hacienda Morelos does not sell, rent, or provide physical possession of their database to third parties that are not a part of the hotel system.

Nevertheless, Hacienda Morelos reserves the right to share personal data to other people if one of the following conditions is fulfilled:

- We have received Written Consent.
- In situations where it is necessary to share personal client information in order to provide the client with a service they have requested (e.g. organize a shuttle service).

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- When companies or service providers that work in favor of the commercial activities of the Hotel request this information. (e.g. Credit Card Processing, Market Studies Administration, or Services related to the administration of the Hotel Database).
- In the event the Hotel is acquired or merged with another company.
- To comply with legal requisites and/or obligations, as well as any applicable normative established by current legislation, or as a consequence of a judiciary order or citation.
- In event of an emergency: to save a life, preserve the health, or protect the property of a person.

Assuming the Hotel shares information due to one or more of the reasons listed above, we will try to limit the reach of the data provided to what is strictly necessary to accomplish what is required. Hacienda Morelos will not provide unnecessary information (unless requested by a judiciary processing, in such an event we will request to all third parties involved to protect all information provided, and for this information to be strictly used according personal data laws and regulations established by and for them).

### **Consent:**

As part of our commitment for transparency, Hacienda Morelos wants to inform all our clients that we reserve the right to send our mails or e-mails and/or get in touch with our clients via cellphone or any other communication method with the intent of notifying them about new products and services, as well as the latest promotional offers, events, hotel improvements and other information that could be of their interest.

All clients have the option to unsubscribe or reject communication efforts, either by following the instructions provided in our e-mails and other methods of communication, or by contacting the Hotel. Our intention is to keep all our visitors and regular clients well informed, as well as allow them to make use of the benefits provided by the Hotel and their Commercial Partners.

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If your area of residence is outside of the United States, certain data protection laws could request of us your consent to receive unsolicited information. In some cases, consent could be considered implicit by the nature of the service request or transaction made. As an example, Hacienda Morelos can collect and use the information voluntarily provided through our website as well as any data related to behavior or general global information gathered. In addition, by providing us this information you are consenting to receive any attempt of communication required to finish a pending transaction and/or to provide you with a service.

A client can oppose to their data being released to third parties, except when: (I) A specific service has been requested and in order to provide you with this service the hotel, in representation of the client, must make use of the voluntarily provided information to arrange such service; (II) There is a lawful order to release their information; (III) The data provided must be released due to a public, legal or national interest; (IV) The release of personal information is necessary to protect the client's vital interests; (V) The compiled data was sent through a public channel; (VI) The release of data could be of use for statistical or historical purposes, or to improve the experience of our clients; (VII) When a supervisory authority (such as a Privacy Rights Advocate, a Data Protection Authority or a Similar Authority) allows the release of information.

#### **Access to Identifiable Personal Information:**

In order to ensure all information is correct and up to date, we urge our clients to regularly check this information and update it when applicable (e.g. In the event of an address change, in the event of an e-mail change, In the event you need to update fiscal information that is to be present in invoice, or in the event you wish to add more contact information so we can communicate with you). In an effort to stop the spreading of non-authorized releasing of information an ID or another kind of proof of identity could be requested, if necessary.

Occasionally, if there is a request for the deletion of data, the data could be conserved in a specific file during a determined period of time with the finality of achieving the proper resolution of controversies or particular problems. In addition, certain information could be conserved during an undefined amount of time in 'backup' copies or registered files due to

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technical, financial, or legal requirements. As such, it won't always be possible to completely delete data from our database as per a client request.

### **Security Protocols:**

Hacienda Morelos recognize the importance of securing information and is constantly checking, analyzing, and improving the rules and procedures of technical, physical, and logical security. All websites and servers that are property of Hacienda Morelos use security protocols that aid in protecting our client's data against accidents, loss of data, illegal or unauthorized access, improper use of data, and spread or alteration of information while it is under our control.

While the term 'unbreachable' security doesn't exist inside or outside of the internet, Hacienda Morelos protects your information using technically, administrative, and operationally adequate security measures, some of them are the strict control of password, use of 'firewalls' (Including the use of codifications up to 256 bits based on Verisign's, Inc. Emitted Class 3 Digital Signature Certificate (DSC). Allowing us the use of Transport Layer Security (TLS) or colloquially known as Secure Sockets Layer (SSL) a ciphering protocol that aid us in preventing any attempt of intercepting and pirating data while our clients browse through our website).

### **Online Technologies:**

Hotel Hacienda Morelos and their Commercial Partners will make use of cookies to obtain information about you as you browse through our website. Cookies are small text files containing unique data to identify your computer. When you visit a website, it gives your browser a cookie to store in a cookie file that's placed in your browser's folder on your hard drive. The next time you visit the same website, the browser will give back the cookie to identify you. Then the website loads with a personalized experience.

Cookies are designed to save time and they allow us, the hotel, to provide you with a personalized experience based on your preferences every time you visit our website.

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We would like to emphasize that Cookies are not designed to harm your computer or to read any other information stored in your hard drive.

Here are some of the ways a Cookie can help to personalize your experience:

- They remember user data such as passwords and usernames, allowing a faster login process.
- Allow websites to render proper margins and content based on your screen resolution.
- Ensure that a website renders all information.
- Allow you to receive all the 'important' information based on your preferences and location.

In Hacienda Morelos case. Our cookies are limited to be active only when using our website, they don't record any behavioral pattern or preferences outside of any webpage that doesn't belong to the Hotel. Strictly speaking we only make use of Cookies to provide our clients with a personalized experience that could better help them find what they are looking for in their next visit.

If a client prefers not to make use of the 'Cookies' benefits, they can configure their web browser to react to cookies in various ways. Depending on their web browser they are able to change their settings so: (I) A pop-up appears and they accept or reject cookies for each website (II) They automatically reject all cookies. For more information we suggest reading the manual of the web browser currently in use by the client.

Please take into consideration that Hacienda Morelos takes no responsibility for other websites Cookies or technological practices (such as add-ons) that could be stored in a client's computer. Additionally, please understand that by disabling our cookies some operations in our website may be hindered as we will have no way to recognize a client's web browser between visits.

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Hacienda Morelos also makes use of web markers that, among their functions, track the number of people who visit our website. All web markers used by our website are for general use and do not record any personal information, by using web markers we are able to improve our commercialization program as well as its content.

Hacienda Morelos also work with content providers and commercial partners that aid us with advertisements and personalized content that could be of our client's interest. Among these partners there can be found: Announcers, Advertisement Agencies, Advertisement Networks, specialists in market segmentation and data exchange, analytics providers, and similar providers. These partners and providers can make use of cookies and web markets to collect information about our client's online activity (e.g. what content have they visited inside Hacienda Morelos website, as well as other sites) and help the Hotel (and sometimes, external announcers) in providing potential guests with useful and interesting content personalized to their likings while they are in our and other people's websites.

For example: If you visit our hotel and book a room with us, it is probable you will find more advertisements about us in the future when visiting another website such as booking agency.

#### **Relations with other Web Sites:**

In an attempt to anticipate a potential client necessity, Hotel Hacienda Morelos provide links to other websites that could benefit our guests. Hacienda Morelos does not take responsibility for the content shown/provided in any other independent website, including, but not limited to: Any advertisement claim, or commercial practices. While it is true, we, Hacienda Morelos, will protect all information located in websites we own and operate, we cannot assume responsibility for the privacy politics of third-party websites, including websites that are property or operated by independent franchisees and other hotel owners, resorts, timeshare agencies, or residential properties that could falsely make use of the brand name "Hacienda Morelos". We also cannot take responsibility for websites that are not controlled or authorized by Hotel Hacienda Morelos.

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Third-party websites accessed through links provided in our websites have their own privacy policies, privacy practices, data collection practices, security measurements, and security protocols. We do not take any responsibility for practices, policies, and security methods implemented by third parties on their own websites. We urge our clients to contact the representative of any website they have doubts about before providing them with any INFORMATION. We also recommend that they read and analyze the privacy politics and privacy declarations of each website to learn and understand how each website gather, store, and handle all collected data.

### **Minors:**

Hotel Hacienda Morelos does not pretend, nor wishes to obtain INFORMATION directly from minors. However, we cannot always determine the age of the people who access and use our websites. In the event a minor (as defined by the lawful applicable criteria) provides us with their data without the consent of their parents or tutors, we ask the parent or tutor that they get in touch with us and request the deletion of all information provided as well as cancel any subscriptions made by the minor for future commercial communication attempts by Hacienda Morelos.

### **Contact:**

If you have a question, concern, or suggestion in regards to our data privacy practices or with our Statement of Terms and Privacy Policies, you can get in contact with us through any contact method mentioned in our website.

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