

Privacy Policy

Last Updated: October 15, 2026

This Privacy Policy explains how The Hotel Systems Pte. Ltd. ("The Hotel Systems", "we", "us", "our") collects, uses, discloses, and protects personal data when you visit our website at thehotelsystems.com, submit an enquiry, book a demo, or contact us through WhatsApp or other channels linked from our website, in accordance with applicable privacy and data protection laws, including Singapore's Personal Data Protection Act 2012 ("PDPA").

This Policy covers website visitors and individuals who contact The Hotel Systems directly. It does not cover the personal data of hotel guests processed through our Solutions on behalf of our hotel clients ; in that context, The Hotel Systems acts as a processor on behalf of the hotel client, who remains the controller of that guest data, and that processing is governed by our agreements with those clients, including our Master Services Agreement and its Data Retention Annex (available at thehotelsystems.com/legal). If you are a guest of one of our hotel clients, please refer to that hotel's own privacy policy.

1) Who We Are

The Hotel Systems Pte. Ltd. is a Singapore-incorporated company. You may contact us by email at sales@thehotelsystems.com, via WhatsApp, or through our website's "Book a Demo" page.

2) When You Visit Our Website

When you visit thehotelsystems.com, we use cookies and similar technologies to analyze website traffic and improve your browsing experience, as noted in the cookie notice on our site.

By continuing to use our website after being notified of this, you consent to our use of cookies for these purposes. You may control or disable cookies at any time through your browser settings, though this may affect how our website functions.

3) When You Submit an Enquiry or Book a Demo

When you submit an enquiry or request a demo through our website, we collect your name, email address, phone number, and company/hotel name, where provided.

We use this information to respond to your enquiry, schedule and deliver the demo, and provide information about our Solutions. We may follow up by email or phone a limited number of times after your initial enquiry. We process this information on the basis of your consent and our legitimate interest in responding to enquiries about our Solutions.

We retain enquiry and demo-booking records for as long as necessary to respond to you and follow up on your interest in our Solutions, after which they are securely deleted.

4) When You Contact Us via WhatsApp

When you message us on WhatsApp, we collect your phone number and the content of your messages in order to respond to your enquiry. WhatsApp is operated by a third-party provider (Meta); please also refer to WhatsApp's own privacy policy for how it handles your data as the messaging platform operator.

We retain WhatsApp conversation records for as long as necessary to respond to your enquiry, after which they are deleted.

5) Disclosure of Personal Data

We may disclose your personal data to third-party service providers who support our website and business operations, including cloud hosting providers, email service providers, and our customer relationship management (CRM) tools, each under an obligation to protect your data. We do not sell your personal data.

6) Your Data Protection Rights

You have the right to request access to the personal data we hold about you and to ask us to correct any inaccuracies. Where we rely on your consent to process your personal data, you may withdraw that consent at any time by contacting us.

To withdraw consent or request access to or correction of your personal data, please email us at privacy@thehotelsystems.com. In line with applicable privacy and data protection laws, we will respond to your request within a reasonable time.

Withdrawing your consent does not affect our right to continue collecting, using, or disclosing your personal data where this is permitted or required without consent under applicable privacy and data protection laws.

7) Transfers of Personal Data Outside Singapore

Where we use service providers located outside Singapore (such as cloud hosting or email services), we take reasonable steps to ensure your personal data continues to receive a standard of protection comparable to that required under applicable privacy and data protection laws.

8) Retention of Personal Data

We retain personal data only for as long as necessary to fulfil the purposes described in this Policy, or as required by applicable law, after which it is securely deleted or anonymized.

9) Protection of Personal Data

We use appropriate administrative, technical, and organizational measures, including encryption and access controls, to protect your personal data against unauthorized access, use, or disclosure.

No method of transmission over the internet is completely secure, and we continually review and enhance our security measures.

10) Data Protection Officer/Contact

For any questions, feedback, or requests regarding this Policy or your personal data, please contact us at privacy@thehotelsystems.com

11) Complaints

If you have a concern about how we handle your personal data, please contact us directly first so that we can address it.

12) Changes to This Policy

We may update this Policy from time to time to reflect changes in our practices or legal requirements. The date of the latest revision is shown in the document control information at the top of this Policy. Material changes will be communicated through our website.

By using thehotelsystems.com, submitting an enquiry, booking a demo, or contacting us via WhatsApp or other channels, you acknowledge that you have read and understood this Privacy Policy.