



Website Privacy Policy

Holloway Lodging Corporation and its subsidiary entities ("Holloway") are committed to maintaining the privacy and security of your personal information. This Privacy Policy explains Holloway's practices with respect to the processing of your personal information which includes the collection, use, processing, transfer, storage or disclosure of your personal information. In this policy, personal information is defined as: "any information which relates to you and allows you to be identified."

What personal information do we collect?

Personal information is any information about you as an identifiable individual. The personal information that we collect and use includes:

- Your name, age, gender;
- Contact information (address, phone number, email address);
- Financial information;
- Health information where disclosed and relevant to the provision of services; and
- Correspondence – when you contact us, such as to send an enquiry or make a request, any correspondence or application may be kept and added to your personal information.

How do we collect your personal information?

We generally collect personal information directly from you in order to provide you with products or services. The purchase and/or use of our products and services constitutes your consent for Holloway to collect, use and disclose your personal information for the identified purpose. You can withdraw your consent at any time, unless legal requirements prevent this.

We will not disclose your personal information to third parties unless required to provide you with services, such as processing payments, providing a benefit or if permitted or required by law.

We may also collect information from you through the use of cookies, when you visit our website. For more information about our use of cookies, please see our Cookie Policy.

How do we use your Personal Information?

We limit the collection, use, retention and disclosure of personal information as needed by Holloway or third party affiliates for the following purposes:

- identifying you;
- to contact you with respect to your stay or issues that arise from it;
- processing reservations and payments;
- protecting us and you against error and fraud;
- understanding and analyzing guest responses, needs and preferences;
- identifying referral and/or repeat business;
- administering brand loyalty programs;

- to operate our business, including for internal purposes such as auditing, data analysis, statistical and research purposes and troubleshooting to help us improve our services; and
- providing and/or enhancing services to our guests.

We only collect, use and disclose personal information for purposes that a reasonable person would consider appropriate in the circumstances.

How long is my personal information retained?

Your personal information will be stored for the period of time required by law in the jurisdiction of any hotel holding the information. This may involve retaining information following your stay.

We will also keep your personal information where we need to do so in connection with a legal action or an investigation involving Holloway.

How do we protect your personal information?

Security is an important concern to us and we exercise care in providing security over individual information. We maintain the security and confidentiality of the personal information in our custody according to reasonable standards. We follow industry standard practices for sending, storing, and encrypting personal information. We apply security measures to protect your information by stopping others from accessing, altering, disclosing or destroying it. These security measures include administrative, technical, and physical safeguards to protect your data against loss, theft, or misuse. Compliance with these standards is reviewed and revised as required.

We monitor our compliance with applicable privacy legislation. Subject to legal and contractual restrictions, you can withdraw your consent to our collection, use or disclosure of your personal information at any time with reasonable notice. If you refuse or withdraw your consent for any purpose that is required by us to fulfill our product or service contract to you, we will not be able to provide, or continue to provide you with the product or service.

How will we tell you about changes to this policy?

This Privacy Policy may be updated or modified by Holloway. We may tell you about changes to this policy through website or by email.

How do I access my Personal Information, request corrections, or identify concerns related to my Personal Information?

Write to us at privacy@hcorp.ca and we will be able to assist you further. We may ask you to put your request in writing. We'll respond to your request within 30 days. If we need to extend the time, or if we will have to refuse your request, we will tell you why, subject to any legal restrictions. Based on the information provided to us, we ensure that personal information is processed accurately and completely.

You can review and make corrections to your personal information. It is your responsibility to provide any updates to personal information in order to maintain the accuracy of our records as is required for the purposes for which the information is to be used.

You will be provided access to personal information that is reasonably available and retrievable in the ordinary course of business. Upon receipt of a written specific request, we will respond to your request, and advise you in advance of any charges for retrieval, reproduction or delivery of the personal information requested. We will not be able to provide access to information if it refers to others, is subject to legal privilege or other legal disclosure restriction, contains confidential information, cannot be retrieved using an individual's name, or as otherwise prohibited by law.

We may tell you about products or services through direct mail, telephone, or other means. If you do not

wish to receive this type of information from us, please notify us via email here: privacy@hllcorp.ca. Each Holloway employee is personally responsible for maintaining customer confidence in the company. We provide training designed to educate employees about the meaning and requirements of this Privacy Policy.

A complaint or a request for an investigation must be addressed in writing to the Holloway Privacy Director at the physical or email address below. A response will be provided within 30 business days. If the complaint is justified, Holloway will take appropriate measures to address the complaint.

Holloway Lodging Corporation
145 Hobsons Lake Drive
Suite 106, 1st Floor
Halifax, Nova Scotia
B3S 0H9

Contact Holloway's Privacy Director here: privacy@hllcorp.ca

Our goal is to provide you with an excellent experience when doing business with us while protecting your privacy.

Cookie Policy

Like many other websites, Holloway uses "cookies" to collect and store data on your computer to help improve your experience. A cookie is a text file that is placed in your web browser's memory. Cookies used by Holloway will not be used to run programs or to deliver malware or viruses to your computer or device.

One of the main uses of cookies is to help you save time. The cookie tells the web server that you have gone back to a certain web page. For example, if you personalize a page, a cookie will help recall that data when you visit again.

We may also sometimes use cookies to help with quality checks. It's up to you to accept cookies or not. If you choose to refuse cookies, you may not be able to fully use all of the website's features.

We also use cookies, in an anonymous manner that does not identify you, to:

- analyse the performance of our sites;
- maintain, operate, and continually improve our sites; and
- collect and maintain aggregate web site 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 helps us improve and update the site, based on such data as total number of visitors and pages viewed.

Managing your cookie settings

If you do not want to accept cookies, you can block them by adjusting the settings on your internet browser. Please note that because this is a setting on your browser, this adjustment may also block cookies for any website you visit. You can visit www.aboutcookies.org, which provides detailed information on managing cookies in popular browsers.