

Company Privacy Statement

- [Introduction](#)
- [Collection of Personal Information - Generally.](#)
- [Collection of Personal Information - Notice at Point of Collection](#)
- [Analytics and Interest-Based Advertisements](#)
- [California Consumers' Rights](#)
- [Nevada Consumers' Rights](#)
- [Disclosure Pursuant to Legal Obligations](#)
- [Marketing Communications - Choices](#)
- [International Transfers of Personal Information](#)
- [Data Retention Periods](#)
- [Changes to this Statement](#)
- [Contact Information for Questions or Concerns](#)
- [Non-Liable Parties](#)
- [Governing Law, Dispute Resolution And Class Action Waiver](#)

Introduction

In this privacy statement ("Statement"), we provide you with details about how we collect, use, and disclose your personal information.

This web site (alternatively the "**Web Site**" and "**Site**") is provided by Executive Hotel Management, Inc., a Missouri corporation and its affiliates and related parties and successors and assigns (collectively, "Company", "we," or "us").

By using the Web Site or any of our products or services and/or by agreeing to this Statement, e.g. in the context of registering for any of our products or services, you understand and acknowledge that we will collect and use personal information including without limitation as described in this Statement.

Please note that this Statement does not apply to our processing of personal information on behalf of and subject to the instructions of third parties such as airlines, car rental companies and other service providers, companies that organize or offer packaged travel arrangements, marketing partners, or corporate customers.

We may collect Personal Information from you at various places and through various mechanisms on the Web Site or offline or otherwise. The chart below summarizes some of the categories of personal information we may collect, some of the sources where we may collect the information for those categories of personal information, and some of the business or commercial purposes for which the information may have been collected, some of the categories of third parties with whom the information may have been shared, as permitted by law. Any information collected may be sold to a third party for a business or commercial purpose as permitted by law

Please exercise discretion while browsing the Internet and using the Site. You should be aware that when you are using the Site, you could be directed to other sites that are beyond our control. There are links to other sites from the Site pages that take you outside of the Site. For example,

if you "click" on "Reservations" and then "Book Now" you will be taken off the Site to a booking web site operated by InterContinental Hotels Group ("IHG") to complete your reservation, or

if you "click" on a banner advertisement or a search result, the "click" may take you off the Site. This includes without limitation links from advertisers, sponsors, and content partners that may use our logo(s) as part of a co-branding agreement.

These other sites, whether a IHG web site or otherwise, (i) may send their own cookies to users, collect data, solicit personal information, or contain information that you may find inappropriate or offensive, and (ii) may have information

practices different from ours. You should consult the specific privacy policies posted on these sites when linking to them. We are not responsible for the availability, completeness or accuracy of such third parties' policies or notices. In addition, advertisers on the Site may send cookies to users that we do not control.

Collection of Personal Information - Generally

Categories of personal information we may collect include without limitation the following:	If Collected, some of the sources we may have obtained this personal information include without limitation the following sources:	If collected the business or commercial purposes this personal information may be used include without limitation the following :	If collected categories of third parties we may share this personal information with include without limitation the following:
<ul style="list-style-type: none"> ▪ Name 	<ul style="list-style-type: none"> ▪ Directly from consumers themselves ▪ From third party partners such as credit card providers ▪ From demographics companies 	<ul style="list-style-type: none"> ▪ Fulfill guest reservations ▪ Send guests communications relating to their reservations ▪ Provide customer service and support ▪ Verify identity ▪ Send marketing communications via email, direct mail, and social media ▪ Perform analytics in order to provide guests with personalized offers and content ▪ Perform analytics to improve 	<ul style="list-style-type: none"> ▪ Service providers who perform tasks on behalf of Company ▪ Third Party service providers or platforms that create travel experiences ▪ Payment card providers ▪ Employers pursuant to corporate agreements ▪ Entities that have arranged a special rate plan with Company ▪ Government

		<p>business operations</p> <ul style="list-style-type: none"> ▪ Determine guests' eligibility for special or promotional rates ▪ Process payments ▪ Process transactions with partners ▪ Administer contests and sweepstakes ▪ Detect and prevent fraud 	<p>agencies pursuant to legal requirements</p>
<ul style="list-style-type: none"> ▪ Contact information (mailing address, email address, phone number) 	<ul style="list-style-type: none"> ▪ Directly from consumers themselves ▪ From third party partners such as credit card providers ▪ From demographics companies 	<ul style="list-style-type: none"> ▪ Fulfill guest reservations ▪ Send guests communications relating to their reservations ▪ Provide customer service and support ▪ Verify identity ▪ Send marketing communications via email, direct mail, and social media ▪ Perform analytics in order to provide guests with personalized 	<ul style="list-style-type: none"> ▪ Service providers who perform tasks on behalf of Company ▪ Employers pursuant to corporate agreements and as permitted by law

		<p>offers and content</p> <ul style="list-style-type: none"> ▪ Perform analytics to improve business operations ▪ Determine guests' eligibility for special or promotional rates ▪ Process payments ▪ Process transactions with partners ▪ Administer contests and sweepstakes ▪ Detect and prevent fraud 	
<ul style="list-style-type: none"> ▪ Nationality 	<ul style="list-style-type: none"> ▪ Directly from consumers themselves 	<ul style="list-style-type: none"> ▪ Comply with applicable laws that require us to collect this information in some jurisdictions 	<ul style="list-style-type: none"> ▪ Government agencies pursuant to legal requirements
<ul style="list-style-type: none"> ▪ Date of birth 	<ul style="list-style-type: none"> ▪ Directly from consumers themselves 	<ul style="list-style-type: none"> ▪ Comply with applicable laws that require us to collect this information in some jurisdictions 	<ul style="list-style-type: none"> ▪ Government agencies pursuant to legal requirements
<ul style="list-style-type: none"> ▪ Gender 	<ul style="list-style-type: none"> ▪ Directly from consumers themselves 	<ul style="list-style-type: none"> ▪ Comply with applicable laws that require us 	<ul style="list-style-type: none"> ▪ Government agencies pursuant to

		to collect this information in some jurisdictions	legal requirements
<ul style="list-style-type: none"> ▪ Payment card information 	<ul style="list-style-type: none"> ▪ Directly from consumers themselves 	<ul style="list-style-type: none"> ▪ Process payments ▪ Detect and prevent fraud 	<ul style="list-style-type: none"> ▪ Payment processors
<ul style="list-style-type: none"> ▪ Passport information 	<ul style="list-style-type: none"> ▪ Directly from consumers themselves 	<ul style="list-style-type: none"> ▪ Pursuant to laws that require the collection of such data 	<ul style="list-style-type: none"> ▪ Government agencies pursuant to legal requirements
<ul style="list-style-type: none"> ▪ Preferred language 	<ul style="list-style-type: none"> ▪ Directly from consumers themselves, including from browser and computer settings 	<ul style="list-style-type: none"> ▪ Better serve our guests 	
<ul style="list-style-type: none"> ▪ Room preference 	<ul style="list-style-type: none"> ▪ Directly from consumers themselves 	<ul style="list-style-type: none"> ▪ Better serve our guests 	
<ul style="list-style-type: none"> ▪ Room selection and assignment 		<ul style="list-style-type: none"> ▪ Better serve our guests 	
<ul style="list-style-type: none"> ▪ Arrival Time 	<ul style="list-style-type: none"> ▪ Directly from consumers themselves 	<ul style="list-style-type: none"> ▪ Better serve our guests 	
<ul style="list-style-type: none"> ▪ Additional guest names 	<ul style="list-style-type: none"> ▪ Directly from consumers themselves 	<ul style="list-style-type: none"> ▪ Fulfill reservations 	

<ul style="list-style-type: none"> ▪ Corporate number and name 	<ul style="list-style-type: none"> ▪ Directly from consumers themselves 	<ul style="list-style-type: none"> ▪ Fulfill reservations ▪ Determine guests' eligibility for special or promotional rates 	<ul style="list-style-type: none"> ▪ Employers pursuant to corporate agreements and as permitted by law
<ul style="list-style-type: none"> ▪ Travel agent number and name 	<ul style="list-style-type: none"> ▪ Directly from consumers themselves ▪ From travel agents 	<ul style="list-style-type: none"> ▪ Properly attribute reservations to travel agents 	
<ul style="list-style-type: none"> ▪ Airline partner number and name 	<ul style="list-style-type: none"> ▪ Directly from consumers themselves 	<ul style="list-style-type: none"> ▪ Properly attribute points to consumers who participate in airline loyalty programs 	<ul style="list-style-type: none"> ▪ The respective airlines
<ul style="list-style-type: none"> ▪ Vehicle information 	<ul style="list-style-type: none"> ▪ Directly from consumers themselves 	<ul style="list-style-type: none"> ▪ Enable guests to park at our properties. 	
<ul style="list-style-type: none"> ▪ Internet or other electronic network activity information, including information regarding a customer's interaction with Company websites, applications, or advertisements 	<ul style="list-style-type: none"> ▪ Directly from consumers themselves via cookies, server logs, web beacons, tags, pixels, and other similar technologies 	<ul style="list-style-type: none"> ▪ Perform analytics in order to provide guests with personalized offers and content ▪ Perform analytics to improve business operations ▪ Marketing ▪ Share that data with advertising networks who 	<ul style="list-style-type: none"> ▪ Advertising networks ▪ Analytics providers for our websites and mobile applications

		<p>serve personalized advertisements</p> <ul style="list-style-type: none"> ▪ Detect and prevent fraud 	
<ul style="list-style-type: none"> ▪ IP addresses 	<ul style="list-style-type: none"> ▪ Directly from consumers as a result of their browsing activity on the internet 	<ul style="list-style-type: none"> ▪ Perform analytics in order to provide guests with personalized offers and content ▪ Perform analytics to improve business operations ▪ Share that data with advertising networks who serve personalized advertisements ▪ Detect and prevent fraud 	<ul style="list-style-type: none"> ▪ Advertising networks ▪ Analytics providers for our websites and mobile applications
<ul style="list-style-type: none"> ▪ Session IDs 	<ul style="list-style-type: none"> ▪ Directly from consumers as a result of their browsing activity on the internet 	<ul style="list-style-type: none"> ▪ Perform analytics in order to provide guests with personalized offers and content ▪ Marketing ▪ Perform analytics to improve business operations ▪ Share that data with advertising 	<ul style="list-style-type: none"> ▪ Advertising networks ▪ Analytics providers for our websites and mobile applications

		<p>networks who serve personalized advertisements</p> <ul style="list-style-type: none"> ▪ Detect and prevent fraud 	
<ul style="list-style-type: none"> ▪ Geolocation information 	<ul style="list-style-type: none"> ▪ Directly from consumers as a result of their browsing activity on the internet and use of any IHG web site or platform 	<ul style="list-style-type: none"> ▪ Perform analytics in order to provide guests with personalized offers and content ▪ Marketing ▪ Share that data with advertising networks who serve personalized advertisements ▪ Detect and prevent fraud 	<ul style="list-style-type: none"> ▪ Advertising networks ▪ Analytics providers for our websites and mobile applications
<ul style="list-style-type: none"> ▪ Device information 	<ul style="list-style-type: none"> ▪ Directly from consumers as a result of their browsing activity on the internet and use of any IHG web site or platform 	<ul style="list-style-type: none"> ▪ Perform analytics in order to provide guests with personalized offers and content ▪ Marketing ▪ Share that data with advertising networks who serve personalized advertisements ▪ Detect and prevent fraud 	<ul style="list-style-type: none"> ▪ Advertising networks ▪ Analytics providers for our websites and mobile applications
<ul style="list-style-type: none"> ▪ Social media 	<ul style="list-style-type: none"> ▪ Directly from 	<ul style="list-style-type: none"> ▪ Perform 	

information	consumers themselves	analytics in order to provide guests with personalized offers and content		
<ul style="list-style-type: none"> Demographics data 	<ul style="list-style-type: none"> From third-party companies that provide demographics data. 	<ul style="list-style-type: none"> Perform analytics in order to provide guests with personalized offers and content Link with customer information that Company or IHG already has on file 		
<ul style="list-style-type: none"> Your usability preferences regarding our website (such as your email preferences, and your opt-out preferences) 	<ul style="list-style-type: none"> Directly from consumers themselves 	<ul style="list-style-type: none"> Better serve our guests 		
<ul style="list-style-type: none"> Description of a complaint that you make to us, including your free form textual feedback if you are a member of IHG program 	<ul style="list-style-type: none"> Directly from consumers themselves 	<ul style="list-style-type: none"> Better serve our guests 		
<ul style="list-style-type: none"> Customer 	<ul style="list-style-type: none"> Directly from 	<ul style="list-style-type: none"> Troubleshoot 		

ratings and survey responses	consumers themselves	and resolve website issues		
		<ul style="list-style-type: none"> Improve customer experience 		
<ul style="list-style-type: none"> Free form textual feedback 	<ul style="list-style-type: none"> Directly from consumers themselves 	<ul style="list-style-type: none"> Troubleshoot and resolve website issues Improve customer experience 		

Company does not knowingly collect, disclose, or sell personal information of minors under the age of 16.

Collection of Personal Information - Notice at Point of Collection

When you browse the Web Site, the categories of personal information we may collect about you include without limitation the following, and the uses we collect this information for include without limitation the following:

The categories of personal information we may collect about you include without limitation the following...	The uses we collect this information for include without limitation the following ...
<ul style="list-style-type: none"> Internet or other electronic network activity information, including without limitation information regarding your interaction with Company or IHG websites, applications, or advertisements 	<ul style="list-style-type: none"> Show you targeted advertisements on marketing efforts including media, email, and chat Optimize our or IHG's websites and mobile apps Perform analytics to improve business operations
<ul style="list-style-type: none"> IP address 	<ul style="list-style-type: none"> Show you targeted advertisements on media Optimize our or IHG's websites and mobile apps Perform analytics to improve business operations
<ul style="list-style-type: none"> Session ID 	<ul style="list-style-type: none"> Show you targeted advertisements on media

- Optimize our or IHG’s websites and mobile apps
- Perform analytics to improve business operations

▪ Making a Reservation

When you make a reservation at a Company managed property, the categories of personal information we may collect about you include without limitation the following, and the uses we collect this information for include without limitation the following:

the categories of personal information we may collect about you include without limitation the following ...	the uses we collect this information for include without limitation the following...
<ul style="list-style-type: none"> ▪ Name 	<ul style="list-style-type: none"> ▪ Look up and verify your reservation ▪ Fulfill your reservation ▪ Send you communications relating to your reservation ▪ Send you marketing communications via email and direct mail ▪ Perform analytics in order to provide you with personalized offers and content ▪ Perform analytics to improve business operations ▪ Determine your eligibility for special or promotional rates ▪ Process payments ▪ Process transactions with partners ▪ Optimize our websites and mobile apps ▪ Detect and prevent fraud
<ul style="list-style-type: none"> ▪ Additional names 	<ul style="list-style-type: none"> ▪ Fulfill your reservation
<ul style="list-style-type: none"> ▪ Phone number 	<ul style="list-style-type: none"> ▪ Send you text messages relating to any services you may need during your stay ▪ Perform analytics in order to provide you with personalized offers and content ▪ Perform analytics to improve business operations ▪ Process transactions with partners ▪ Detect and prevent fraud
<ul style="list-style-type: none"> ▪ Address 	<ul style="list-style-type: none"> ▪ Fulfill your reservation

	<ul style="list-style-type: none"> ▪ Send you communications relating to your reservation ▪ Send you marketing communications ▪ Perform analytics in order to provide you with personalized offers and content ▪ Perform analytics to improve business operations ▪ Process payments ▪ Process transactions with partners ▪ Detect and prevent fraud
<ul style="list-style-type: none"> ▪ Address type (home/work) 	<ul style="list-style-type: none"> ▪ Perform analytics in order to provide you with personalized offers and content
<ul style="list-style-type: none"> ▪ Email address 	<ul style="list-style-type: none"> ▪ Send you communications relating to your reservation ▪ Send you marketing communications ▪ Perform analytics in order to provide you with personalized offers and content ▪ Perform analytics to improve business operations ▪ Determine your eligibility for special or promotional rates ▪ Process transactions with partners ▪ Detect and prevent fraud
<ul style="list-style-type: none"> ▪ Preferred language 	<ul style="list-style-type: none"> ▪ Provide you with a superior guest experience ▪ Send you communications relating to your reservation ▪ Send you marketing communications ▪ Perform analytics in order to provide you with personalized offers and content
<ul style="list-style-type: none"> ▪ Payment card information 	<ul style="list-style-type: none"> ▪ Process payments ▪ Detect and prevent fraud
<ul style="list-style-type: none"> ▪ Room preference 	<ul style="list-style-type: none"> ▪ Fulfill your reservation ▪ Personalize your experience ▪ Perform analytics in order to provide you with personalized offers and content

	<ul style="list-style-type: none"> Perform analytics to improve business operations
<ul style="list-style-type: none"> Corporate name and number 	<ul style="list-style-type: none"> Fulfill your reservation Determine your eligibility for special or promotional rates
<ul style="list-style-type: none"> Travel agent name and number 	<ul style="list-style-type: none"> Fulfill your reservation Determine your eligibility for special or promotional rates Calculate commissions
<ul style="list-style-type: none"> Airline partner name and number 	<ul style="list-style-type: none"> Credit points to you if you participate in an airline loyalty program

▪ Check-In at a Company managed Property

When you check in at a Company managed property, the categories of personal information we may collect about you include without limitation the following, and the uses we collect this information for include without limitation the following:

The categories of personal information we may collect about you include without limitation the following ...	The uses we collect this information for include without limitation the following...
<ul style="list-style-type: none"> Name 	<ul style="list-style-type: none"> Verify your reservation
<ul style="list-style-type: none"> Payment card information 	<ul style="list-style-type: none"> Receive payment for your reservation
<ul style="list-style-type: none"> Additional guest names 	<ul style="list-style-type: none"> Fulfill your reservation
<ul style="list-style-type: none"> Passport information 	<ul style="list-style-type: none"> Comply with applicable laws that require us to collect this information
<ul style="list-style-type: none"> Address 	<ul style="list-style-type: none"> Comply with applicable laws that require us to collect this information
<ul style="list-style-type: none"> Nationality 	<ul style="list-style-type: none"> Comply with applicable laws that require us to collect this information
<ul style="list-style-type: none"> Date of birth 	<ul style="list-style-type: none"> Comply with applicable laws that require us to collect this information
<ul style="list-style-type: none"> Gender 	<ul style="list-style-type: none"> Comply with applicable laws that require us to collect this information
<ul style="list-style-type: none"> Frequent flyer number 	<ul style="list-style-type: none"> To facilitate the award of loyalty points
<ul style="list-style-type: none"> Email address 	<ul style="list-style-type: none"> Send folios after the completion of a stay

▪ E-Check In

When you check in using e-check in, the categories of personal information we may collect about you include without limitation the following, and the uses we collect this information for include without limitation the following:

The categories of personal information we may collect about you include without limitation the following ...	The uses we collect this information for include without limitation the following...
<ul style="list-style-type: none"> ▪ Payment card information 	<ul style="list-style-type: none"> ▪ Receive payment for your reservation
<ul style="list-style-type: none"> ▪ Room selection and assignment 	<ul style="list-style-type: none"> ▪ Fulfill your reservation
<ul style="list-style-type: none"> ▪ Arrival time 	<ul style="list-style-type: none"> ▪ Fulfill your reservation ▪ Personalize your experience ▪ Customer service

▪ Digital Key

When you use Digital Key, the categories of personal information we may collect about you include without limitation the following, and the uses we collect this information for include without limitation the following:

The categories of personal information we may collect about you include without limitation the following ...	The uses we collect this information for include without limitation the following...
<ul style="list-style-type: none"> ▪ Payment card information 	<ul style="list-style-type: none"> ▪ Receive payment for your reservation
<ul style="list-style-type: none"> ▪ Room selection and assignment 	<ul style="list-style-type: none"> ▪ Fulfill your reservation
<ul style="list-style-type: none"> ▪ Arrival time 	<ul style="list-style-type: none"> ▪ Fulfill your reservation
<ul style="list-style-type: none"> ▪ Location information 	<ul style="list-style-type: none"> ▪ Fulfill Digital Key sharing requests

▪ Guest Assistance

When you contact Guest Assistance, the categories of personal information we may collect about you include without limitation the following, and the uses we collect this information for include without limitation the following:

The categories of personal information we may collect about you include without limitation the following...	The uses we collect this information for include without limitation the following ...
<ul style="list-style-type: none"> ▪ Name 	<ul style="list-style-type: none"> ▪ Verify your identity ▪ Search our records for information about your past stays and membership in the Hilton Honors loyalty program ▪ Provide service recovery
<ul style="list-style-type: none"> ▪ Address 	<ul style="list-style-type: none"> ▪ Verify your identity
<ul style="list-style-type: none"> ▪ Phone number 	<ul style="list-style-type: none"> ▪ Verify your identity

- Description of complaint or inquiry

- Respond to your complaint

- Perform analytics to improve business operations

Analytics and Interest-Based Advertisements

We may partner with certain third-party service providers to collect information to engage in analytics, auditing, research, and reporting. These third parties may use server logs, web beacons, tags, pixels, and similar technologies, and they may set and access cookies on your computer or other device.

We also may partner with third parties to provide advertising services that are targeted based on your online activities across websites, mobile apps, and devices over time (commonly referred to as "interest-based advertising"). Our advertising partners may collect information about your activities on our services on your current device and combine it with information about your activities on other websites, mobile apps, and devices. They may collect such information using server logs, cookies, web beacons, tags, pixels, mobile advertising IDs (such as Facebook cookies or Google's Advertising ID), cross-device linking, and similar technologies. For example, our advertising partners may use the fact that you visited our website to target advertising to you on other websites and mobile apps on your current device or on other devices you use. They may match your browsers or devices if you log into the same online service on multiple devices or if your devices share similar attributes that support an inference that they are used by the same person or household. This means that information about your activity on websites or apps on your current browser or device may be combined and used with information collected from your other browsers or devices. You can opt out of interest-based advertising in web browsers and mobile apps on your current browser or device. We do not respond to Do Not Track signals at this time.

California Consumers' Rights

The Right to Know, The Right to Delete, and the Right to Opt-Out of the Sale of Personal Information

The California Consumer Privacy Act ("CCPA") affords California consumers (1) the right to know what personal information we collect, use, disclose, and/or sell; (2) the right to request that we delete their personal information; and (3) the right to request that we no longer sell their personal information.

If you would like information about the personal information that we collect, disclose, and/or sell about you, or if you would like to make a request for us to delete or to stop selling your personal information, please send a letter to Executive Hotel Management, 47W210 US Highway 30, Big Rock Illinois 60511 (Attn: Legal Department).

When we receive your request, we will first verify your identity. We will verify your identity by asking you to provide your name, the confirmation number from one of your stays at a Company managed property, and the email address associated with that stay. Once we have verified your identity, we will fulfill your request.

If you would like, you may designate an authorized agent to make a request on your behalf. In order to designate an authorized agent, please submit an order issued by a court, a document submitted by a barred attorney, or a formal certified document issued by an official governmental agency.

- **Direct Marketing Disclosure**

California consumers also may request information about our disclosures of certain categories of personal information to third parties for their direct marketing purposes. Such requests must be submitted to us by mail at the following addresses: Executive Hotel Management, 47W210 US Highway 30, Big Rock Illinois 60511 (Attn: Legal Department). Within thirty days of receiving such a request, we will provide a list of the categories of personal information disclosed to third parties for third-party direct marketing purposes during the immediately preceding calendar year, along with the names and addresses of these third parties. This request may be made no more than once per calendar year. We reserve our right not to respond to requests submitted to addresses other than the addresses specified in this paragraph.

- **The Right to Non-Discrimination**

The CCPA prohibits a business from treating a consumer differently because the consumer exercised a right conferred on him/her by the CCPA. We welcome you to exercise your rights under the CCPA, and we will not discriminate against you for doing so.

- **Removal of Content**

If you are a California resident under the age of 18, and a registered user of any site where this policy is posted, California Business and Professions Code Section 22581 permits you to request and obtain removal of content or information you have publicly posted. To make such a request, please send us a letter addressed to Executive Hotel Management, 47W210 US Highway 30, Big Rock Illinois 60511 (Attn: Legal Department) with a detailed description of the specific content or information

Please be aware that such a request does not ensure complete or comprehensive removal of the content or information you have posted and that there may be circumstances in which the law does not require or allow removal even if requested.

Nevada Consumers' Rights

- **The Right to Opt-Out of the Sale of Personal Information**

If you are a Nevada resident, you may request that we stop selling certain categories of personal information that we collect. To submit a request please send a letter to Executive Hotel Management, 47W210 US Highway 30, Big Rock Illinois 60511 (Attn: Legal Department). When we receive your request, we will first verify your identity. We will verify your identity by asking you to provide your name, the confirmation number from one of your stays at a Company managed property, and the email address associated with that stay. Once we have verified your identity, we will promptly fulfill your request.

Disclosure Pursuant to Legal Obligations

Company will disclose personal information as required by law. Examples of such disclosures include without limitation when countries require Company to collect personal data about visitors to properties in that country, when a law enforcement agency serves a valid subpoena on Company, and when a civil litigant serves a lawful discovery request on Company.

Marketing Communications - Choices

We want to make you aware of the fantastic products we offer! To do so, we may send you communications via email, text message, push notifications, in-app alerts, direct mail, and social media.

If you prefer not to receive email marketing materials from us, you may opt-out at any time by using the unsubscribe function in any email you receive from us.

To opt out of text messages, reply "STOP" to the message you received. You may control whether our mobile apps send you push notifications by changing your notification settings on your mobile device. If we engage in sending you in-app messages, we will allow control for those in our apps' settings.

Data Retention Periods

We retain personal information about you necessary to fulfill the purpose for which that information was collected or as required or permitted by law. When we destroy your personal information, we do so in a way that prevents that information from being restored or reconstructed.

Changes to this Statement

We may modify this Statement from time to time. Any changes to our Statement will become effective upon posting of the revised Statement on the site. Use of the site, any of our products and services, and/or providing consent to the updated Statement following such changes constitutes your acceptance of the revised Statement then in effect.

Contact Information for Questions or Concerns

If you have any questions or concerns, please contact us by sending a letter to Executive Hotel Management, 47W210US Highway 30, Big Rock Illinois 60511 (Attn: Legal Department)

NON-LIABLE PARTIES

NOTWITHSTANDING ANY OTHER PROVISION HEREOF TO THE CONTRARY OR OTHERWISE, THE OWNERS, AND THE COMPANY'S AND OWNERS' PAST, PRESENT AND FUTURE AFFILIATES, RELATED PARTIES, MANAGERS, MEMBERS, TRUSTEES, BENEFICIARIES, PARTNERS (GENERAL OR LIMITED), SHAREHOLDERS, OFFICERS, DIRECTORS, EMPLOYEES, AGENTS AND ANY DIRECT OR INDIRECT OWNER OF COMPANY OR THE OWNERS, AND ANY SUCCESSORS AND ASSIGNS OF THE AFOREMENTIONED (COLLECTIVELY "NON-LIABLE PARTIES") SHALL NOT HAVE ANY LIABILITY, PERSONAL OR OTHERWISE, HEREUNDER, OR IN

CONNECTION HEREWITH, OR RELATED TO THE WEBSITE OR IT'S USE, YOUR PERSONAL INFORMATION AND PRIVACY, OR OTHERWISE UNDER ANY CIRCUMSTANCES WHATSOEVER. IN NO EVENT, SHALL ANY DEFICIENCY JUDGMENT, OR ANY MONEY JUDGMENT, OR ANY JUDGMENT OF ANY KIND, OR ANY JUDICIAL PROCESS OF ANY KIND, OR ANY OTHER PROCESS OR CLAIM OF ANY KIND, BE SOUGHT OR OBTAINED AGAINST ANY OF THE NON-LIABLE PARTIES BY YOU AND ANYONE CLAIMING BY, THROUGH OR UNDER YOU OR OTHERWISE. THIS PARAGRAPH SHALL BE ABSOLUTE AND WITHOUT EXCEPTION WHATSOEVER AND SHALL INDEFINITELY SURVIVE (TO THE EXTENT PERMITTED UNDER APPLICABLE LAW, AND TO THE EXTENT NOT PERMITTED, FOR THE LONGEST PERIOD OF TIME ALLOWED BY APPLICABLE LAW), AND SHALL BE BINDING UPON YOU, ANYONE CLAIMING BY, THROUGH OR UNDER YOU, AND ANY OF YOUR SUCCESSORS, AFFILIATES AND ASSIGNS.

The term "Owners" as used in this Statement refers to Rayman Baton Rouge Hotel Associates, LLC, an Louisiana limited liability partnership, Columbia Center Affiliates, LLC., a Delaware limited liability company, Columbia Convention Center Investors, an Illinois limited partnership, Rayman Knoxville Hotel Associates, LLC, an Wyoming limited liability partnership, and BR Land Development, LLC, a Delaware limited liability company (collectively herein the "Owners")

GOVERNING LAW, DISPUTE RESOLUTION AND CLASS ACTION WAIVER

For purposes of this Statement, including but not limited to this Section entitled Governing Law, Dispute Resolution And Class Action Waiver the terms "Company", "we", "us", or "our" include without limitation collectively and individually the Company, the Owners, and all Non-Liable Parties.

This Statement shall be governed by the laws of the State of Illinois, the United States of America and international copyright laws. To the extent not resolved by arbitration as provided herein, you agree to submit to the jurisdiction of the federal and state courts in the State of Illinois for any and all disputes, claims and actions arising out of or in connection with the information provided to you herein.

YOU HEREBY WAIVE ANY RIGHT YOU MAY NOW HAVE OR HEREAFTER POSSESS TO A TRIAL BY JURY.

Certain portions of this Section are deemed to be a "written agreement to arbitrate" pursuant to the Federal Arbitration Act. You and any of Company agree that we intend that this Section satisfies the "writing" requirement of the Federal Arbitration Act. This Section can only be amended by mutual agreement.

First - Try to Resolve Disputes.

If any controversy, allegation, or claim arises out of or relates to the Web Site, your use in an way of the Web Site, the content, your Web Site activities or use and submissions, your personal information or privacy, this Statement, or in any way arising out of any claim, controversy, or dispute that arises in any way out of your use of the Web Site, the content, your Web Site activities or use and submissions, your personal information and privacy, this Statement, whether heretofore or hereafter arising (collectively, "**Dispute**"), then you and we agree to send a written notice to the other providing a reasonable description of the Dispute, along with a proposed resolution of it. Our notice to you will be sent to you based on the most recent contact information that you provide us. But if no such information exists or if such information is not current, then we have no obligation to contact you or try to resolve the Dispute. Your notice to us must be sent to: Executive Hotel Management, 47W210 US Highway 30, Big Rock Illinois 60511 (Attn: Legal Department).

For a period of sixty (60) days from the date of receipt of notice from the other party, Company, as applicable and you will engage in a dialogue in order to attempt to resolve the Dispute, though nothing will require either you or any of Company to resolve the Dispute on terms with respect to which you and Company, as applicable, in each of our sole discretion, are not comfortable.

Binding Arbitration.

If we cannot resolve a Dispute as set forth above within sixty (60) days of receipt of the notice, then ANY AND ALL DISPUTES ARISING BETWEEN YOU AND ANY OF COMPANY (WHETHER BASED IN CONTRACT, STATUTE, REGULATION, ORDINANCE, TORT-INCLUDING, BUT NOT LIMITED TO FRAUD, ANY OTHER INTENTIONAL TORT, OR NEGLIGENCE - COMMON LAW, CONSTITUTIONAL PROVISION, RESPONDEAT SUPERIOR, AGENCY OR ANY OTHER LEGAL OR EQUITABLE THEORY), WHETHER ARISING BEFORE OR AFTER THE EFFECTIVE DATE OF THIS STATEMENT, MUST BE RESOLVED BY FINAL AND BINDING ARBITRATION. THIS INCLUDES WITHOUT LIMITATION ANY AND ALL DISPUTES BASED ON ANY PRODUCT, SERVICE OR ADVERTISING CONNECTED TO THE PROVISION OR USE OF THE WEBSITE. The Federal Arbitration Act ("**FAA**"), not state law, shall govern the arbitrability of all disputes between any of Company and you regarding this Statement and the Web Site.

Company, as applicable and you agree, however, that Illinois or federal law shall apply to and govern, as appropriate, any and all claims or causes of action, remedies, and damages arising between you and any of Company regarding a Dispute, whether arising or stated in contract, statute, common law, or any other legal theory, without regard to Illinois' choice of law principles that might apply other states' laws.

Disputes will be resolved solely by binding arbitration in accordance with the then-current commercial Arbitration Rules of the American Arbitration Association ("**AAA**"). If a party properly submits the Dispute to the AAA for formal arbitration and the AAA is unwilling to get a hearing then either party can elect to have the arbitration administered by the Judicial Arbitration and Mediation Services Inc. ("**JAMS**") using JAMS' streamlined Arbitration Rules and Procedures, or by any other arbitration administration service that you and an officer or legal representative of any of Company consent to in writing. If an in-person arbitration hearing is required, then it will be conducted in the "metropolitan statistical area" (as defined by the U.S. Census Bureau) where you are a resident at the time the Dispute is submitted to arbitration. You and we will pay the administrative and arbitrator's fees and other costs in accordance with the applicable arbitration rules; but if applicable arbitration rules or laws require any of Company to pay a greater portion or all of such fees and costs in order for this Section to be enforceable, then Company, as applicable, will have the right to elect to pay the fees and costs and proceed to arbitration. The arbitrator will apply applicable law and the provisions of this Statement, will be bound by the terms of this Statement, will determine any Dispute according to the applicable law and facts based upon the record and no other basis, and will issue a reasoned award only in favor of the individual party seeking relief and only to the extent to provide relief warranted by that party's individual claim. This arbitration provision shall survive termination of this Statement or the Web Site.

Injunctive Relief.

The foregoing provisions of this Section will not apply to any legal action taken by any of Company to seek an injunction or other equitable relief in connection with, any loss, cost, or damage (or any potential loss, cost, or damage) relating to the Disputes and/or any of Company's rights (including such that may be in dispute), any of Company's operations, and/or the Company's products or services.

No Class Action Matters.

Disputes will be arbitrated only on an individual basis and will not be joined or consolidated with any other arbitrations or other proceedings that involve any claim or controversy of any other party. YOU AND THE COMPANY AGREE THAT EACH MAY BRING CLAIMS AGAINST THE OTHER ONLY IN YOUR OR ITS INDIVIDUAL CAPACITY, AND NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS OR REPRESENTATIVE PROCEEDING. There shall be no right or authority for any Dispute to be arbitrated on a class action basis, collective action basis, or on any basis involving Disputes brought to a purported representative capacity on behalf of the general public, or other persons or entities similarly situated. But if, for any reason, any court with competent jurisdiction holds that this restriction is unconscionable or unenforceable, then our agreement in this Section to arbitrate will not apply and the Dispute must be brought exclusively in court in either the federal courts located in the Northern District of Illinois or state courts located in Kane County Illinois (to which jurisdiction and venue you irrevocably consent). Notwithstanding any other provision of this Section, any and all issues relating to the scope, interpretation and enforceability of these class action waiver provisions, are to be decided only by a court of competent jurisdiction, and not by the arbitrator.