

# HOTEL ARDENT, TAPESTRY COLLECTION BY HILTON

## PRIVACY POLICY

At Hotel Ardent, Tapestry Collection by Hilton, we understand that privacy is important to you. We are providing this Privacy Statement to help you understand how we may collect and use information.

### GENERAL DATA PROTECTION REGULATION (GDPR)

Hotel Ardent, Tapestry Collection by Hilton has measures in place which meet the principles of data protection by design and data protection by default (per GDPR Article 25). Additionally, we have verified that our vendors and partners are in compliance with the GDPR or plan to be in compliance before August 15, 2025. If you have a GDPR question or concern or would like to receive a full copy of our GDPR addendum to this privacy policy, please email us at [DOS\\_DAYBD@hilton.com](mailto:DOS_DAYBD@hilton.com)

### WHAT DOES THIS PRIVACY POLICY COVER?

This privacy policy describes the privacy practices of Hotel Ardent, Tapestry Collection by Hilton's website.

## HOTEL ARDENT, TAPESTRY COLLECTION BY HILTON EMAILS

Emails we send you may include a technology (called a web beacon) that tells Hotel Ardent, Tapestry Collection by Hilton whether you have received or opened the email, or clicked a link in the email. If you do not want us to collect this information from Hotel Ardent, Tapestry Collection by Hilton marketing emails, you can opt out of receiving Hotel Ardent, Tapestry Collection by Hilton marketing emails.

## HOTEL ARDENT, TAPESTRY COLLECTION BY HILTON ONLINE ADVERTISING

Hotel Ardent, Tapestry Collection by Hilton advertises online in a variety of ways, including displaying Hotel Ardent, Tapestry Collection by Hilton ads to you on other companies' websites and apps. We collect information such as which ads are displayed, which ads are clicked on, and on where the ad was displayed.

## BUTTONS, TOOLS, AND CONTENT FROM OTHER COMPANIES

Hotel Ardent, Tapestry Collection by Hilton website may include buttons, tools, or content that link to other companies' services (for example, a Facebook "Like" button). We may collect information about your use of these features. In addition, when you see or interact with these buttons, tools, or content, or view a Hotel Ardent, Tapestry Collection by Hilton web page or app containing them, some information from your browser may automatically be sent to the other company. Please read that company's privacy policy for more information.

## HOTEL ARDENT, TAPESTRY COLLECTION BY HILTON SOCIAL NETWORKING PAGES AND SOCIAL SIGN-ON SERVICES

Hotel Ardent, Tapestry Collection by Hilton has its own pages on many social networking sites (for example, the Hotel Ardent, Tapestry Collection by Hilton Facebook page). We may collect information when you interact with our social networking pages.

How does Hotel Ardent, Tapestry Collection by Hilton use the information it collects about me?

Hotel Ardent, Tapestry Collection by Hilton uses the information we collect about you in a number of ways, such as:

- Better understanding how our website is being used so we can improve it and engage and retain users
- Diagnosing problems in our website
- Tailoring a website or Hotel Ardent, Tapestry Collection by Hilton ad to your likely interests
- Sending you information about Hotel Ardent, Tapestry Collection by Hilton, special offers, and similar information
- Conducting market research about our guests, their interests, and the effectiveness of our marketing campaigns
  
- Reducing fraud and protecting you as well as Hotel Ardent, Tapestry Collection by Hilton

- **WHAT ARE COOKIES AND HOW DOES HOTEL ARDENT, TAPESTRY COLLECTION BY HILTON USE THEM?**

As with most websites, Hotel Ardent, Tapestry Collection by Hilton uses cookies and similar technologies to make our website work as well as to learn more about our users and their likely interests.

Hotel Ardent, Tapestry Collection by Hilton website may also use cookies and similar technologies from other companies that allow us to gather additional information to measure and improve the effectiveness of Hotel Ardent, Tapestry Collection by Hilton website.

## **DOES HOTEL ARDENT, TAPESTRY COLLECTION BY HILTON SHARE MY PERSONAL INFORMATION?**

Hotel Ardent, Tapestry Collection by Hilton works with companies that help us run our business. These companies provide services such as delivering customer support, processing credit card payments, and sending emails on our behalf. In some cases, these companies have access to some of your personal information in order to provide services to you on our behalf. They are not permitted to use your information for their own purposes.

Hotel Ardent, Tapestry Collection by Hilton may also share your personal information:

- When you agreed to the sharing
- When we are required to provide information in response to a subpoena, court order, or other applicable law or legal process

- When we have a good faith belief that the disclosure is necessary to prevent or respond to fraud, defend our websites against attacks, or protect the property and safety of Hotel Ardent, Tapestry Collection by Hilton, our customers and users, or the public
- If we merge with or are acquired by another company, or if all or a substantial portion of our assets are acquired by another company. In those cases, your information will likely be one of the assets that is transferred
- We may share or publish aggregate information that doesn't specifically identify you, such as statistical information about visitors to our website or statistical information about how guests use our website.

## HOW CAN I REVIEW OR UPDATE MY PERSONAL INFORMATION?

Under the law of some countries, you may have the right to access the information Hotel Ardent, Tapestry Collection by Hilton holds about you, correct mistakes in that information, and to delete personal information that we no longer have business reasons for retaining. You can request that we remove your email address from our marketing database or provide you a copy of your personal information, please email your request to [DOS\\_DAYBD@hilton.com](mailto:DOS_DAYBD@hilton.com). Please note that we need to retain certain information about you for legal and internal business reasons, such as fraud prevention.

## WILL HOTEL ARDENT, TAPESTRY COLLECTION BY HILTON MARKET TO ME?

Hotel Ardent, Tapestry Collection by Hilton and companies we hire to help us market our websites on our behalf may use your information to provide you with information and offers related to Hotel Ardent, Tapestry Collection by Hilton. We give you choices regarding our marketing practices.

## WILL THIS PRIVACY POLICY CHANGE?

Occasionally, we may change this privacy policy to allow Hotel Ardent, Tapestry Collection by Hilton to use or share your personal information in a different way. We encourage you to periodically review Hotel Ardent, Tapestry Collection by Hilton Privacy Policy for the latest information on our privacy practices.

## WHO CAN I CONTACT WITH QUESTIONS OR CONCERNS?

If you have a privacy question or concern, please email us at [DOS\\_DAYBD@hilton.com](mailto:DOS_DAYBD@hilton.com)