

OUR COMMITMENT TO PRIVACY: Your privacy is critically important to us. To better protect your privacy we provide this notice explaining our online information practices and the choices you can make about the way your information is collected and used. To make this notice easy to find, we make it available on our homepage and at every point where personally identifiable information may be requested.

THE INFORMATION WE COLLECT: This notice applies to all information collected or submitted on the HotelEffectiveness.com website. We may request contact information that assists us in furthering customer relationships and this information may include, but is not limited to, Name, Email Address, Phone Number and Company. We may also request information specifically about a customer operation or its processes.

THE WAY WE USE INFORMATION: We use the information you provide about yourself and your organization to contact you, generate profiles of your hotels and/or company, and provide you with our services. We do not share this information with outside parties except to the extent necessary to complete services you have requested from us.

We use return email addresses to answer the email we receive. Such addresses are not used for any other purpose and are not shared with outside parties.

We use non-identifying and aggregate information to better design our website and to share with advertisers. For example, we may tell an advertiser that X number of individuals visited a certain area on our website, or that Y number of men and Z number of women filled out our registration form, but we would not disclose anything that could be used to identify those individuals.

Some of our promotional offers may have a "Tell A Friend" feature that allows you to have the offer sent to a friend with your comment. If you choose to use this feature, we collect the email address of your friend(s) to facilitate the referral but do not store it for other uses.

This website uses the Google AdWords remarketing service to advertise on third party websites (including Google) to previous visitors to our site. It could mean that we advertise to previous visitors

who haven't completed a task on our site, for example using the contact form to make an inquiry. This could be in the form of an advertisement on the Google search results page, or a site in the Google Display Network. Third-party vendors, including Google, use cookies to serve ads based on someone's past visits to the Hotel Effectiveness website. Of course, any data collected will be used in accordance with our own privacy policy and Google's privacy policy.

You can set preferences for how Google advertises to you using the [Google Ad Preferences page](#), and if you want to you can [opt out of interest-based advertising entirely by cookie settings or permanently using a browser plugin](#).

Finally, we never use or share the personally identifiable information provided to us online in ways unrelated to the ones described above without also providing you an opportunity to opt-out or otherwise prohibit such unrelated uses.

LINKS TO OTHER SITES: Please note that our site links to other sites and that the privacy policies of these sites may differ from ours. We advise you to check the privacy policies of other Web sites before disclosing any personal information. In any event, please note that these sites do not share your personal information with us.

Occasionally when linking to another site, you may still see our site's logo or frame. This is to provide you with a seamless experience when visiting our Web site. In these cases you are no longer on our site and are now on a different Web site whose information collection practices may differ from ours. The privacy policy of the site you are on will govern how information collected from you is used. You can always know what site you are on by checking the location bar within your browser.

OUR COMMITMENT TO DATA SECURITY: To prevent unauthorized access, maintain data accuracy, and ensure the correct use of information, we have put in place appropriate physical, electronic, and managerial procedures to safeguard and secure the information we collect online.