

PRIVACY POLICY

1 IDENTIFICATION

- Identity: **H HOTEL & RESORT MANAGEMENT LLC**. (hereinafter "**HHRM**")
- Data Protection Delegate (DPO): you can contact our DPO through the following means: DPO@story-hospitality.com
- E-mail: , indicating in the reference "Data Protection Delegate".
- Address: DPO Officer, HHRM, R Floor, CI Tower, AL Bateen Street, Abu Dhabi, UAE.

2 INFORMATION AND CONSENT.

By accepting this Privacy Policy, the user is informed and gives his/her free, informed, specific and unequivocal consent for the personal data provided through the website located at the URL <https://brandcenter.story-hospitality.com> (hereinafter, the "**Website**") to be processed by **HHRM**, together with the data derived from browsing and any other data that may be provided in the future to **HHRM**.

The user must carefully read this Privacy Policy, which has been drafted in a clear and simple manner, to facilitate understanding, and to allow the user to determine freely and voluntarily if you wish to provide your personal data to **HHRM**.

3 OBLIGATORY NATURE OF PROVIDING THE DATA.

The data requested in the forms of the Web Site are of a general nature and are obligatory (unless otherwise specified in the required field) in order to comply with the established purposes.

Therefore, if these are not provided or are not provided correctly, they cannot be processed in the current manner to the fact that the content of the Web Site may be viewed freely.

4 FOR WHAT PURPOSE WILL HHRM PROCESS THE USER'S PERSONAL DATA AND FOR HOW LONG?

The personal data provided through the Website will be processed by **HHRM** for the following purposes:

- Managing your registration request within the modality chosen by the user.
- Verify that the user meets the requirements for registration within the selected mode, provided that **HHRM** deems it convenient or necessary.
- Processing and responding to possible requests for information made by the user.
- Allowing the download of the content included in the portal.
- In the event of giving consent to do so, the sending of commercial communications by **HHRM**.

The data will be kept for as long as the user does not request its cancellation to **HHRM**, opposing or revoking its consent.

5 WHICH USER DATA WILL BE PROCESSED BY HHRM?

HHRM will handle the following categories of user data:

- Identifying data: name, surname.
- Contact details: e-mail address, telephone number.
- Detailed employment data: profession, sector.

In the event that the user provides data from third parties, he/she declares to have all requisite consent and undertakes to pass on the information contained in the Privacy Policy, exempting **HHRM** from any liability in this regard. However, **HHRM** may carry out periodic verifications to verify this fact, adopting the corresponding due diligence measures, in accordance with relevant data protection regulations.

6 WHAT IS THE LEGITIMACY OF THE PROCESSING OF THE USER'S DATA?

The processing of user data by **HHRM** is based on the consent requested for registration, as well as the sending of commercial communications, which is requested and may be withdrawn at any time. However, if your consent is withdrawn, this shall not affect the lawfulness of previous processing operations.

The consents obtained for the aforementioned purposes are independent so the user may revoke only one of them without affecting the others.

To revoke this consent, the user may contact **HHRM through** the following channels DPO@story-hospitality.com

7 WHICH RECIPIENTS WILL THE USER DATA BE SHARED WITH?

The user's data may be communicated to:

- Companies within the group which **HHRM** belongs, only for internal administrative purposes and/or for the purposes indicated above.

Additionally, the data may be accessible by suppliers of **HHRM**, such access being necessary for proper compliance with legal obligations and/or the purposes stated above. These providers will not process your data for their own purposes that have not been previously informed by **HHRM**.

8 DATA RETENTION

The data will be kept as long as the user does not revoke the consent given. However, if your consent is withdrawn, this shall not affect the lawfulness of previous processing operations.

9 RESPONSIBILITY OF THE USER

The user:

- You warrant that you are eighteen (18) years of age or older and that the information you provide to **HHRM** is true, accurate, complete and up to date. To these effects, the user is responsible for the veracity of all the data that he communicates and will keep the information provided properly and fully updated, in such a way that it responds to the user's contemporary situation.
- Guarantees that it has informed the relevant third parties of which it provides its data, of the information contained in this document. It also guarantees that it has obtained your authorization to provide your data to **HHRM** for the purposes indicated.
- Shall be liable for any false or inaccurate information provided through the Website and for any direct or indirect damage or loss or liability caused to **HHRM** or third parties.

10 EXERCISE OF RIGHTS.

The user may send a letter to **HHRM**, to the address indicated in the heading of this Policy, or by means of an email to the address DPO@story-hospitality.com attaching a photocopy of their identity document, at any time and free of charge, to:

- Revoke the consent granted.
- Obtain confirmation as to whether or not **HHRM** is processing personal data concerning the user.
- Access relevant personal data.
- Rectify inaccurate or incomplete data.
- Request the deletion of one's data when, among other reasons, the data is no longer necessary for the purposes for which they were collected.
- Obtain from **HHRM** the limitation of data processing when any of the conditions foreseen in the data protection regulations are met.
- Request data portability.
- **Contact the HHRM DPO** at the following address: DPO Officer, HHRM, R Floor, CI Tower, AL Bateen Street, Abu Dhabi, UAE.

11 SECURITY MEASURES.

HHRM will treat the user's data at all times in an absolutely confidential manner and will keep the mandatory duty of confidentiality with regard to the same, in

accordance with the provisions of the applicable regulations, adopting for this purpose the technical and organizational measures necessary to ensure the security of your data and prevent alteration, loss, unauthorized access or treatment, taking into account the state of technology, the nature of the data stored and the risks to which they are exposed.

Last updated: 20 feb 2021

I consent to the processing of my data in accordance with the provisions of the Privacy Policy.

Commercial communications.