

PRIVACY POLICY

PLEASE NOTE: For information and privacy policy concerning your online reservation and/or membership in any of the Choice Hotels Rewards Program, please refer directly to the Choice Hotels website, www.choicehotels.ca.

This Privacy Policy outlines the type of personal information collect and used by the local Comfort Inn property ("The Hotel"), the circumstances in which we collect or receive personal information, and the policies and procedures we have established outlining its use, storage, and disclosure in certain limited circumstances. It further outlines the procedures you should follow if you have any questions about your personal information or our policies and procedures.

The **type** of Personal Information The Hotel collects, uses and discloses may include without limitation, your name, age, residential mailing address, residential phone number and/or email address, personal credit information, citizenship and place of employment, and personal preferences, which is not otherwise publicly available.

The Hotel collects and uses Personal Information for the following **purposes**:

1. Maintaining a record of your stay with us to better facilitate your next check-in
2. Recording your personal preferences and requirements;
3. Advising you of our services;
4. Improving the services we offer to guests in the future;
5. Compliance with all municipal, provincial, federal and other applicable laws regarding your stay;
6. Sending you newsletters, information on Specials, and promotional materials;
7. Confirming information necessary for credit transactions; and
8. Such other specific purposes as may be stated by our staff at the time of collection.

You provide The Hotel with your Personal Information in the following **manners**:

1. By providing it to us in evaluation materials such as comment cards.
2. By participating in a marketing initiative.

Following is an outline the type of information normally collected in each of these circumstances, the reasons for doing so, how we will use it and store it, and when we may disclose it.

Information provided to us in evaluation materials such as comment cards:

Information provided to us in such a fashion will be used solely for the purpose of recording your comments, communicating with you in respect of them, reviewing them with hotel personnel for the purposes of recognizing employees for excellence of service delivery, and devising service delivery improvements.

By participating in a marketing initiative:

Should you enter a contest or otherwise participate in a marketing or promotional initiative, you will be asked to provide contact information which may be used to send you promotional materials. You may at any time in the future request to be removed from our database.

WHY WE COLLECT PERSONAL INFORMATION

1. **To establish and maintain a responsible commercial relationship with you.**
2. **To provide ongoing service to you.**
3. **To understand your needs and preferences.**
4. **To develop, enhance, market or provide products and services.** For example, we look at our guests' use of our services so that we can better understand how to improve our services.
5. **To manage and develop our business and operations.** For example, we analyze guest patterns of stay in order to plan for future growth.
6. **To meet legal and regulatory requirements.**

WHEN WE MAY DISCLOSE PERSONAL INFORMATION

We disclose personal information only in these limited circumstances:

1. We may disclose a guest's personal information to a person who, in the reasonable judgment of The Hotel's staff, is seeking the information as that guest's agent, such as a travel agent booking a reservation on your behalf.
2. Personal information may be shared with a third party involved in supplying you with the services you have purchased to the extent necessary to effect the supply and the processing of the transaction.
3. Personal information may be shared with a third party retained by Choice Hotels in order to perform functions on its behalf, such as reservations handling, data processing or storage, guest surveys or research.
4. Personal information may be shared with an agent retained by Choice Hotels to evaluate your credit worthiness or in order to collect your account.
5. Personal information may be shared with a public authority or an agent of public authority if in the reasonable judgment of The Hotel it appears that there is an imminent danger to life or property which could be avoided or minimized by disclosure of the information, or which disclosure is compelled by legal authority.

Any such disclosure of your personal information by The Hotel to a third party will be made only on a confidential basis conditioned upon the information being used only for the purpose for which it has been disclosed.

PRINCIPLES AND LIMITATIONS

1. The Hotel will not collect, use or disclose your personal information for any other purpose than those identified above, except with your consent.
2. The Hotel will protect your personal information with appropriate security safeguards.
3. The Hotel will take appropriate steps to protect the confidentiality of your personal information when dealing with third parties.
4. The Hotel will strive to keep your personal information as accurate and up-to-date as is necessary for the purposes identified above.

The Hotel will honour your request to access your personal information in as timely fashion as is reasonably possible, will correct and/or amend any inaccuracies in your personal information as requested by you.

The Hotel has the right to refuse your request for access to personal information if:

1. The information is protected by legal privilege;
2. Granting access would reveal confidential commercial information;
3. Doing so would reasonably be expected to threaten the life or security of another individual;
4. The information was collected for purposes related to the detection and prevention of fraud;
5. The information was generated in the course of a formal dispute resolution process; or
6. The information would likely reveal personal information about another individual.

The Hotel limits the collection of your personal information to that which is necessary for the purposes identified above in this Privacy Policy, or for any additional purpose identified to you before collection. As well, your personal information may not be used or disclosed for purposes other than those for which it was originally collected, except with your consent or as required by law. Personal information is only retained as long as necessary for the fulfillment of these purposes, after which it is destroyed, erased, or rendered anonymous.

You are always free to refuse to provide personal information to us.

You may also withdraw your consent with respect to the use of your personal information for marketing purposes at any time, subject to legal or contractual restrictions and reasonable notice, by e-

mailing us using "unsubscribe" in the subject line of your message, and providing sufficient information for us to identify you.

Please note that in either of the above cases, your choice to withdraw your personal information may limit our ability to serve you.

If you have any questions, please contact The Hotel's Manager for more information and assistance.