

## **The Sandman Hotel Group's Privacy Policy**

The Sandman Hotel Group is committed to protecting your privacy. Our Company does not and will not share your personal information with outside parties. We take every commercially reasonable precaution to safeguard the information that you share with us.

When your personal information is collected, it is collected with your express or clearly implied consent. It is not sold or leased, and is not retained for purposes other than those for which it was intended. Only aggregated information, that is, general statistics that do not include personal information that identifies individuals may be shared with a limited number of third parties.

Our Hotel Group complies in all material respects with all applicable privacy laws, rules and regulations, including the Federal Personal Information Protection and Electronic Documents Act.

### **Types of Information We Collect**

#### **“Reservation Form”**

The information collected is used solely for the purposes of quoting a price and accepting a request for a hotel stay. The details of your stay with the Sandman Hotel Group will be retained only for booking future reservations and responding to your future inquiries.

#### **“Contact Us Form”**

The information that we collect is to be used to provide information on our properties, and the amenities that they offer with the goal of securing a reservation to stay with us.

#### **“StarPlus E-Newsletter”**

This newsletter provides our StarPlus Members with information on new locations, special offers, and general information about our Company. Recipients have the ability to opt out by responding to the sender.

#### **“Cookies”**

Cookies are small bytes of data stored on your computer. Our website, similar to most other websites, uses cookies to allow us to deliver content tailored to your preferences. You may set your browser to notify you when a cookie is received, giving you the option to either accept or reject it.

#### **“Display Advertising/Remarketing”**

Display Advertising gathers data about web users and where they spend time on the Internet. Remarketing is used by Google and third-party vendors to show ads based on Display Advertising across the Internet. We use both of these tools, and everyone has the opportunity to opt out using the Ads Preferences Manager.

### **Data Security and Integrity**

The Sandman Hotel Group uses commercially reasonable safeguards and technology that complies in all material respects with applicable laws and industry standards to guard personal information against loss, destruction, misuse, improper disclosure and unauthorized access or modification. These safeguards are routinely tested internally and periodically audited by the Sandman Hotel Group's IT Department.

We make all reasonable efforts to ensure that the personal information we collect is not altered in any way, or reprocessed in a way that makes it incompatible with the purpose for which it was originally collected.

**Access to Data**

Upon request, you may have private and secure access to the personal information you have provided, and if upon review it is found to be incorrect or incomplete, you may update, modify or delete your information.

**Contact**

Please email us with any questions or comments you may have regarding our Privacy Policy at [privacy@sandman.ca](mailto:privacy@sandman.ca).

**Changes to this Customer Privacy Policy**

The Sandman Hotel Group reserves the right to make changes to this Privacy Policy at any time. We will notify you of modifications through this website. Please check back for updates and changes