



## **SEACREST OCEANFRONT HOTEL PRIVACY POLICY**

Last Updated: May 15, 2018

This privacy statement ("Statement") applies to SeaCrest OceanFront Hotel located at 2241 Price Street, Pismo Beach, CA 93449. At the SeaCrest OceanFront Hotel, we want you to be confident in using our official site to make your Internet reservations. We are very much aware of your concerns about the privacy of your information, and we have no desire or intent to infringe on your privacy. We recognize that privacy is an important issue and have developed this Statement to explain our practices regarding the personal information we collect from you or about you on this site or via our website, through written or verbal communications with us, when you visit one of our hotel, or from other online sources such as social media. While this Statement broadly describes the practices we have adopted, local laws vary and some jurisdictions may place restrictions on our processing activities (e.g., certain jurisdictions may require affirmative consent to send marketing messages). Therefore, our actual practices in such jurisdictions may be more limited than those described herein in order to enable us to comply with local requirements.

**By using any of our products or services and/or by agreeing to this Statement, you understand and acknowledge that we will collect and use personal information as described in this Statement.**

Please note that this Statement does not apply to our processing of personal information on behalf of and subject to the instructions of third parties such as online travel agencies (e.g. Expedia) or companies that organize or offer packaged travel arrangements.

### **PERSONAL INFORMATION REQUIRED FOR COLLECTION**

When making a reservation on our booking engine, by phone, or on-site directly, we may collect personal information. This personal information may include: your name, mailing address, billing address, email address, phone number, information related to your reservation, participation in an online contest, sweepstakes, or marketing program; information related to the purchase and receipt of products or services; travel history; payment information, such as your payment card number and other card information, as well as authentication information and other billing and account details associated with mobile billing; guest preferences; marketing and communication preferences; information about vehicles you may bring onto our properties; reviews and opinions; groups with which you are associated with while staying at our hotel; and other types of information that you choose to provide to us or that we may obtain about you.

### **PERSONAL INFORMATION WE COLECT AND SHARE WITH THIRD PARTIES**

We may also collect information about you from third parties, including from your social media services consistent with your settings on such services; and from other third-party sources that are lawfully entitled to share your data with us. We use and share this information for the purposes described in this Statement.

We also use Google Analytics to help us understand how our customers use the Site--you can read more about how Google uses your Personal Information here:



<https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

## **USE OF PERSONAL INFORMATION COLLECTED ABOUT YOU**

We use your personal information in a number of ways, including to provide and personalize the services you request (e.g. preference for higher level room), conduct direct marketing and sales promotions and as set forth below in more detail. We will collect your consent prior to processing your data where required by applicable law.

We are obligated to collect certain data, including your name, address, payment information, in order to process your reservation. Failure to provide this information will result in our inability to process your reservation.

- **Marketing and Communications:** Where permitted we may use your personal information to provide or offer you newsletters, promotions and featured specials, as well as other marketing messages in accordance with any communications preferences you have expressed. We may provide these communications via email, online advertising, social media, text message (including SMS and MMS), push notifications, and other means (including on-property messaging, such as your in-room television). With your consent, we also use user-generated content (such as photos) from social media services to deliver display advertising or on our website.

## **ADDITIONAL PROVISIONS APPLICABLE TO PROCESSING OF PERSONAL INFORMATION OF EEA RESIDENTS**

If you are a EEA, UK, or Swiss resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, if you are a European resident we note that we are processing your information in order to fulfill contracts we might have with you (e.g. making a room reservation), or otherwise to pursue our legitimate business interests listed above. When you place an order through the Site, we will maintain your personal information for our records unless for 30 days unless you opted out or have asked us to delete this information.

## **CONTACT US**

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at [front.desk@seacrestpismo.com](mailto:front.desk@seacrestpismo.com) or by mail using the details provided below:

SeaCrest OceanFront Hotel  
2241 Price Street  
Pismo Beach, CA 93449