



# HospitalityVision™

## **Privacy Policy**

**This privacy statement discloses the privacy practices for S&B Associates, Inc., dba HospitalityVision.**

### **Introduction**

HospitalityVision is committed to protecting the privacy of its users. This statement discloses HospitalityVision's privacy practices and is incorporated into, and subject to the terms of, HospitalityVision's Terms of Use. The purpose of this statement is to inform you as to: What kinds of information we collect from users of our hotel mobile Guest Directory Applications and how such information is collected; How the information is used by HospitalityVision; Whether HospitalityVision discloses any user information to third parties; How you can access, update or delete any information collected about you by HospitalityVision; and the security procedures implemented by HospitalityVision to protect your personal information.

### **How We Collect Information**

We do NOT automatically collect any information as we do not have you sign up to use the app. If you voluntarily enter any contests or send a postcard using our postcard sharing service we collect the email address you provide. When feasible, we do automatically collect your IP address.

In almost all cases, we do not obtain any personally identifiable information about you unless you choose to reveal it. Examples of when you voluntarily submit such information include when you provide an email address on any registration page, volunteer demographic information in conjunction with sweepstakes or contests, send us email, respond to emails from us, post messages or upload content using our postcard sharing service. You are not required to disclose any personally identifiable information to us, although many parts of our site may not be available to you unless you do so. We may also receive personally identifiable information about you from other users or third parties who may communicate with us about you (such as in the case of complaints). [How We Use and Disclose Your Information.](#)

Some online activities in which you choose to participate do not necessarily lead to disclosure of your personally identifiable information to third parties, such as when you include your name and email address in messages posted to public areas on our site (such as messaging) or sent via our service. In these cases, your choice to disclose personally identifiable information is voluntary.

As a general practice, we do not sell to or share with third parties your personally identifiable information. We do not sell or provide your email addresses to spammers or sell or provide your name and personal demographic information to mass marketers.

In some cases we use your personally identifiable information to provide information to you, such as to send newsletters and email that you request or to personalize the site in accordance with your requests. We will provide you with directions in all emails and newsletters on how to be taken off our newsletter.

### **How We Use Your Information**

The information collected is used solely to enhance your experience and improve our services. Specifically, we use this information:

**To Improve User Experience:** We analyze the usage data to understand how our users interact with the App, which helps us identify areas for improvement and provide a more user-friendly experience.

**To Respond to Guest Needs:** We may use the usage data to gain insights into the preferences and needs of our users, allowing us to tailor our services to better meet those needs.

**To Enhance App Performance:** We use the information to troubleshoot technical issues and optimize the performance of the App on various devices and operating systems.

### **Data Retention**

We retain the information collected from you for as long as it is necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law. The duration of data retention may vary based on the type of information and the purpose for which it was collected.

Once the information is no longer needed for the stated purposes, we will take reasonable steps to securely delete or anonymize it. Please note that even after your information is removed from our active systems, it may still be stored in backup archives for a limited period of time as required for business operations and legal compliance.

Please also note that certain data may be retained for longer periods if required by law, contractual obligations, dispute resolution, or other legitimate business purposes.

**Cookies and Other Tracking Methods:** Cookies are small pieces of information stored on your hard drive, not on our site. We use cookies on our site for a number of reasons. First, cookies can help us provide information that is targeted to your interests. Second, cookies allow us to better understand how users use our site, which in turn helps us focus our resources on features that are most popular with our users. You are always free to decline our cookies if your browser permits, but some parts of our site may not work properly in that case. In addition to using cookies, in some circumstances we may track or collect information about your activities on our site by the numeric address assigned to the computer you are using (your IP address) or by the URLs that you come from or leave to. This information is collected and shared with our partners in an aggregated, non-personally identifiable basis.

**Other Sites:** Our mobile apps contain links and references to other websites and organizations, including websites owned or operated by HospitalityVision's advertisers. Please note that different rules may apply to the collection, use or disclosure of your information by

third party service providers or vendors or any other sites you encounter on the Internet (even if these sites are branded with our branding or framed by our site). We encourage you to investigate and ask questions before disclosing information to third parties.

**Limits on Our Abilities:** Although your privacy is very important to us, due to the existing legal and technical environment, we cannot fully ensure that your private communications and other personally identifiable information will not be disclosed to third parties. For example, we may be forced to disclose information to the government or third parties under certain circumstances, or third parties may unlawfully intercept or access transmissions or private communications. Additionally, we can (and you authorize us to) disclose any information about you to private entities, law enforcement or other government officials as we, in our sole discretion, believe necessary or appropriate to investigate or resolve possible problems or inquiries.

**Security:** We use industry standard efforts to safeguard the confidentiality of your personal identifiable information, such as firewalls and Secure Socket Layers where appropriate. However, "perfect security" does not exist on the Internet.

### **Changes to This Privacy Policy**

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page.

### **Contact Us**

If you have any questions or concerns about this Privacy Policy, please contact us at [info@hospitalityvision.net](mailto:info@hospitalityvision.net)

By using the App, you agree to the terms of this Privacy Policy.

Last updated: 8/5/2023

SOURCE:

<https://hospitalityvision.net/privacy-policy-2/>