



STAGEWEST
hospitality
SINCE 1944

STAGEWEST HOSPITALITY

Personal Information and Privacy Policy — Guest Information March 2008

Protecting your privacy is very important to us. This policy shall govern our practices.

Collected Information:

We may request you for, or you may choose to provide, information about yourself and your business to assist us in meeting your needs. Some of the information is also used to assist us in making reservations, contacting you after your stay, granting credit, and settling accounts. Some of the information requested is optional, but at a minimum we must collect the following information from all registered guests:

- Name
- Address
- Telephone Number
- Credit Card Information (unless paying with cash)
- Credit Information (where credit is applied for)

At your request we will restrict the use of this information to the above uses. Please advise Guest Services of your request.

Other information is optional and is not required.

Upon request and after confirming your identity, we will provide you with a copy of the personal information which we have in respect of you. You may provide us with corrected information. We will delete your information and destroy all copies of it upon your request and subject to our required information being maintained while you are a guest and until your account has been fully settled.

Use of Information:

Your personal information may be used for the purpose of providing you with services at our hotels, servicing your requests, answering your questions, improving our services or developing and informing you of our services.

We may also communicate and disclose personal information to our affiliates, or to other third parties, in order to offer or provide you with special offers or services that may be of interest to you unless you request us to restrict the use of this information as set out above.

All credit card information shall be kept strictly confidential and used solely to settle accounts as authorized by you.

All reasonable measures have been taken to ensure that the information that you provide to us will not be used by our affiliates or third parties for purposes other than those indicated in this Privacy Policy.

Notwithstanding anything herein, we may also use, disclose and communicate your personal information, if required to do so by law, including by an order of any court.

In the event that we disclose your personal information to an affiliate or third party, and if you give your consent directly to such person to collect, use, disclose or communicate such information for new or different purposes than those set out herein, then you agree that to the extent permitted by law, such person may collect, use, disclose and communicate such information for those purposes as well as those set out herein.

Credit information will be shared with credit reporting agencies in order for us to assess credit and report out credit experience in accordance with our credit reporting agencies' agreements.

We may also aggregate statistics that we gather about our customers and provide these statistics to third parties. However, when we do this, these statistics will not include personal information that identifies individuals.

Protection:

We have conducted a review of our information systems and trained our staff to comply with this policy. We have ensured that appropriate safe guards are in place to protect your information. Only those employees who need access to your information for the uses outlined herein shall have access to your information.

Release:

By providing your personal information and signing our guest registration card you grant to the Stagewest Hospitality and its affiliates an unrestricted, perpetual, irrevocable, worldwide, royalty-free license to use, reproduce, modify, adapt and develop derivative work based upon or derived from such information in any form, with the right to grant a sub-license, provided, however, that no use may be made of personal information in contravention of this policy.

Contact:

For further information or comments, please contact:

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We reserve the right to modify or supplement this policy at anytime. We will notify you of changes to this policy by making copies available at Guest Services. We will seek your consent if we wish to use your personal information for purposes other than those set out herein.

