

## **Your Hotel Moments OÜ Privacy Policy**

The following Privacy Policy explains how Your Hotel Moments OÜ, registry code: 16057226 utilizes the private data that the company collects from its clients who visit the [www.yourhotelmoments.com](http://www.yourhotelmoments.com) website and sign up for the offered on-demand photography services. Our company abides to the governing laws of Estonia. Company registration address: Sepapaja tn 6, 15551 Tallinn, Estonia.

### **Overview**

Your Hotel Moments OÜ is a company offering an on-demand service connecting guests of luxury hotels (Partners) to freelance photographers in various cities around the world. Your Hotel Moments OÜ helps organize the photo shoot, processes the images and delivers them to the clients, as well as shares them with the Partner hotel upon obtaining the respective permission from the clients.

Protecting our clients' personal information is our greatest priority.

In the below Privacy Policy clients will find a guide to all of the information related to data collection and usage of the Your Hotel Moments OÜ websites. By using our website, the visitor gives consent for Your Hotel Moments OÜ to collect and process various types of data that is described below in detail.

### **What data do we collect?**

Your Hotel Moments OÜ collects the following data:

Once the client completes the sign-up form on his own using our booking interface powered by SimplyBook.Me or with the help of a concierge at the Partner hotel, a booking request is created. The request includes the following information:

Personal identification number, name, last name, email address and phone number, information on whether the client is willing to share the final image selection with the Partner hotel or not (by ticking the designated box), as well as any additional information the client chooses to provide in the "additional information" field. We also collect credit card and billing information, as well as store the final photographic images with no official time frame. The information is used to complete and process the service request placed by the client requesting the offered photography services. Your Hotel Moments OÜ may also collect various demographic statistics, which are not unique to a specific client, such as his or her age, gender, and location.

Other information may also be collected in the process, such as for example but not limited to, the client's IP address, browser type, domain name, access times, and referring website address. The following information is used to guarantee the highest quality of our service and provide general statistical information regarding the users of our website.

### **Why we collect personal information?**

Your Hotel Moments OÜ collects the clients' personal information in order to provide the requested service and effectively connect the client with the

photographer carrying out the offered service. Your Hotel Moments OÜ will also use the clients' data to inform him or her about updates, new products, services, and any changes that are made to the service. We do not share any of demographic data with third parties, and keep all the requested information strictly confidential.

The only instance when Your Hotel Moments OÜ may disclose your personal information without a previously acquired consent from the client is when it is requested to do so by law or if the company believes in good faith supporting this action.

### **How do we collect the data?**

The data is provided by clients directly to Your Hotel Moments OÜ.

We collect the data and process it during the following touch points:

- Once the client places an inquiry on our website directly
- Once the client fills out the application card and hands it over to the concierge at the hotel so that he or she inputs the following data into our online booking form
- When a user visits our website (via the browser cookies)
- When the client contacts us via email, phone or using other communication channels

### **How will we use your data?**

Your Hotel Moments OÜ collects clients' data in order to:

- Process the clients booking inquiry and organize all the details in order to host a successful photo shoots and provide the best service possible. Special consent from the customer is not required in this instance
- Keep in touch with the client, informing him or her about our special offers discounts and new services.

Your data will not be shared with the photographer, as we handle all the communication between the two parties directly. Clients meet with the photographer in the lobby of the hotel exactly **10 minutes** before the beginning of the photo shoot and in case of any problems or issues our Moment's Concierge will be in touch directly with the Client, or through the hotel's Concierge.

We may use various data processors such as Google Analytics, WIX analytics, and other online marketing tools, in order to process the data acquired and previously mentioned.

We will never sublicense or sell Clients' images without their permission. The images from the final photo shoots may be used for promotional purposes of the Your Hotel Moments OÜ service on our owned channels.

These may include but are not limited to: our website or social media channels, printed materials, press articles about our services on third party platforms both online and off-line, paid marketing campaigns.

Given the Clients' permission for Your Hotel Moments OÜ to share the final images with the Partner hotels, the hotel will also receive a folder with the final images and may choose to post them on the hotel's owned social media channels only.

The Client reserves the right to inform Your Hotel Moments OÜ at any point that he or she does not want the photos from the photo shoot to be used anywhere. We will make sure to remove them, and not to publish them in the future. We securely store all of the clients' data and photographs on a separate server following all the security standards.

## **Marketing**

Your Hotel Moments OÜ might share promotional information about the company's products and services that we believe would be interesting for our Clients. Our Clients may always choose to unsubscribe from the marketing mailings and newsletters by using the "unsubscribe" button included in every email. You may also request for Your Hotel Moments OÜ to fully delete your contact details from our database, following the GDPR requirements. In order to do so, please send us an email at [concierge@yourhotelmoments.com](mailto:concierge@yourhotelmoments.com).

## **Clients' rights**

Every client has the following rights for their data protection:

- The right to access - the client may I ask Your Hotel Moments OÜ for copies of the personal details that are stored on our servers.
- The right to rectification - the client reserves the right for the company to update any of the previously stored information the client believes is inaccurate or outdated.
- The right to erasure - the client may request for the company to completely erase all of his or her personal data under specific conditions.
- The right to file a complaint - the client may always send us thoughts and complains by using our email [concierge@yourhotelmoments.com](mailto:concierge@yourhotelmoments.com).
- The right to restrict processing - the client may always ask Your Hotel Moments OÜ to restrict the processing of his or her personal data under specific conditions.
- The right to object to processing - the client retains the right to object to Your Hotel Moments OÜ processing his or her data under specific conditions.
- The right to data portability - the client has the right to request Your Hotel Moments OÜ to transfer the previously collected client's data to another organization or do it directly to him or her under specific conditions.

If the client wishes to make a request, Your Hotel Moments OÜ has one calendar month to respond. If the client would like to take advantage of any of the previously mentioned rights he or she may contact us at any point at [concierge@yourhotelmoments.com](mailto:concierge@yourhotelmoments.com).

## **Cookies**

Cookies represent small text files that are located on the client's computer and collect daily Internet log data about the client's behaviour online. When a client accesses the [www.yourhotelmoments.com](http://www.yourhotelmoments.com) website, the company may collect these bits of information automatically through the cookie or similar technology. The company will never collect sensitive or personal data that may allow personally identifying the clients via cookies.

The reason we use cookies is because it allows Your Hotel Moments OÜ to optimize the clients' experience with our service and websites including but not limited to:

- Understanding how the client uses the website and processes the information displayed on it
- Marketing tools - we use cookies to analyze the website's functionality, advertising and analytics.

The client may always set his or her browser to block cookies, deleting the previously acquired history which would allow them to maintain privacy. Please note that if you choose to restrict cookies, parts of our website features may not function properly.

### **How to get in touch?**

If a client has any inquiry or question about the Your Hotel Moments OÜ Privacy Policy, data collection process or another question, we are always happy to get in touch. Please email us at: [concierge@yourhotelmoments.com](mailto:concierge@yourhotelmoments.com)

### **Privacy policy of other websites**

The Your Hotel Moments OÜ website may contain links to other third-party websites. The third-party websites have their own Privacy Policy documents and we recommend visiting them if the client has any questions. One of these websites is our booking provider: [www.SimpleBook.me](http://www.SimpleBook.me).

The current Privacy Policy document refers exclusively to the Your Hotel Moments OÜ website.

### **Changes to Your Hotel Moments OÜ Privacy Policy**

Your Hotel Moments OÜ has the right to review and update the following Privacy Policy, publishing all the information on the webpage for clients' access. The Privacy Policy was last updated on 1 October 2020.