

Intelity Privacy Policy

Effective date: March 1, 2015

Welcome to Intelity (“Intelity,” “we,” “us” or “our”). Our Privacy Policy explains how we collect, use, share and protect information in relation to our mobile application, website, and any software provided on or in connection with Intelity services (collectively, the “Service”). The Service provides information about hotels including photos, videos, descriptions, maps, and directions. The Service may be used to find a hotel or reservation and make reservations for rooms, dining, spa and certain other activities at a hotel. Using the Service, you can check-in, check-out, view your folio and create and modify your profile including billing account information with hotels. At certain hotels, you may be able to use the Service to make requests for products and services from the hotel during your stay. The Service is owned and controlled by Intelity Solutions, Inc. (“Intelity”).

This Privacy Policy applies to all visitors, users, and others who access the Service (“Users”).

Information We Collect

We collect the following types of information.

Information you provide us directly:

- Profile information that you provide for your user profile (e.g., first and last name).

Log file information:

- Log file information is automatically reported by your browser each time you make a request to access (i.e., visit) a web page or app. It can also be provided when the content of the web page or app is downloaded to your browser or device.
- When you use our Service, our servers automatically record certain anonymous log file information, which allows for more accurate reporting and improvement of the Service.

Cookies and similar technologies:

- When you visit the Service, we may use cookies and similar technologies like pixels, web beacons, and local storage to collect information about how you use Instagram and provide features to you.
- We may ask advertisers or other commercial partners to serve ads or services to your devices, which may use cookies or similar technologies placed by us or the third party.

Analytics information:

- We use third-party analytics tools to help us measure traffic and usage trends for the Service. These tools collect information sent by your device or our Service, including the web pages you visit, add-ons, and other information that assists us in improving the

Service. We collect and use this analytics information with analytics information from other Users so that it cannot reasonably be used to identify any particular individual User.

Device identifiers:

- When you use a mobile device like a tablet or phone to access our Service, we may access, collect, monitor, store on your device, and/or remotely store one or more “device identifiers.” Device identifiers are small data files or similar data structures stored on or associated with your mobile device, which uniquely identify your mobile device. A device identifier may be data stored in connection with the device hardware, data stored in connection with the device’s operating system or other software, or data sent to the device by Intelity.
- A device identifier may deliver information to us about how you browse and use the Service. Some features of the Service may not function properly if use or availability of device identifiers is impaired or disabled.

How We Use Your Information

In addition to some of the specific uses of information we describe in this Privacy Policy, we may use information that we receive to:

- help you efficiently access your information after you sign in;
- remember information so you will not have to re-enter it during your visit or the next time you visit the Service;
- provide personalized content and information to you and others;
- provide, improve, test, and monitor the effectiveness of our Service;
- develop and test new products and features;
- determine products or services that may be of interest to you;
- monitor metrics such as total number of visitors, traffic, and demographic patterns;
- diagnose or fix technology problems; and
- automatically update the Intelity application on your device.

Sharing of Your Information

We may share your information (including but not limited to, information from log files, device identifiers, location data, and usage data) with businesses that are legally part of the same group of companies that Intelity is part of, or that become part of that group (“Affiliates”). Affiliates may use this information to help provide, understand, and improve the Service (including by

providing analytics) and Affiliates' own services (including by providing you with better and more relevant experiences).

If we sell or otherwise transfer part or the whole of Intelity or our assets to another organization (e.g., in the course of a transaction like a merger, acquisition, bankruptcy, dissolution or liquidation), your information such as name and email address, and any other information collected through the Service may be among the items sold or transferred. The buyer or transferee will have to honor the commitments we have made in this Privacy Policy.

We may provide your information to service providers who assist us in providing you with the Service and other information and services you are requesting from us. These service providers may include computer hosting services, email or mobile device communication companies. We have agreements with such service providers which provide that your information can only be used in connection with providing services for us in connection with providing you the Service.

We may rent or sell your information to third parties outside Intelity (or the group of companies of which Intelity is a part) without your consent, but Intelity will anonymize your information prior to sharing with such third parties.

We may access, preserve and share your information in response to a legal request (like a search warrant, court order or subpoena) if we have a good faith belief that the law requires us to do so. This may include responding to legal requests from jurisdictions outside of the United States where we have a good faith belief that the response is required by law in that jurisdiction, affects users in that jurisdiction, and is consistent with internationally recognized standards. We may also access, preserve and share information when we have a good faith belief it is necessary to: detect, prevent and address fraud and other illegal activity; protect ourselves, you and others, including as part of investigations; or prevent death or imminent bodily harm. Information we receive about you may be accessed, processed and retained for an extended period of time when it is the subject of a legal request or obligation, governmental investigation, or investigations concerning possible violations of our terms or policies, or otherwise to prevent harm.

How We Store Your Information

Your information collected through the Service may be stored and processed in the United States or any other country in which Intelity or its affiliates or service providers maintain facilities.

Intelity, its affiliates or service providers may transfer information that we collect about you, including personal information across borders and from your country or jurisdiction to other countries or jurisdictions around the world. If you are located in the European Union or other regions with laws governing data collection and use that may differ from U.S. law, please note that we may transfer information, including personal information, to a country and jurisdiction that does not have the same data protection laws as your jurisdiction.

By registering for and using the Service you consent to the transfer of information to the U.S. or to any other country in which Intelity, its affiliates or service providers maintain facilities and the use and disclosure of information about you as described in this Privacy Policy.

We use commercially reasonable safeguards to help keep the information collected through the Service secure and take reasonable steps (such as requesting a unique password) to verify your identity before granting you access to your account. Information is stored on hosted database servers, and communication with the database is encrypted. However, Intelity cannot ensure the security of any information you transmit to Intelity or guarantee that information on the Service may not be accessed, disclosed, altered, or destroyed.

You are responsible for maintaining the secrecy of your unique password and account information at all times.

Following termination or deactivation of your account, Intelity, its Affiliates, or its service providers may retain information (including your profile information) for backup, archival, and/or audit purposes.

Children's Privacy

The Service is intended for persons 13 years of age or older. Intelity does not knowingly collect or solicit any information from anyone under the age of 13 or knowingly allow such persons to register for the Service. The Service and its content are not directed at children under the age of 13. In the event that we learn that we have collected personal information from a child under age 13 without parental consent, we will delete that information as quickly as possible. If you believe that we might have any information from or about a child under 13, please contact us.

Other Web Sites and Services

We are not responsible for the practices employed by any websites or services linked to or from our Service, including the information or content contained within them. Please remember that when you use a link to go from our Service to another website or service, our Privacy Policy does not apply to those third-party websites or services. Your browsing and interaction on any third-party website or service, including those that have a link on our website, are subject to that third party's own rules and policies.

Limitation of Liability

By providing us with any personal information, you expressly and unconditionally release and hold us harmless from any and all liability for any injuries, loss or damage of any kind arising from or in connection with the use and/or misuse of the information. In addition, while we take efforts to ensure the proper and appropriate use of data by our service providers that may receive your information from us, we cannot be liable for any injuries, loss or damage of any kind arising from or in connection with the use and/or misuse of your information caused by those service providers.

Changes to Our Privacy Policy

Intelity may modify or update this Privacy Policy from time to time, so please review it periodically. We may provide you additional forms of notice of modifications or updates as appropriate under the circumstances. Your continued use of Intelity or the Service after any modification to this Privacy Policy will constitute your acceptance of such modification.

How to Contact Us

If you have any questions about this Privacy Policy or the Service, please contact us at ice.support@integrity.com.

© Copyright 2015 Integrity Solutions, Inc. All rights reserved.