

## **Privacy Policy**

At Dorsett Singapore, your privacy is of the utmost importance. We are committed to provide quality service to our guests, patrons and potential customers and are further committed to protecting your privacy.

To ensure you can make informed decisions and feel confident about supplying personal data relating to you when using our services, we provide this privacy policy outlining our data collection practices and the choices you have concerning how the data is being collected and used.

We limit the collection, use and retention of the Data to the specific information we need for legitimate purposes to administer our business, to provide you with quality service and to offer various products or services from us that may be of interest to you. We take appropriate steps to protect Data collected against unauthorised access, disclosure or alteration, and to keep such Data up to date.

By accessing and entering this site, your use indicates your agreement to the terms of this policy.

### **What personal data do we collect**

The information we may collect from you or your travel partners includes your name, gender, date of birth, nationality, passport or any other travel documents issued to you, home/work address, e-mail, contact and fax numbers, information about likes and dislikes, credit card information or other information needed to complete a reservation with us or to use our services.

### **How do we collect your personal data**

We collect information in a variety of ways including :

- When you make a booking directly with us either online, by phone, by email or in person
- When you make a booking through a third party (eg, an online travel agent)
- When you fill up a registration card upon your check in to the hotel
- By providing concierge and other guest facilitation services
- When you make an Enquiries and Reservations of hotel rooms and facilities
- By doing Market Research via feedback, service quality audits and analysis and review of service standards

### **How we use your personal data**

We may use your personal information to:

- Provide services to you (including trying to meet your preferences and managing your stay)
- Conduct credit checks and bill you for your stay or for services provided to you
- Trusted third party service providers, under contract with Dorsett, which require your information for transactional, analytical or management services such as credit card processing, market research or database management services
- Undertake marketing and promotions to you unless you opt out of our database
- Undertake surveys seeking to improve the delivery of our services unless you opt out of our database
- Comply with legal, law enforcement and regulatory requirements
- For fraud protection and credit risk protection
- In case of emergency and security concerns (eg, admission to hospitals or police investigation)

## Consent

Consent is deemed to be given when you request for services to be delivered or accommodation to be provided for and which your Personal Data is required to fulfil the transaction process and delivery.

By providing your personal information to us, you may receive promotional mailing and offers.

## Withdrawal Of Consent

If you do not wish to receive any promotional updates or news from us, withdraw consent or to access and update your Personal Data, please contact our Privacy Officer via email to [execoffice.singapore@dorsetthotels.com](mailto:execoffice.singapore@dorsetthotels.com) with reasonable notice and we will endeavour to respond within a reasonable timeframe.

## Access, Update And Storage Of Personal Data

To access and update your Personal Data, we will require you to furnish us with your current Personal Data so as to retrieve the Data and verify the authenticity of the request. The request can be sent via email only to [execoffice.singapore@dorsetthotels.com](mailto:execoffice.singapore@dorsetthotels.com)

Personal Data may be stored indefinitely due to financial or legal requirements as well as to provide a seamless guest experience (e.g. a returning hotel guest will not have to repeat his/her preferences for room arrangement, etc.).

## Security

All information gathered is stored in our secure server and all practicable steps have been taken to ensure that the information you have provided is protected against unauthorised or accidental access. It can only be accessed by authorised persons. However, we cannot be held responsible for unauthorised or accidental access which is beyond our control.

## Contact Us

Please contact us if:

- You believe your personal information has been accessed without your consent
- You believe we have not honoured our obligations relating to your privacy rights
- You have any questions regarding our privacy policy
- You would like to unsubscribe from our mailing list, you would like us to remove your personal information or you would like us to update your personal information

Your request should be addressed to:

The Privacy Officer  
Dorsett Singapore  
[execoffice.singapore@dorsetthotels.com](mailto:execoffice.singapore@dorsetthotels.com)

## Updates Of Policy

This Policy may be updated from time to time to comply with legal, regulatory or business requirements and environment. As no prior notice will be issued, please visit this page to peruse changes or updates to the Policy. Your continued use of this website and our services constitute an agreement to the new and updated Policy.

## Governing Law

This Data Protection Policy and your use of this website shall be governed in all respects by the laws of Singapore.

## Links To Other Privacy Notices

For more detailed information about how the Dorsett Group collects and handles personal information, please visit our Corporate's Website: <http://www.dorsett.com/privacypolicy/>