

## Six Continents Hotels, Inc.

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### Privacy & Security Policy

Your privacy is very important to Hotel Indigo Asheville Downtown. To help protect your privacy, we adhere to the following guidelines.

- Hotel Indigo Asheville Downtown will explicitly ask when it needs information that personally identifies our customers or allows it to contact our customers (Personal Information). Generally this information is requested when making reservations, joining the IHG Rewards Club® Worldwide frequent traveler program, registering for a site, when requesting a particular service, or when entering a contest. When possible, Hotel Indigo Asheville Downtown will provide our customers with the means to make sure that your Personal Information is correct and current.
- Hotel Indigo Asheville Downtown and its service providers use Personal Information to operate the site, provide services, and to inform our customers of new features, services, and products. Hotel Indigo Asheville Downtown may also carefully select other companies to send our customers information about their products or services (a Secondary Use).
- If Hotel Indigo Asheville Downtown intends to use Personal Information for a Secondary Use, Hotel Indigo Asheville Downtown will not do so until we have provided our customers with an opportunity to affirmatively select such service
- Hotel Indigo Asheville Downtown may disclose Personal Information if required to do so by law or in the good-faith belief that such action is necessary to (a) comply with applicable law or with legal process served on Hotel Indigo Asheville Downtown or the site; (b) protect and defend the rights or property of Hotel Indigo Asheville Downtown or this site, and (c) act under exigent circumstances to protect the personal safety of users of Hotel Indigo Asheville Downtown hotels, the site, or the public.

If at any time a customer believes that Hotel Indigo Asheville Downtown has not adhered to these principles, please notify Hotel Indigo Asheville Downtown by e-mail [hotelindigo.avl@interstatehotels.com](mailto:hotelindigo.avl@interstatehotels.com) and we will use all commercially reasonable efforts to promptly determine and correct the problem.

Our customers should also be aware that information and data may be automatically collected through the standard operation of our internet servers and through the use of cookies. Cookies are small text files a web site can use to recognize repeat users, facilitate the users ongoing access to and use of the site and allow a site to track usage behavior and compile aggregate data that will allow content improvements and targeted advertising. Cookies are not programs that come onto a system and damage files. Generally, cookies work by assigning a unique number to each customer that has no meaning outside the assigning site. If you do not want information collected through the use of cookies, there is a simple procedure in most browsers that allows a customer to deny or accept the cookie feature; however, you should note that cookies may be necessary to provide customers with certain features (e.g., customized delivery of information) available on Hotel Indigo Asheville Downtown web site.

