



HOTEL PLAZA  
**San Martín**

## PRIVACY POLICY

PLAZA SAN MARTÍN HOTEL OPERATE THE WEBSITE [WWW.HOTELPLAZASANMARTIN.COM](http://WWW.HOTELPLAZASANMARTIN.COM) (THE “SITE”). WE ARE COMMITTED TO MAINTAINING THE PRIVACY OF PERSONALLY IDENTIFIABLE INFORMATION (WHICH INCLUDES INFORMATION SUCH AS NAME,

CREDIT CARD NUMBER, PHONE NUMBER, ADDRESS AND EMAIL ADDRESS) THAT YOU PROVIDE TO US WHEN USING OUR SITE OR SERVICES. THIS PRIVACY NOTICE DESCRIBES HOW WE TREAT THE INFORMATION WE RECEIVE WHEN YOU SHARE PERSONALLY IDENTIFIABLE INFORMATION WITH US. IT ALSO DESCRIBES THE CHOICES AVAILABLE TO YOU REGARDING OUR USE OF YOUR PERSONALLY IDENTIFIABLE INFORMATION AND HOW YOU CAN ACCESS AND UPDATE THIS INFORMATION.

IF YOU HAVE QUESTIONS OR COMPLAINTS REGARDING THIS PRIVACY NOTICE, OR OUR PRACTICES, PLEASE CONTACT US AT [TELEMERCADEO@DISTRITOHOTELERO.COM](mailto:TELEMERCADEO@DISTRITOHOTELERO.COM).

## PRIVACY PRINCIPLES

PLAZA SAN MARTÍN HOTEL FOLLOWS THE FOLLOWING PRINCIPLES IN ORDER TO PROTECT YOUR PRIVACY:

- WE DO NOT COLLECT ANY MORE PERSONALLY IDENTIFIABLE INFORMATION ABOUT YOU THAN IS NECESSARY;
- WE ONLY USE YOUR PERSONALLY IDENTIFIABLE INFORMATION FOR THE PURPOSES WE SPECIFY IN THIS PRIVACY NOTICE, UNLESS YOU AGREE OTHERWISE;
- WE DO NOT KEEP YOUR PERSONALLY IDENTIFIABLE INFORMATION IF IT IS NO LONGER NEEDED; AND
- OTHER THAN AS WE SPECIFY IN THIS PRIVACY NOTICE, WE DO NOT SHARE YOUR PERSONALLY IDENTIFIABLE INFORMATION WITH THIRD PARTIES.

# INFORMATION WE COLLECT

WE COLLECT PERSONALLY IDENTIFIABLE INFORMATION FROM YOU IF YOU REQUEST INFORMATION FROM US, SIGN UP TO JOIN OUR EMAIL LISTS, MAKE A RESERVATION WITH US, REGISTER FOR AN ACCOUNT, PARTICIPATE IN OUR PROMOTIONS, SUCH AS CONTESTS AND SWEEPSTAKES, TAKE OUR SURVEYS, USE OUR PRODUCTS AND SERVICES, CONTACT US ABOUT A PURCHASE, OR EMAIL, CALL OR OTHERWISE COMMUNICATE WITH US.

IN ORDER FOR YOU TO INITIATE OR COMPLETE A RESERVATION WITH US, WE REQUEST CERTAIN PERSONALLY IDENTIFIABLE INFORMATION FROM YOU ON OUR RESERVATIONS FORM, INCLUDING YOUR CONTACT INFORMATION.

(SUCH AS NAME, EMAIL OR SHIPPING ADDRESS)

AND FINANCIAL INFORMATION

(SUCH AS CREDIT CARD NUMBER, EXPIRATION DATE).

IF YOU MAKE A RESERVATION FOR SOMEONE ELSE, WE WILL ALSO COLLECT THE NAME AND ADDRESS OF THAT PERSON SO THAT WE CAN PROVIDE THEM WITH THE SERVICES REQUESTED. WHEN YOU PROVIDE US WITH THIS INFORMATION WE WILL ONLY USE IT FOR THE SPECIFIC REASON FOR WHICH IT IS COLLECTED.

PLAZA SAN MARTÍN HOTEL RECEIVES AND RECORDS INFORMATION ON OUR SERVER LOGS FROM YOUR BROWSER, INCLUDING YOUR IP ADDRESS, DOMAIN TYPE, BROWSER VERSION, SERVICE PROVIDER, COOKIES, AND THE PAGES YOU REQUEST.

# HOW WE USE YOUR INFORMATION

INFORMATION WE COLLECT MAY BE USED IN THE FOLLOWING WAYS:

- TO RESPOND TO YOUR REQUESTS OR INQUIRIES.
- TO PROCESS AND COMPLETE YOUR TRANSACTIONS, INCLUDING, AS APPLICABLE, CUSTOMER SERVICE, ORDER CONFIRMATION, BILLING, DELIVERING PRODUCTS OR SERVICES, AND OTHERWISE FULFILL OUR CONTRACTUAL OBLIGATIONS TO YOU.
- WITH YOUR CONSENT, TO PROVIDE YOU WITH NEWSLETTERS, ARTICLES, ALERTS AND ANNOUNCEMENTS.
- WITH YOUR CONSENT, TO SHARE OFFERS FROM OTHER COMPANIES WITH YOU.
- WITH YOUR CONSENT, TO CONDUCT MARKET RESEARCH.
- TO ANALYZE TRANSACTIONS AND PURCHASE HISTORIES TO IMPROVE OUR PRODUCT AND SERVICES OFFERINGS.
- AS NECESSARY TO VERIFY AND VALIDATE YOUR IDENTITY.
- TO KEEP RECORDS OF OUR INTERACTIONS WITH YOU IF YOU MAKE A RESERVATION OR OTHERWISE DEAL WITH OUR REPRESENTATIVES.
- TO PREVENT, INVESTIGATE OR PROVIDE NOTICE OF FRAUD, UNLAWFUL OR CRIMINAL ACTIVITY, OR UNAUTHORIZED ACCESS TO OR USE OF PERSONALLY IDENTIFIABLE INFORMATION, OUR SITE OR DATA SYSTEMS.
- TO CARRY OUT OUR LEGAL OBLIGATIONS AND ENFORCE OUR LEGAL RIGHTS.
- TO FULFILL ANY OTHER PURPOSE FOR WHICH YOU PROVIDE YOUR PERSONALLY IDENTIFIABLE INFORMATION TO US.

# SECURITY

THE SECURITY OF YOUR PERSONALLY IDENTIFIABLE INFORMATION IS IMPORTANT TO US. WHEN YOU ENTER SENSITIVE INFORMATION SUCH AS CREDIT CARD NUMBER ON OUR REGISTRATION OR ORDER FORMS, WE ENCRYPT THAT INFORMATION USING SSL.

WE FOLLOW GENERALLY ACCEPTED INDUSTRY STANDARDS TO PROTECT THE PERSONALLY IDENTIFIABLE INFORMATION SUBMITTED TO US, BOTH DURING TRANSMISSION AND ONCE WE RECEIVE IT. NO METHOD OF TRANSMISSION OVER THE INTERNET, OR METHOD OF ELECTRONIC STORAGE, IS 100% SECURE, HOWEVER. THEREFORE, WHILE WE STRIVE TO USE COMMERCIALY ACCEPTABLE MEANS TO PROTECT YOUR PERSONALLY IDENTIFIABLE INFORMATION, WE CANNOT GUARANTEE ITS ABSOLUTE SECURITY.

THE INFORMATION WE COLLECT ABOUT YOU IS STORED IN LIMITED ACCESS SERVERS. WE MAINTAIN SAFEGUARDS TO PROTECT THE SECURITY OF THESE SERVERS AND YOUR PERSONALLY IDENTIFIABLE INFORMATION. WE RETAIN PERSONALLY IDENTIFIABLE INFORMATION ONLY AS LONG AS NECESSARY TO COMPLETE A PURCHASE, THWART FRAUD, OR PROVIDE CUSTOMER SERVICE.

## CHANGES TO THIS PRIVACY NOTICE

WE RESERVE THE RIGHT TO MODIFY THIS PRIVACY NOTICE AT ANY TIME. IF WE MAKE MATERIAL CHANGES TO THIS POLICY, WE WILL NOTIFY YOU HERE, OR BY MEANS OF A NOTICE ON THE SITE. IF WE MAKE ANY SUBSTANTIAL CHANGE TO THE WAY WE USE YOUR PERSONALLY IDENTIFIABLE INFORMATION, WE WILL NOTIFY YOU BY EMAIL. YOU MAY HAVE AN OPPORTUNITY TO OPT OUT OF SUCH NEW OR DIFFERENT USES OF YOUR PERSONALLY IDENTIFIABLE INFORMATION PRIOR TO THE CHANGE BECOMING EFFECTIVE. WE ENCOURAGE YOU TO PERIODICALLY REVIEW THIS PAGE FOR THE LATEST INFORMATION ON OUR PRIVACY PRACTICES.