

## **PRIVACY PRINCIPLES**

Within the scope of the services provided by RICHMOND on the website, some of your personal information is collected. The personal information may include the followings: communication details, information about your reservation, information about your stay at the hotel and purpose of your visit, information about your product or service purchase, your personal information, your national origin, your income, passport or ID number, payment details, information about the persons travelling with you, your marketing and communication preferences, your IP address used when you visited our website, the pages you visited on our website, the data and features introducing your mobile device in case you visited our website through your mobile device, latitude and longitude info and any other information that you prefer to provide us or we can obtain from the third parties. The above-mentioned information can be accessed and saved by us.

The personal information is used to make sure that the service you demand from RICHMOND is offered in the best way. They are also used to enhance the services of RICHMOND, to provide you high quality service, to ensure that our website, products and services attract your attention and to increase their quality, to realize your payments when necessary, to update your information and to manage and maintain your account and to make sure that the third parties act to provide technical, logistics and similar other functions on behalf of us. The demographic information, on the other hand, is used to direct and segment the users by their interests.

In addition, the personal information can be used to send you newsletters or proposals, inform you about the campaigns and special offers and for other marketing communication upon the receipt of your approval and by ensuring the possibility that you may withdraw your approval any time you like.

Some part of the information can be shared with the advertisement providers to make sure that the advertisements can be adapted to the target audience on condition that they are shared collectively with the information belonging to the other users. In this context, no personal information is shared. The information is used only to conduct some analyses about the group tendencies and to segment the users accordingly.

The information entered in the website by the users as members can be accessed and changed by the members only. The information can never be accessed or changed by someone else.

When you do a financial transaction on our website, you agree that your financial data is shared with the third parties (banks, credit card companies, etc.) to complete your transaction. The information to be shared includes all the needed financial details such as the credit card number, card deadline, and CVV2.

RICHMOND agrees to keep the personal information private assuming it as an obligation of confidentiality, to ensure and maintain confidentiality, to take due precautions and to pay due attention to avoid the entrance of all or some part of the personal information in the public space or their unauthorized use or disclosure to the third parties by reserving their legal obligations.

RICHMOND may obtain some of the above-mentioned personal information by using a technical communication file (Cookie). Cookies are small text files sent by the website user to its browser to be kept in the main storage. Cookies facilitate the use of the Internet by keeping the status and preferences about the website. Cookies help to obtain statistical data about the purpose and website

visiting frequency of a user and how long the user has stayed signed in. They also help to offer dynamic ads and content specifically designed from the user pages for users. The Cookies are not designed to obtain data or any personal information from the main storage or your e-mail. Many browsers accept cookies as default. However, if they like, the users can change the settings to avoid receiving cookies or to receive a warning sign when cookies are sent.

RICHMOND may change the content of this Privacy Policy hereby at its discretion. The principles of the Privacy Policy changed by RICHMOND enter into force on the date they are posted on the website. Continuing to use the website after the changes are announced means that you accept the changes.