



## **PRIVACY STATEMENT**

Revised as of February 7, 2005

**Burba Hotel Network, LLC** ("BHN") has created this privacy statement to demonstrate our firm commitment to fully disclosing the information collection and use practices applicable to this website. This privacy statement discloses what information we collect via this website and how we use it.

### **Information Collection and Dissemination**

#### **General Principles**

- In general, you may visit this website without identifying yourself or revealing any personal information.
- As you browse our website, the site collects log file, IP address of your computer, and other standard tracking data we use to evaluate site traffic and usage patterns. Such information is aggregated with tracking data from all site visitors. We will use the information to personalize the site according to your preferences based on the aggregated information. We also use the aggregated information to evaluate products and services we may offer to you.
- Some portions of this website may require you to give us personally identifiable information such as your name, job title, company, physical mailing address, e-mail address, telephone and fax numbers (Personal Information) and, if applicable, financial information such as your credit card information (Financial Information), for, without limitation, (i) registration for attendance at certain BHN conferences and events. If you communicate with us by e-mail, post messages to any of our chat groups, bulletin boards or forums, or otherwise complete online forms or surveys, any information provided in such communications may be collected as Personal Information.
- If you elect to provide us Personal Information, we use it primarily to deliver the service you requested.
- If you submit Financial Information, we use that information primarily to verify your credit and collect payments for your purchases, orders, registrations etc.

#### **Information Sharing**

We may share your Personal Information with BHN's affiliates and partners and third parties licensed to access your Personal Information by any of the foregoing.

Except as otherwise provided in this privacy policy, we will keep your Personal Information and your Financial Information private and will not share it with third parties, unless such disclosure is necessary to: (a) comply with a court order or other legal process; (b) protect our rights or property; or (c) enforce our terms of service.

### **Aggregated information**

We sometimes provide aggregated usage or tracking information collected from this website to third parties.

### **Information on Children**

As a business-to-business company, we do not knowingly collect information from children. On-line registration and web site usage is restricted to adults who are professionally engaged in the businesses we serve.

**Updating Visitor Information:** You have the option of correcting, updating and modifying your Personal and/or Financial Information, or visitor profile, at any time and as often as desired.

**Third Party and Affiliated Links:** Our websites contain external links to other websites including suppliers, advertisers and affiliates. We have no control over, and are not responsible for, the content of, or information gathered by, these other websites. We do not endorse any of these websites or the products or services associated with such websites merely because they are linked to our website.

### **Cookies**

A "cookie" is a bit of data sent by a website through the browser to the computer of the user visiting the site, and enables the site to return the results the browser expects. BHN uses temporary, session-specific cookies to ensure visits to its website are smooth and customized for the visitor. Such cookies allow us to provide a visitor's browser with information tailored to the visitor's preferences and needs. BHN also uses permanent or persistent cookies that remain on a visitor's computer after the visitor leaves a BHN website.

If you do not want your browser to accept cookies, you can turn off the cookie acceptance option in the browser's settings. However, disabling the cookie support function of the browser will prevent our website from functioning properly and you may not be able to utilize fully all of the site's features and information.

### **Opt-out Option**

Visitors to this website can decide if they want to receive targeted promotional information from BHN. Requests to be removed from BHN's distribution lists must be made in writing.

### **Security and Encryption**

This website takes commercially reasonable precautions to protect your information.

**Notification of Changes**

BHN reserves the right, at any time and without notice, to add to, change, update or modify this privacy policy, simply by posting such change, update or modification on the website. Any such change, update or modification will be effective immediately upon posting on the website.

**Your Acceptance of these Terms**

By using our website, products or services, you signify your acceptance of the terms of the BHN Privacy Policy. If you do not agree to the terms of the BHN Privacy Policy, please do not use the website, products and/or services and exit the site immediately.

Please refer to the BHN [TERMS OF SERVICE](#) for more information.