

## PRIVACY NOTICE

In compliance with Statutory Law 1581 of 2012 on Data Protection (LEPD) and related regulations, this Privacy Notice aims to inform the Data Subject about the processing of data stored in our databases and whether this data will be subject to transmission and/or transfer to third parties. The conditions of processing are as follows:

1. HOTEL T.C. S.A.S., identified by Tax ID No. 900444474-8, will be responsible for processing your personal data.
2. In order to provide you with comprehensive customer service, the personal data collected will be processed for the following purposes: registration of guests and companions, administrative management, customer loyalty programs, internal statistics management, reservation management, collections and payments, invoicing, financial and accounting management, tax management, marketing, opinion surveys, sending information and commercial communications through the registered channels, market research, advertising, market segmentation, offering products and services, managing the registration and updating of the SIAT platform of the Ministry of Commerce, Industry and Tourism in accordance with Resolution 700 of 2021, and consulting information from public and private sources or restricted lists for the prevention of money laundering and terrorist financing and due diligence of counterparties.
3. Providing information concerning Sensitive Data, understood as data that affects privacy or generates any type of discrimination, or data concerning minors, is optional.
4. The Data Subject's data processing policy, as well as any substantial changes to it, can be consulted by contacting the following email address: [protecciondatos@hoteltorredecali.com](mailto:protecciondatos@hoteltorredecali.com).
5. The Data Subject may exercise their rights of access, rectification, erasure, revocation, or complaint regarding their data by sending a written request to HOTEL T.C. S.A.S. at the email address [protecciondatos@hoteltorredecali.com](mailto:protecciondatos@hoteltorredecali.com), indicating in the subject line the right they wish to exercise; or by mail to Avenida de las Americas 18N 26, Cali, Valle del Cauca, Colombia.

