

## PRIVACY POLICY

Through using Valor's website, our initiative is to provide you with an experience that delivers the information in a secure and efficient manner. This requires, the gathering of certain types of information about you. Because we understand that your privacy is important, we wish to explain the types of information we gather and the way in which we use it. This Privacy Policy applies to [valorhospitality.com](http://valorhospitality.com).

This Privacy Policy covers two types of information gathered at [valorhospitality.com](http://valorhospitality.com) personal and aggregated. The term "Personal Information" refers to data you voluntarily provide in connection with use of a Site that identifies you and/or the company on whose behalf you are accessing and using a Site. Personal Information includes, e.g., data submitted in connection with our services, such as your name, e-mail address, phone number, company affiliation, physical address and/or certain other personal information. The term "Aggregated Data" refers to general information regarding visitors and users of a Site that relates to use of a Site, e.g., traffic patterns, number of visits to certain pages, visits from other web sites or to third-party web sites linked to a Site, use of particular services and interest in services, information or features of the Site or other parties made available through or found at the Site.

### INFORMATION WE COLLECT

We collect information from you when you sign up for our mailing list. Information collected may include:

- Your name, email address and postal address.

### HOW WE USE THIS INFORMATION

We use the information collected from you primarily to communicate periodically through our mailing list email communications.

We take the utmost care to ensure that the Personal Information we obtain from you is not used in a way that you may be unaware of or are not agreeable to. If you wish to subscribe to our e-mail or postal mail lists we may ask for information such as your name, email or postal address. Typical information includes:

- Enter your email to communicate about marketing, promotions and surveys
- Improve our offering on our website

### USING OUR WEBSITES AND OTHER TECHNOLOGY

We and our third-party service providers use cookies, pixels, web beacons, tracking tools and other similar technologies on our websites to collect information and provide you with the services that you have requested or participate in and to provide targeted advertising. Subject to local consent requirements, we may use this and other information we collect, such as a hashed email address, to help us and our third-party service providers identify other devices that you use (e.g., a mobile phone, tablet, other computer, etc.). We, and our third-party service providers, also may use the

cross-device tracking and other information we learn about you to serve targeted advertising on your devices. We also use the information that we collect to improve our products and services as well as your experience when visiting our websites.

## COOKIE STATEMENT AND POLICY

PLEASE READ THIS COOKIE STATEMENT CAREFULLY BEFORE USING OR OBTAINING ANY MATERIALS, INFORMATION, PRODUCTS OR SERVICES THROUGH THE SITE. BY ACCESSING THE SITE, YOU AGREE TO ACCEPT, WITHOUT LIMITATION OR QUALIFICATION, THIS COOKIE STATEMENT. We reserve the right to change, update, or correct any of this Cookie Statement or any information contained in the Site at any time without notice by posting an amended statement to the Site. Your continued use of the Site means that you accept and agree to the revised Cookie Statement. If you do not accept this Cookie Statement (as amended from time to time), please exit the Site.

**What is a cookie:** A “cookie” is a small text file that is placed onto an Internet user’s web browser or device and is used to remember as well as obtain information about that party. You might be assigned a cookie when visiting our websites. In some instances, where permitted under the applicable law, cookies may also be used for the purposes of certain email campaigns.

**What types of cookies we use and how we use them:** We use three primary types of cookies, which include:

- *Functional Cookies – these cookies support the use of the website and applications and enable certain features to enhance your experience.*
- *Performance Cookies – these cookies collect information needed to support the website and our applications and allow us to improve our website and identify any problems that you faced while visiting us. For example, performance cookies may provide us with information about how you came to our website and how you navigated around our website during your visit. We also use these cookies to provide us with certain statistical and analytics information, such as how many visitors came to our website or how effective our advertising is.*
- *Targeting Cookies – these cookies are used to collect information from you to help us to improve our products and services as well as serve you with targeted advertisements that we believe will be relevant for you. We use targeting cookies across our websites and applications for various marketing initiatives and campaigns. To learn more about cookies and how they are used, please visit: <http://www.allaboutcookies.org/>.*
- *Third-party cookies: As described above, we use a number of third-party service providers to help us manage, carry out and improve our advertising. These parties may set cookies at our direction to help us collect information and provide you with advertisements that we believe would be relevant for you. In some instances, these third parties may also assist us by providing certain statistical and analytics information in relation to our marketing practices. We also may share information collected through cookies (and other tracking technologies) with third parties to use for their own analytics and marketing purposes.*

Managing cookies and opting out: If you do not want to accept cookies, you can block them by adjusting the settings on your Internet browser. However, if you block them, you will not be able to use all the features of our websites and in some cases certain services, and functionality may not be available. To visit without cookies, you can configure your browser to reject all cookies or notify you when a cookie is set. Each browser is different, so check the “Help” menu of your browser to learn how to change your cookie preferences.

If you want to remove or block Cookies from your device at any time, you can update your browser settings (consult your browser’s “help” menu to learn how to remove or block Cookies). You can find good and simple instructions on how to manage Cookies on the different types of web browsers at [www.allaboutcookies.org](http://www.allaboutcookies.org).

