

## **PRIVACY POLICY**

We value your interest in the Peabody Hotel Group and understand the importance of privacy to you. So that you understand our policies and your options, we have prepared this Privacy Policy to explain what information we gather about you when you visit our web site, how we use it, and the safeguards we have in place to protect it. This policy may be updated from time to time, so please check periodically for changes.

### **Information we collect and how we use it**

Peabody Hotel Group gathers visitor information as needed to provide superior service, communicate offers that we believe will be of interest to you, and to administer our business. To better serve you, we may gather information from your visits to Peabody Hotel web sites in certain instances.

**Just Visiting.** You do not need to provide personally identifiable information to visit the Peabody Hotel Group web site. We may collect usage data, such as your browser type and the pages you visited, but it is not personally identifiable if you do not register or otherwise provide personally identifiable information to us. This data is collected automatically through the use of computer "cookies" that monitor on-line behavior so that we can improve our web site and your on-line experience. (Additional information about how computer cookies work and how to disable them appears below.)

**Registration and Web Forms.** When you contact us by email from our web site or register to use special features and services we offer on Peabody Hotel web sites, we may need to know your name, e-mail address, mailing address, and details about the services or information you seek. For example, if you wish to inquire about meeting or banquet accommodations, we need information about you, your organization and your plans. We will use this information to respond to your RFP request. We may also use this information to notify you of special events or promotions we think will interest you. In each instance, this information allows us to process and fulfill your requests, notify you of your status, and to administer any promotional offers. Members of the media, including travel press, who wish to register for access to our online Press Room photo library must contact Maureen Brigid Gonzalez, Director, Public Relations, The Peabody Orlando, at 407-345-4521. Callers seeking Press Room photo library access will need to provide their name, email address, mailing address, and information about their assignments and the publications with which they are affiliated. Callers who qualify will be assigned a password to use along with their user name for online entry. The information obtained from callers will be used to determine whether access will be granted. It will also help us to respond to media requests for information and to customize the site for our media members, while allowing us to protect our photo library. We may also use the information to notify registrants of important changes to the web site, new Peabody Hotel Group services and events, and special offers we think the media may find valuable.

**Reservation Requests.** When you inquire about reservations at one of The Peabody Hotels through a Peabody Hotel Group web site, you will be transferred to the online reservations web

page of Preferred Hotels & Resorts World Wide, an organization to which we belong and which handles on-line reservations for all our Peabody Hotels. In this situation, Peabody Hotel Group may collect or obtain from Preferred Hotels your name, email address, address and other information about your reservations inquiry. We use this information in responding to your inquiry. We may also use this information to notify you of important changes to the web site, new Peabody Hotel Group services and events, and special offers we think you may find valuable.

Please note that in this instance, you will be providing your information to Preferred Hotels & Resorts World Wide. As discussed below in "Links," please review Preferred Hotels' privacy policy to learn about information that it may collect about visitors to its web site and how it uses that information.

### **Links**

You may have reached this site via a link from an independent travel organization to which Peabody Hotel Group belongs, such as Preferred Hotels. If so, that organization will be identified at the top of the home page of this web site. In this instance, please be aware that Peabody Hotel Group may share information collected from your visit with that organization. Further, that organization may independently collect information from you while you are visiting this web site, so we suggest that you review its privacy policy.

This web site also may include links (anchored hypertext references) to other web sites whose privacy practices may differ from ours. Please check those sites' privacy policies, as Peabody Hotel Group and its affiliates are not responsible for the privacy policies or the content of any such web sites to which this site may refer you.

### **How we respect your privacy**

If you register with Peabody Hotel Group through a linked site, such as Preferred Hotels, we may share your information with that specific organization. Except as described in this Privacy Policy or may be required by law, we do not sell, trade, rent or otherwise share your personal information to/with others.

This Privacy Policy applies to our current practices. We may decide to change our policies in the future if we believe that would help us to serve you better. If we decide to share information with trusted third parties in the future, we will post the revised Privacy Policy on our web site to explain about the information that will be gathered and the options you will have regarding participation.

### **How we protect your information**

Peabody Hotel Group maintains practices and procedures designed to ensure the security, integrity and confidentiality of personal information collected through our web site. We have in place a firewall to protect the e-mail server to which all personal information is delivered. Additionally, Peabody uses industry-standard security measures called SSL (for "secure socket layer encryption") for any credit card information that may be transmitted online. We limit access to the information to those employees and contractors who need it to carry out their business functions. We educate our employees about the importance of safeguarding personal information and preventing unauthorized access, disclosure and use. Of course, Peabody Hotel

Group will keep abreast of new technologies for protecting the accuracy and security of customer information that emerge.

### **More about cookies**

"Cookies" are files that contain small pieces of information that can be stored by your web browser on your computer's hard drive. Peabody Hotel Group may store some information on visitors' computers in the form of a cookie or a similar file. These files allow us to gather non-personally identifying information about a visitor's experience and to recognize your return to our site. They allow us to provide you with a customized experience and to speed your navigation on our web site. Our cookies do not gather any personally identifying information, such as your name, or sensitive information such as your credit card number. Most web browsers allow you to exercise control over cookie files on your computer by erasing them, blocking them, or notifying you whenever such a file is stored on your computer. You may wish to review your particular browser for details about options and instructions. Please be aware that if you do elect to disable our cookie, you may not be able to use all our features or take full advantage of our web site.

### **Children**

While we welcome children at The Peabody Hotels, this web site is not intended for children under the age of 13 and we will not knowingly collect any personal identify information from children under 13.

### **Reviewing your personal information and Opting Out**

Should you wish to review or delete personal information you have submitted through our web site, please contact [webmaster@peabodyorlando.com](mailto:webmaster@peabodyorlando.com).

If you would prefer not to receive the information described above from Peabody Hotel Group, you may let us know now or at any time by sending an email to the [webmaster@peabodyorlando.com](mailto:webmaster@peabodyorlando.com), or by sending an 'unsubscribe' or other message using the directions on the information you receive. Press Room media registrants who opt out of receiving any information from The Peabody Hotel may also be deactivated and lose access to the Peabody Hotel photo library. Press Room registrants may also terminate their registrations by contacting MaureenBrigid Gonzalez at 407-345-4521 or [Mgonzalez@peabodyorlando.com](mailto:Mgonzalez@peabodyorlando.com).

This web site is operated by Peabody Hotel Group, Inc. To reach its home page, [click here](#). This Privacy Policy applies to Peabody Hotel Group's existing information collection, use and disclosure practices. If we decide to modify these practices in the future, we will post the new policy on our web site and you will have the opportunity to modify your information on file with us.

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