

Hotel Privacy Policy

Our Privacy Policy at Tower Hotel Waterford is to ensure the privacy and confidentiality of user information. We are committed to maintaining the privacy and security of your user information. We may update this policy from time to time, so please check here frequently. The Tower Hotel Waterford will not disclose identifiable user information to any third party without consent.

What information is collected about you? How do we use it?

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 not agreeable to. You may wish to submit an information request about our Hotel, participate in one of our promotions or subscribe to our e-mail or postal mail lists. In response, we may ask for information such as your name and postal address. In the event you opt to provide us with this information, we will only use it for the purpose specified. Information collected on the Site may be used to:

- Enter your email in our promotions
- Send marketing communications or surveys to you
- Respond to your questions or suggestions
- Improve the quality of your visit to our site

You can opt-out of any of these promotions by emailing Tower Hotel Waterford directly.

We do not sell, rent or share any of your personal information with any other party including any third-party joint promoters, nor use it for unapproved commercial purposes.

At the time you submit personal information or make a request, the intended use of the information you submit will be apparent in the context in which you submit it and/or because the Site states the intended purpose. By submitting personal information at the Site, you are giving your consent and permission for any use that is consistent with uses stated in this Privacy Policy or disclosed elsewhere at the Site at the point you submit such personal information, and such consent will be presumed by the Tower Hotel Waterford, unless you state otherwise at the time you submit the personal information.

Secure Reservations

If you decide to make an online reservation at the Site, you will be linked to a reservation interface and a third party booking engine (Booking Engine) provided by our booking management system vendor Net Affinity.

All information sent to this site, if in an SSL session, is encrypted, protecting against disclosure to third parties.

Protecting your information

We would like our Site visitors to feel confident about using the Site to plan and purchase their accommodations, so Tower Hotel Waterford is committed to protecting the information we collect. Tower Hotel Waterford has implemented a security program to keep information that is stored in our systems protected from unauthorized access.

Our Site is hosted in a secure environment. The Site servers/systems are configured with data encryption, or scrambling, technologies, and industry-standard firewalls. When you enter personal information during the reservation process, or during a customer email sign-up, your data is protected by Secure Socket Layer (SSL) technology to ensure safe transmission.

Children's Privacy & Parental Consent

Please be aware that Tower Hotel Waterford has not designed this Site for, and does not intend for it to be used by anyone under age 18. Accordingly, this Site should not be used by anyone under age 18. Our privacy policy prohibits us from accepting users who are under the age of 18. Tower Hotel Waterford specifically requests that persons under the age of 18 not use this Site or submit or post information to the Site. Should Tower Hotel Waterford inadvertently acquire personal information or other data from users under the age of 18, Tower Hotel Waterford will not knowingly provide this data to any third party for any purpose whatsoever, and any subsequent disclosure would be due to the fact the user under age 18 used the Site and submitted personal information without solicitation by or permission from Tower Hotel Waterford.

Links Provided To Other Sites

Tower Hotel Waterford may provide links to a number of other web sites that we believe might offer you useful information and services. However, those sites may not follow the same privacy policies as Tower Hotel Waterford. Therefore, we are not responsible for the privacy policies or the actions of any third parties, including without limitation, any web site owners whose sites may be reached through this Site, nor can we control the activities of those web sites. We urge you to contact the relevant parties controlling these sites or accessing their on-line policies for the relevant information about their data collection practices before submitting any personal information or other sensitive data.

Cookies

When you visit the Hotel's website, some browsing-related information on your device (computer, Smartphone, tablet etc.) is likely to be recorded in files called "cookies" and stored on your device.

1. What are the different types of cookies?

There are several categories of cookies:

- Strictly necessary cookies: these cookies are essential in order to browse some websites and use all of their features (the user's operating system support, display etc.). Without these cookies, features such as the display will not have optimum functionality. Note: these cookies collect purely technical data and do not identify you personally.
- Performance cookies: these cookies help us improve a user's experience by helping us understand how they use our websites (most frequently visited pages, applications used etc.). These cookies do not identify you individually.
- Functionality cookies: in order to make browsing easier, these cookies store certain user preferences (language, username, country etc.).

- Targeting/advertising cookies: these cookies enable a user to receive targeted advertisements based on their interests, but they also limit the number of times that the advertisements appear.
- Affiliate cookies: these cookies enable third parties ("affiliates") that publish marketing campaigns on their websites to be paid on behalf of the "web merchant".
- Cookies from social networks: these third-party Cookies let you communicate the content of our site to others, as well as your opinion in relation to our site. This is the case with the "Share" and "Like" buttons on "Facebook," "Twitter," "LinkedIn," "Viadeo," etc.

Social networks which offer these application buttons can identify you by these buttons, even if you did not click on one of them when you visited our site. Indeed, some Cookies allow the social network concerned to follow your navigation on our site whenever your social network account is activated on your device when at the same time, you are on our site.

We have no control over the procedures social networks use to collect information about your navigation on our site. Please read these social networks privacy policies regarding personal data. These should allow you to exercise certain privacy options with these social networks, in particular by adjusting your user accounts for each of these networks.

2. **Why does the Hotel use cookies?**

Cookies help us to improve the quality of your browsing experience when visiting our website. This technical process primarily allows us to:

- adapt the layout of our websites to suit your device's display preferences (language, display resolution, operating system used etc.)
- store some of the information that you fill in on our online forms to help us personalize your subsequent visits to our websites
- collect statistics. These relate mainly to the number of times you visit our websites and your use of the different services that we provide (sections and content viewed, links), with the aim of improving their relevance and usability
- put security measures in place (for example asking you to reconnect to a page or service after a certain amount of time has elapsed)
- offer you, through advertisements, personalized content that is likely to be of interest to you.

Important: Advertisements or links to third-party websites may be included on our websites. Your personal details may be collected by third parties when you click on these links. This Charter does not cover visits to third-party websites. The Tower Hotel cannot be held responsible for the policy of third-parties regarding personal details and the use thereof.

Your Consent To This Privacy Policy

Use of the Site signifies your consent, as well as the consent of the company for whom you use the Site and whose information you submit (if any), to this on-line Privacy Policy, including the collection and use of information by Tower Hotel Waterford, as described in this statement, and also signifies agreement to the terms of use for the Site. Continued access and use of the Site without acceptance of the terms of this Privacy Policy relieves Tower Hotel Waterford from responsibility to the user.

Policy Modifications & Contacting Hotel

Tower Hotel Waterford reserves the right to change this Privacy Policy at any time; notice of changes will be published on this page. Changes will always be prospective, not retroactive. If you have questions about our policies, please contact: +353 51 862300.