

## The Hilton Family of Companies Internet Privacy Policy

We strive to deliver outstanding products, services, and experiences across the Hilton Family of Companies -- and at every touch-point and guest interaction. We value your business and, most importantly, your loyalty. We recognize that privacy is an important issue. This Internet Privacy Policy demonstrates Hilton's commitment to assuring a strong and meaningful customer relationship, and addresses questions about the type of personal information we collect on our websites, the third parties with whom we might share such information, and how you can review or change the personal information you provide to us when creating "profiles" on our websites.

On our websites we collect information that you voluntarily provide in order for us to provide services and products, process reservations and other transactions you request, and provide customer service. We may also use the personal information we collect for other business purposes such as to better understand customer needs, enhance relationships, make appropriate offers, or facilitate third party offers we feel will be of interest to you.

More detail about the personal information we collect and the collection of information through web technologies such as "cookies," is described below in the section called "Categories of Information We Collect." More information about the third parties with whom we may share your personal information is described below in the section called "Sharing Personal Information Collected on our Websites."

Additional information about the terms of use of our websites is available in our Site Usage Agreement. If you are a member of Hilton HHonors, you should also refer to the HHonors Terms and Conditions at Hiltonhhonors.com for more information. As used in this Policy, the term "Hilton" means Hilton Hotels Corporation and the terms "Hilton Family of Companies", "we", "our" and "us" include Hilton Hotels Corporation, Hilton Grand Vacations Club?, Hilton Reservations Worldwide, and Hilton HHonors Worldwide. Hilton HHonors Worldwide and Hilton Reservations Worldwide are jointly owned with Hilton International Co., a Delaware corporation that is wholly-owned by Hilton Group, PLC. The terms "Hilton Family of Companies", "we", "our" and "us" as used in this Internet Privacy Policy do not include Hilton International Co.

This Internet Privacy Policy applies only to the personal information that is collected on those public websites where we post this policy (i.e. not information collected elsewhere,) including hilton.com, conradhotels.com, doubletree.com, embassysuites.com, hamptoninn.com, hiltongardeninn.com, homewoodsuites.com, myleisuretrip.com, hiltonhhonors.com, hiltongrandvacations.com, thehiltonclub.com, and numerous other Hilton Family of Companies websites.

### Categories of Information We Collect

#### Making Reservations:

When you make a reservation or purchase a vacation package we will request your name and address information along with other information to assist with your reservation and stay such as credit card number, date of arrival/departure, member number, frequent flyer or partner program affiliation, and room preferences.

#### Hotel, Airline and Rental Car Packages:

By selecting a package, you may conveniently book airfare and rental cars along with your stay. If you choose to do so, we will collect the information described above in connection with the reservation, as well as the names of the other travelers, their frequent flyer numbers, the age of the driver of the rental car, and the three-digit code that appears on the back of your credit card. The packager, air, car and other service providers are third parties that have separate privacy practices.

#### Requests for Information

When you request additional information related to our services or properties, we will request your name and contact information such as street address, phone number, and email address.

#### Sweepstakes and Contests

On occasion, we conduct sweepstakes and contests that offer the opportunity to win prizes. Each sweepstakes has its own terms and conditions. Some sweepstakes require you to choose to enter and for others you will be entered automatically if certain elements described in the sweepstakes terms and conditions are met (e.g., making a reservation with a certain credit card). As part of entering a sweepstakes, certain personally identifiable information such as name and email address may be required.

### Planning Meetings and Events

If you are interested in obtaining more information about meeting and event planning, we may request your name and contact information such as street address, phone number, and email address. You may also create a profile to allow you to submit all of your group or meeting requests and receive a fast and consolidated response, including rate and availability information. Your profile will be automatically saved and accessible by using a self-selected password. Your meeting and event specifications can be saved, copied, modified, or printed for future use. If you create a profile, we may request more information about your organization, such as organization name, annual budget for events, number of events you sponsor per year, date of event, number of guests, and number of guest rooms required. You may access and review the information you provided to us at the time of registration by clicking on "my profile" and entering your user name and password.

### Contacting Us by Email with Questions or Comments

When you send us an email from one of our sites, we may retain information such as the content, your email address, our response, and the text of any follow-up questions you may have. We may use this information, for example, to measure how effectively we address customer concerns online, to personalize your experience, and to continuously improve our service to you.

### Electronic Postcards and Forwarding to Friends

From time to time our websites may offer a feature that allows you to send an electronic postcard or otherwise share a message with a friend. If you choose to do so, we will ask you for your name and email address, and the recipient's name and email address, along with the text of any message you choose to include.

### Online Surveys

Occasionally, we may conduct online surveys to better understand the effectiveness of our websites. Your participation in these surveys is voluntary. Information collected by us when you participate in a survey may include name, street address and email address.

### Employment

If you choose to apply for employment online, you will be required to provide your name, street address, telephone number, email address and the name of the college you attended. You will also be asked to provide the schedule you are available to work, your Social Security Number, your desired rate of pay, whether you can submit proof of legal right to work in the U.S., whether you are of a legal age to serve alcoholic beverages in the applicable state; and whether you are eligible to receive any permits or licenses required by law. You will also have the opportunity to attach your resume into our electronic form. You will be asked to provide your email address if you choose to be notified of future openings.

### Franchise Information

If you are interested in obtaining more information about franchise opportunities, we may collect your name and contact information such as street address, phone number, and email address; information about your specific interest such as brand, type of ownership, etc.; and information about your property type such as current ownership, size of parcel, location of parcel, number of rooms, height limitation, and time frame for planning or acquiring.

### Investor Relations

Hilton offers you the ability to subscribe to our investor relations email alert service to learn when new investor information including earnings releases, financial reports and SEC filings have been added to our websites. If you choose to subscribe, we will require your email address. If you would like investor information mailed to you we may ask that you provide your name, street address, email address, phone number, and fax number. If you would like the package delivered by FedEx, we will ask for your FedEx account number.

### Supplier Diversity Outreach Program

If you are a minority or women owned company interested in participating in Hilton's Supplier Diversity Program, you may complete the Supplier Diversity Profile Application Form online. If you choose to apply you will be asked to provide information about your company and its principals including principal's name, address, email address, and ethnicity, contact person's name and email address, company's tax identification number and legal structure, and evidence of Women/Minority Business Enterprise certification.

### **Accessing and Reviewing Profile Information**

When making a reservation, you may have the option of registering for a Fast Reservations Account. This account enables you to sign up for email newsletters and make reservations across hotels owned, managed and/or franchised by the Hilton Family of Companies and Hilton International Co., quickly and easily. If you choose to register for an account we will ask you to select a username and password, and provide your name and contact information. In addition, if you choose to, you can include credit card information, frequent flyer or travel partner program information, room preferences, favorite destinations, and select the email newsletters to which you would like to subscribe.

The information you provided to us at the time of registration may be accessed, reviewed and updated at any time by signing in using your Username (or HHonors number) and Password (or PIN), and clicking on "my profile".

## **Hilton Grand Vacations Club?**

### Requests for Information

If you are interested in obtaining information about vacation ownership (timeshare) through [hiltongrandvacations.com](http://hiltongrandvacations.com) or [thehiltonclub.com](http://thehiltonclub.com), we may ask you to provide your name, phone number, street address, email address, and HHonors member number. We may also ask you to tell us your vacation preferences such as destinations of interest, season of usage, length of usage and suite size, and whether you have visited an HGVC resort in the past. If you would like to complete an online "pre-application" for ownership or if you submit a reservation request online, we may ask you to provide the information described above as well as your annual income range. Please note that our ability to accept or respond to online requests may depend on the registration requirements of the state in which you reside.

### Hilton Grand Vacations Club or Hilton Club Members

Members of Hilton Grand Vacations Club or the Hilton Club may create an online account in order to access online services such as viewing information about your account, making payments online, checking current balances and reservation ability. If you create an online account, we may ask you to provide your member number, the last four digits of your phone number, a self-selected password, and your email address.

## **Hilton HHonors**

### Enrolling in HHonors

You may enroll in our Hilton HHonors program online when you visit [hiltonhhonors.com](http://hiltonhhonors.com). When you enroll, we will ask you to provide your name, date of birth, street address, business name, title and business street address, home and business telephone and fax numbers and email addresses, preferred communication methods, and whether you are over 18 years of age.

### HHonors Members

At your choice, you can register your HHonors account online which will allow you to view your account, book online Rewards Reservations, and redeem and purchase points online. When you register your account, you will be required to provide your name, email address, account number, a desired user name and desired password. Once your account is registered, the information you provided when you enrolled in HHonors will automatically be used to create an online profile which you may access by entering your username and password. When you book a Rewards Reservation or purchase HHonors Points online we may ask for your name, HHonors number, street address, phone number, email address, credit card information, frequent traveler account number, room preferences and any special account information such as corporate account number, group or convention code, travel agent number or AAA number.

The information you provided to us at the time of registration may be accessed, reviewed and updated at any time by signing in using your Username (or HHonors number) and Password (or PIN), and clicking on "my profile".

## **Collection of Information Through Web Technologies**

We may automatically track and collect your IP address, domain server, the type of computer and type of web browser you are using and use "cookies" to (i) customize content specific to your interests, (ii) ensure that you do not see the same advertisement repeatedly, and (iii) store your password so you do not have to re-enter it each time you use the sites. Some of the websites operated on our behalf are hosted and managed by other companies who may track and collect this information.

## What are Cookies?

- "Cookies" are pieces of electronic information (specifically, a string of text) that your browser and your operating system store on your hard drive for record-keeping purposes.
- Cookies can store a user's ID and password, personalize home pages, identify which parts of a site have been visited or keep track of previous selections or purchases.
- Cookies can enhance the user's visit.
- The use of cookies is an industry standard-you'll find they are used by most major commercial websites.

## How We Issue and Use Cookies.

- We issue and use cookies to enhance your visit and the services we offer on the sites. The sites consist of thousands of pages of content. We want you to be able to find the information and offers that interest you, as quickly and easily as possible. The use of cookie technology helps us to achieve that objective.
- We issue and use cookies to keep track of the areas of the sites which interest our visitors most. In doing so, we can determine areas of the sites that are most popular and those that are not. Many improvements and updates to the sites are based on such data as total number of visitors and pages viewed. This information is most easily tracked with cookies.
- Visitors to the sites who accept cookies may be presented with targeted messages, offers and ads on the site and via email that we believe would be of value, based on observed preferences.
- If you have registered as a member of the sites and accept cookies, we can tailor your use to your personal preferences, and it is easier and faster to take advantage of the sites' benefits.
- If you have submitted your email address, you may receive targeted messages we believe you will find of value. Remember, you may request to be removed from your email subscription lists.

## Your Choice to Accept or Deny Cookies

You can choose whether to accept or deny cookies; your browser on your computer is often initially set to accept cookies. However, you can choose to deny cookies and continue browsing the sites.

Keep in mind that your choice to accept or deny a cookie is different from your choice to accept/deny email messages.

## **Sharing Personal Information Collected on our Websites**

We may share personal information among the Hilton Family of Companies, owners and operators of our franchised and managed hotels, and Hilton International Co. We may also share information with select third parties who offer goods or services we think may be of interest to you. From time to time we may partner with other companies to provide co-sponsored or co-branded promotions, products and services and may share your information with our co-sponsor. For example, we may co-sponsor some sweepstakes or contests on our site with other companies or we may provide prizes for sweepstakes and contests sponsored by other companies. If you enter one of these sweepstakes or contests, we may share your information with our co-sponsor or the third party sponsor. When you use a credit card to purchase goods or services, we may share your information with the credit card company. We also may share your information with the banks that issue our Hilton HHonors co-branded credit cards. Use of shared information is subject to third parties' policies.

We rely on service providers to help us deliver products and services, such as administering the HHonors, Hilton Grand Vacation Club, and Hilton Club programs, offering products and services, providing services in connection with our websites including airline and rental car packages, communicating news and delivering promotional materials via email and direct mail, processing credit card transactions, and administering sweepstakes and surveys.

During the course of our business, we may also share aggregated demographic and statistical information that is not personally identifiable.

## Business Transfers

In the event that Hilton, or part of the Hilton Family of Companies, merges with or is acquired by another

legal entity, the personal information collected by Hilton may be transferred to that other legal entity as an asset.

#### Legal Requirements

The Hilton Family of Companies will disclose personally identifiable information without your permission when we believe in good faith that such disclosure is required by law, or is necessary or desirable to investigate or protect against harmful activities to guests, visitors, employees, or others, or to property (including this site).

#### **Third Party Websites**

We do not control and shall not be responsible for the collection of personal information by third party websites, including websites owned or controlled by franchises, third party owners or managers of hotel properties, Hilton International Co., hotel room distributors, or websites not controlled or authorized by Hilton. Third party websites that are accessed through links on our websites have separate privacy practices. We have no responsibility or liability for the practices and policies implemented by third parties on their websites. Third party websites may have received permission from Hilton to use Hilton logos or trademarks but will not offer a link to this Internet Privacy Policy. You may contact them directly to ask questions about their privacy practices and policies.

If you enter or choose to leave our websites via links to other non-Hilton sites (including those of our advertisers, content providers, vendors, independent hotels, affiliates and partners), your visits to those sites are not covered by this Internet Privacy Policy.

#### **Internet Privacy Policy Changes**

In the future, we may make changes to this Internet Privacy Policy. The revised Internet Privacy Policy will be displayed via a link on this website so that you will know what types of information we gather and the categories of third parties with whom we may share the information.

#### **Effective Date**

This Internet Privacy Policy is effective as of July 1, 2004.

#### **Special Notification for California Residents**

Individual customers who reside in California and have provided their personal information to the Hilton Family of Companies may request information about our disclosures of certain categories of personal information to third parties for their direct marketing purposes. Such requests must be submitted to us at one of the following addresses: [CA\\_Privacy@Hilton.com](mailto:CA_Privacy@Hilton.com) or Hilton Hotels Corporation, Attn: Guest Assistance, 755 Crossover Lane, Memphis, TN 38117. Within thirty days of receiving such a request, we will provide a list of the categories of personal information disclosed to third parties for third-party direct marketing purposes during the immediately preceding calendar year, along with the names and addresses of these third parties. This request may be made no more than once per calendar year. We reserve our right not to respond to requests submitted other than to the address specified in this paragraph.