

# JW MARRIOTT HOTEL SEOUL PRIVACY STATEMENT

JW Marriott Hotel Seoul (“the company”) values you as our guest and recognizes that privacy is important to you.

To that end, the company is complying with the Privacy Act and all other related laws and regulations. Also, we would like to guide you through the privacy policy below to protect your rights and to smoothly handle personal information-related grievances.

The company will immediately notify any revisions or updates of the privacy policy via the company’s website (<https://www.marriott.co.kr/hotels/travel/sejw-jw-marriott-hotel-seoul/>).

This policy will take effect from December 1, 2021.

## 1. Purpose of processing personal information

The company collects personal information as may be required to provide reservations and various services. The processed personal information will not be used for any other purposes than the following, and prior consent will be sought if the purpose of use changes.

## 2. Personal Information Processing and Retention Period

The company collects, processes, and holds personal information for a certain period. The following information can be generated and collected during the service use process or business processing. (Service records, access logs, cookies, access IP information, payment records, and suspension records) Calls can also be recorded on the phone to protect emotional laborers and confirm customer reservations. (At Your Services (AYS), Room Reservation, F&B Reservation, ARS)

### A. Items and purposes of personal information collection, retention period, and method of collection

Purpose	Items	Period	Method of Collection
Restaurant Reservation	(Mandatory) Full name, Contact number, Phone call recording (Optional) E-mail address	For 2 years after the last visit	Website, Phone call, Naver Reservation
Room Booking	(Mandatory) Full name, Contact number, E-mail address	5 years	Website, Phone call, E-mail, Written form
Room Booking	(Mandatory) Credit and Debit card number or other card information	On the day of check-in	Website, Phone call, E-mail, Written form
Room Booking	(Mandatory) Phone call recording	2 years	Website, Phone call, E-mail, Written form
Marquis Fitness Club	(Mandatory) Full name, Date of birth, Address, Contact number, Profile photo	Until the statutory mandatory retention period	Written form
Marquis Fitness Club	(Optional) Department, Position, License plate number, E-mail address	Until the statutory mandatory retention period	Written form
Conferences & Events	(Mandatory) Full name, Corporate name, Company address, Contact number of the corporate	Until the statutory mandatory retention period	Written form
Conferences & Events	(Optional) Department, Position, E-mail address	Until the statutory mandatory retention period	Written form

Conferences & Events	(Optional) Credit card	Disposal after payment is completed	Written form
Wedding	(Mandatory) Full name, Contact number, E-mail address	Until the statutory mandatory retention period	Written form
Wedding	(Optional) English name, Marriott Bonvoy membership	Until the statutory mandatory retention period	Written form

B. Consignment of personal information processing to provide services

Name	Outsourced Service	Period
SMSCEO (문자대표)	Send a group text message	Until withdrawal from membership or the termination of contract with third party
R&G Service (주) 알앤지서비스)	Operation of video information processing equipment, outsourcing access control staff	Until the termination of contract with third party
Table Check	F&B reservation	Delete after 2 years of storage

3. Provision of personal information to third parties

To provide better service to customers, the company provides information to the following organizations only to customers who have agreed to provide information.

Name	Purpose	Items	Period
National Tax Service, Tax office	Tax processing, such as withholding tax related to membership	Membership information	Until the statutory mandatory retention period
Citibank Korea	Issuance and management of membership cards	Full name, Date of birth	Until withdrawal from membership

Except for the above cases, it does not exceed the agreed scope. However, the following cases shall be possible exceptions.

- 1) In case the customer's prior consent is obtained.
- 2) If there are special regulations in the Communications Securities Protection Act, the Information Network Promotion and Information Protection Act, the Financial Real Name Transaction and Securities Act, the Telecommunications Business Act, Consumer Protection Act, Criminal Procedure Act, etc. (Provided by the Act) administrative or investigative agency.
- 3) To appreciate you with better services, we may provide or share your personal information with our affiliates. In the case of providing or sharing personal information, it is necessary to obtain consent through e-mail, website, telephone, and writing regarding the person to whom the personal information is provided, the purpose of use, the items to provide personal information, and the period of retention and use. If the customer does not consent, we do not provide nor share with affiliates.

4. Matters concerning the transfer of personal information to foreign countries

The company processes and stores information about your hotel reservation in our company and the Marriott headquarters system in the United States.

- 1) Transfer destination: Marriott International

- 2) Country to be transferred: United States
- 3) Transferring date and method: Over the network when booking a hotel
- 4) Items of personal information transferred: Online room reservation under article 2 of this policy
- 5) The purpose and retention period of use: During the storage period of personal information according to the hotel stay, the company stores personal information in conjunction with Marriott International's system

## **5. Period of retention and use of personal information**

Personal information will be destroyed without delay after the purpose of collecting and using personal information such as withdrawal or loss of qualification is achieved.

In addition, if the personal information is provided to a third party, it shall be destroyed without delay. JW Marriott Hotel Seoul uses personal information only for storage purposes, and the preservation period is as follows.

- 1) Records of contract or withdrawal of subscription, etc.
  - Reasons for preservation: Consumer Protection Act in e-commerce, etc.
  - Preservation period: 5 years
- 2) Records of payment and supply of goods, etc.
  - Reasons for preservation: Consumer Protection Act in e-commerce, etc.
  - Preservation Period: 5 years
- 3) Records of the handling of consumer complaints or disputes
  - Reason for preservation: Consumer Protection Act in e-commerce, etc.
  - Preservation period: 3 years
- 4) In the case of obtaining the consent of other customers: Retained until the period for which permission is obtained

## **6. Period of retention and use of personal information**

The company will destroy the information without delay after the purpose of collecting and using personal information is achieved. The procedure and method of destruction are as follows.

- 1) Destruction procedure
  - The information entered by the customer for customer registration, etc., will be destroyed after being stored for a certain period according to internal policy and other reasons for information protection under related laws and regulations (see retention and usage period)
  - Personal information is not used for purposes other than preservation under the law
- 2) Destruction method
  - Personal information printed on paper is shredded with a shredder or destroyed through incineration
  - Personal information stored in electronic file format will be deleted using a technical method that cannot restore the record

## **7. Method of reading, correcting, withdrawal, and withdraw consent of personal information**

- 1) Customers can view, correct, or withdraw from registered customers' personal information at any time.
  - A. Visiting JW Marriott Hotel Seoul and its direct business establishments: Reading, correcting, and withdrawing personal information after identification.
  - B. If you contact the person in charge of personal information protection by written, phone, or e-mail, we will take action without delay.
- 2) If a customer requests correction of an error in personal information, the personal information will not be used or provided until correction is completed.

In addition, if wrong personal information has already been provided to a third party, we will notify the third party of the correction process without delay so that the correction can be made.

- 3) This company processes personal information terminated or deleted at the request of customers as specified in the retention and use period of personal information collected by JW Marriott Hotel Seoul and cannot be viewed or used for other purposes. However, suppose there is a special provision in the relevant laws. In that case, it is unavoidable to comply with the legal obligations, there is a risk of harming the life or body of another person, or there is a risk of unfairly infringing the property and other interests of another person, the request can be refused. If any related reasons arise, we will notify you without delay.

## **8. Matters concerning the installation, operation, and rejection of devices that automatically collect personal information such as cookies, etc.**

- 1) The company operates 'cookies' that store and find customer information from time to time. A cookie is a tiny text file sent to a customer's browser by the server used to run the homepage and is stored on the customer's computer hard disk.
- 2) The company uses cookies for the following purposes.
  - A. Analyze the frequency of access and visit time of customers and non-customers, identify users' tastes and interests, and use them to measure target marketing and service reorganization.
  - B. Information on JW Marriott Hotel Seoul and traces of services visited with interest are tracked and used to provide personalized services for subsequent use.
  - C. It is used as a material to provide differentiated opportunities for applications by Identify and provide the level of customer participation and the number of visits to various events hosted by JW Marriott Hotel Seoul differentiated information according to individual interests.
  - D. Customers have the option of installing cookies. Therefore, customers can allow all cookies by setting options in a web browser, verifying whenever they are saved, or refusing to save all cookies.
    - i. Select [Internet Options] from the [Tools] menu.
    - ii. Click [Privacy tab].
    - iii. Adjust the settings for the Internet zone up or down to set the desired level among "Allow All Cookies-Low-Normal-Slightly High-High-Block All Cookies". If the customer refuses to install cookies, there may be difficulties in using the JW Marriott Hotel Seoul service.

## **9. Matters concerning the collection of opinions and handling complaints related to personal information**

You can report all personal information protection complaints arising from using the hotel's services to the personal information protection manager or department in charge. JW Marriott Hotel Seoul will respond quickly and sufficiently to users' reports.

- A. Chief Privacy Officer(CPO)  
Name: JK Choi  
Department: Human Resources  
Title/Position: Director
- B. Personal Information Protection Manager  
Name: Jenna (Juyeon Park)  
Department: System & IT  
Title/Position: Assistant manager  
E-Mail: [seljw.privacy@marriott.com](mailto:seljw.privacy@marriott.com)

If you need to report or consult on other personal information infringement, please contact the following organizations.

- The Privacy Complaint Center: 118 (via <http://privacy.kisa.or.kr>)
- The Supreme Prosecutors' Office High-tech and Financial Crimes Investigation Division: 1301 (via <http://spo.go.kr>)
- The National Police Agency Cyber Bureau: 182 (via <http://cyberbureau.police.go.kr>)

## **10. Matters concerning measures to secure the safety of personal information**

The company is taking administrative, technical, and physical measures to ensure safety so that personal information is not lost, stolen, leaked, altered, or damaged while processing customers' personal information.

### **1. Administrative protection measures**

- Establish and implement an internal management plan for safe handling of personal information.
- We limit personal information processing staff to a minimum and conduct regular training.
- We designate a person in charge of personal information protection and conduct regular self-audits to ensure safety.

### **2. Technical protection measures**

- Files or transmitted data including personal information are encrypted, stored and managed.
- To prevent damage caused by viruses, anti-virus programs are used and periodically updated and managed.
- A double firewall is used in preparation for external intrusions such as hacking, and an intrusion detection system is installed in each server to monitor intrusions 24 hours a day.

### **3. Physical protection measures**

- Establish and operate access control procedures for where personal information is stored, such as computer rooms and data storage rooms.
- Documents and auxiliary storage media containing personal information are stored in a safe place with a lock.
- Keep personal image information in a safe place with CCTV installation and locking devices for personal information protection.

## **11. Personal information protection for children under the age of 14**

In principle, the company does not collect personal information from children under the age of 14. However, if it is necessary to collect personal information from children under 14, we will comply with laws and notices.

## **12. Restrictions on the transmission of advertising information**

- 1) The company does not transmit advertising information for profit purposes against the user's explicit refusal to receive it.
- 2) The company will make it easier for users to recognize the title and text of e-mail when sending advertising information by e-mail for online marketing, such as product information guidance.
  - A. E-mail subject line: Displays the phrase (advertising) in Korean without spaces at the beginning of the subject line, followed by the main content of the e-mail body line.
  - B. Body of e-mail: State the sender's name, e-mail address, phone number, and address to which the user can express his/her intention to refuse to receive. State in Korean and English how users can easily express their intention to refuse to receive.

## **13. Obligation to notify**

In the event of additions, deletions, or modifications to this Privacy Policy in accordance with the government policy or the policy of JW Marriott Hotel Seoul, we will notify you through the website without delay.

The above JW Marriott Seoul Privacy Policy will be effective from December 1, 2021.

## **14. History of changing the personal information processing policy**

Due to a problem with the website, we could not upload the previous version of the privacy policy. If you want to check the previous version of the privacy statement, please don't hesitate to contact us.