

## **Introduction**

Bharhka Countryside cottage resorts, Manali, recognizes the importance of protecting the privacy of individual-specific information collected about guests, callers to our reservation centres, visitors to our Web sites. We have adopted this guest Privacy Policy to guide how we utilize information about our guests.

## **Relevance:**

We will collect only as much personal information as we need for specific, identified purposes, and we will not use it for other purposes without obtaining your consent.

## **Security**

We collect Information only in a manner deemed reasonably necessary to serve our legitimate business purposes and comply with our legal obligations. We safeguard our guests personally identifiable information by using industry standard practices. Although "guaranteed security" does not exist either on or off the Internet, we make commercially reasonable efforts to make our collection of such information consistent with all applicable laws and regulations.

We will take appropriate physical, technical, and administrative measures to protect your personal information from loss and unauthorized use, access, disclosure, alteration or destruction.

## **The Internet**

On our website we do not collect personally identifiable information from guests unless they provide it to us voluntarily and knowingly. When you reserve a room with us we will capture information such as name, address, telephone number, e-mail address, and credit card number to process your reservation. The primary purpose of capturing your e-mail address when you make a reservation with us is to send you a reservation confirmation. The confirmation may contain additional offers that we believe may be of interest to you, based on the information you provide to us. If you have consented to be put on our e-mail lists, we may contact you via e-mail from time to time. You will always be provided with a way to opt-out of future e-mailings. However we will continue to send e-mails to confirm your reservations.

## **Cookies**

We may place a "cookie" on your web browser. A cookie is a very small text file that is sent to a guests browser from a web server and stored on the guests computer hard drive. It assigns the computer a unique identifier. The cookie stores information on your hard drive so we can communicate with you more efficiently, respond to you based on prior sessions at which you provided information about you or your preferences to us and understand what you prefer to view on our Web sites. We do not use cookies to store passwords or credit card information. Cookies do not tell us your individual identity unless you have chosen to provide it to us. Your browser may be set to allow you to be notified when a cookie is to be placed on your browser, decline the cookie or delete cookies that have been placed on your browser. Some functions of our Web sites may not work or may work slowly if a cookie is refused. Our Web site uses third party service providers to serve and host our advertisements. These third parties may place cookies on your computer if you click on or access the advertising. The third party cookies are used to track whether the site was accessed from the advertisement. The cookies generated from the

advertisements do not contain personally identifiable information. We do not control these cookies and they may not follow the rules we have set for our own cookies.

### **The Information We Collect**

If you make a reservation through our reservation system or through our Website, we will collect and store your name, address and other basic information about you for the purpose of reserving the hotel accommodations.

### **Reservations**

When a guest calls our reservation centers or contact us via the Internet, fax or other means about hotel reservations, we need certain information such as name, address and telephone number to respond to the inquiry and to make the reservation. This information is sent to the hotel where the reservation is also recorded.

### **What is Individual Specific Information?**

Individual-specific or personally identifiable information is any information or data about a guest that in itself, or as part of a unique combination of information, specifically recognizes the guest by a unique identifier or descriptor. Examples of individual-specific include name, address, telephone number, e-mail address, employment status, credit card type and number, and other financial information.

### **What We Won't Do With guest Information**

We will not:

Sell or rent Information

Act as a consumer reporting agency, or furnish information about any guest's credit worthiness, credit standing, credit capacity, character, general reputation, personal characteristics or mode of living to any consumer reporting agency;

### **What We Will Do With guest Information**

We will:

Use guest Information to offer goods and services we believe may be of interest to guests on our behalf.

### **Access**

We will provide ways for you to access your personal information as required by law, so you can correct inaccuracies.

### **Retention**

We will keep your personal information only as long as we need it for the purposes for which we collected it, or as permitted by law.

### **Other Disclosures or Compliance with Law**

We may be obligated to disclose Information about you to a law enforcement agency or by a court order, or under the discovery process in litigation, investigations, and prosecutions.

### **Correction**

We make repeated efforts to verify the accuracy of Information and to correct and update our database from Information available to us. In the event a guest believes that such Information held by us is inaccurate or outdated, we will, upon notification and sufficient time for verification, take all reasonable steps to correct any inaccuracy or update outdated information of which we are made aware.

### **Policy Changes**

We may change or terminate this Policy at any time without prior notice by posting an amended version of the Policy on our Web site and providing you with the ability to opt out of any new, unanticipated uses of Information not previously disclosed in the Policy. Please check our Policy each time you visit our Web site or more frequently if you are concerned about how your Information will be used.

### **Enforcement**

We will regularly review how we are meeting these privacy promises, and we will provide an independent way to resolve complaints about our privacy practices.