

ANNEX 2 - LIST OF PERSONAL DATA PROCESSING ACTIVITIES

In which context is your personal data collected?	What personal data may we hold about you?	How and why we may use them? Which entity controls them? <i>¹ = Radisson Hospitality Belgium SRL ² = Radisson Loyalty Management ³ = Hotel</i>	What is our legal basis for processing your personal data?
<p>Hotel room reservation</p> <p><i>Personal Data collected when you reserve a hotel room, regardless of the booking channel (e.g., the website, the call centre, the hotel, an online travel agent, etc.)</i></p>	<p>Contact details: such as your name, title, email address and phone number</p> <p>Hotel reservation information: such as the details of your stay (hotel name, dates of your stay, meal plan, rate) and your booking channel</p> <p>Billing financial information: such as your credit/debit card details</p> <p>Loyalty program information: such as your Radisson Rewards number and tier</p> <p>Personal preferences details: such as your room preference (smoking or non-smoking room, preferred floor, type of bedding) or travel</p>	<p>To:</p> <ul style="list-style-type: none"> - enable you to reserve a room in the hotel of your choice¹⁻³ - verify the availability of the hotel and to manage your booking¹⁻³ - guarantee your reservation¹⁻³ - send you communications about your reservation¹ - personalize your stay³ - cancel your stay and any other reservation you may have made¹⁻³ - manage, process and settle any outstanding payment that may be due in case of no show³ - maintain the hotel accounting system¹⁻³ - run analytics or collect statistics, in particular for revenue management and forecasting purposes¹⁻³ 	<p>The performance of a contract: to create and manage your hotel room reservation</p> <p>Your consent: to personalize your stay based on your preferences</p> <p>Our legitimate interests: to improve our services and brand image</p>

information (e.g., business or leisure)

Hotel check-in and check-out

Personal Data collected when your check-in or check-out at the hotel, online, or at a Kiosk

Contact details: such as your name, title, address, email address, or telephone number

Biographical information: such as your gender, birthdate, place of birth, nationality or language

Billing / financial information: such as your credit/debit card details, or any information or data required to verify and/or process payment transactions

Identification information: such as your passport number or national ID number, permanent resident identification number, details or documents or photocopies of the aforesaid identification documents

Membership or loyalty program data: such as your membership tier (club, premium, VIP)

To:

- verify your identity and one of your guest(s)³
- register your arrival and departure at the hotel³
- assign you a key card to your room or allow you to use your mobile device as a room key³
- obtain a credit card guarantee or hotel deposit to ensure payment of your stay¹⁻³
- create or update your profile in our hotel management system¹⁻³
- assess your eligibility for a room upgrade and manage this if applicable³
- manage the payment of your stay³
- maintain the hotel accounting system¹⁻³
- establish, print and/or send an invoice for your stay³
- send you online check-in or check-out invitations, either by email or other electronic means (e.g., WhatsApp)³
- run credit limit reports to ensure that you do not exceed your credit limit during your stay³
- respond to, handle and document on-site accidents and medical and other emergencies³
- actively monitor properties to ensure adequate incident prevention, response and documentation (including CCTV)³
- run analytics or collect statistics, in particular for revenue management and forecasting purposes¹⁻³

The performance of a contract: to verify your identity and reservation details so we can check you in and out

To comply with a legal obligation: where we need to process your identification information; so we can respond to law enforcement agencies in case of investigations

Your consent: so we can accommodate you based on your preferences; and send you online communications to facilitate your check-in and check-out

Our legitimate interests: to prevent fraud or criminal activity; to secure our properties; to protect you and your guest(s) during your stay; to improve our services and brand image

Hotel stay

Personal Data collected when you stay at one of our hotels

Health-related

information: such as dietary requirements, food allergies and disabilities

Personal preferences

details: such as your hobbies and interests (type of newspapers / magazines, sports, cultural interests, food and beverages preferences)

CCTV footage**To:**

- accommodate your stay and provide you with typical hospitality services (housekeeping and maintenance, mini bar)³
- provide specific services during your hotel stay (e.g., room service, spa treatments, laundry services, parking, taxi requests)³
- personalize your arrival and your stay at the hotel³
- assist in the prevention and detection of crime, and help ensure the health, safety and security of employees, guests and visitors³
- run analytics or collect statistics, in particular for revenue management and forecasting purposes¹⁻³

The performance of a contract: so we can provide you the services you have requested

Our legitimate interests: to better engage with you; to improve our services and brand image; to organize the day-to-day hotel maintenance activities; to prevent fraud and criminal activity; to secure our staff, guests and properties

Your explicit consent: when we process special category data to meet your dietary or health-related requirements

Satisfaction surveys

Personal Data collected when you participate to a survey either during or after your stay

Contact details: such as your name, title, email address and phone number

Hotel reservation

information: such as the details of your stay (hotel name, dates of your stay, meal plan, rate)

Additional information: such as any information you willingly provide when interacting with us

To:

- measure the performance of our services and improve the guest experience¹⁻³
- ensure on the spot guest satisfaction and fix specific issues that have been identified³

Our legitimate interests: to improve our services and brand image

Complaints handling

Personal Data collected when you complain about your stay or experience with

Contact details: such as your name, title, email address, social media handle and phone number

To:

- address and resolve your complaint¹⁻³
- improve our services and the guest experience¹⁻³

The performance of a contract: to respond to your complaint

Our legitimate interests: to improve our services and brand image

Radisson, regardless of the channel you use (online, email, via our call centre or social media channels)

Hotel reservation

information: such as the details of your stay (hotel name, dates of your stay, meal plan, rate)

Hotel stay information:

such as check-in/check-out times, in-room calls and Wi-Fi use details, F&B information (restaurant, bar, minibar consumptions)

Additional information:

such as any information you willingly provide when interacting with us

Meetings and events

When you reach out to organize a meeting or event in one of our hotels or when you enquire about this possibility

Contact details: such as your name, title, address, email address, telephone number

Biographical information:

such as your gender, birthdate, nationality, language, employer details and professional role (for business-related bookings)

Additional information:

such as the information relevant for the organization of your meeting or event (place,

To:

- communicate with you about the organization of the meeting or event, including sending you quotes¹⁻³
- create a customer profile in your name¹⁻³

The performance of a contract: to respond to your request and organize your meeting or event

Our legitimate interests: to improve our services and brand image

date, number of participants, special requests, etc.)

<p>Newsletter and marketing subscription</p> <p>Personal Data collected when you subscribe to receive our marketing communications via email</p>	<p>Contact details: such as your name, email address or telephone number</p>	<p>To:</p> <ul style="list-style-type: none">- send you email marketing communications (where you have asked us to) which may be tailored to your “profile” based on the personal data we know or learn about you and your preferences¹⁻²- keep an up-to-date suppression list if you have asked not to be contacted¹⁻²- Run analytics or collect statistics¹⁻²	<p>Your consent: so you can receive marketing communications from us</p> <p>To comply with a legal obligation: to request and keep information we are required to by law (maintain suppression lists)</p> <p>Our legitimate interests: to improve our products and services; to better engage with you</p>
<p>Online browsing and use of our App</p> <p><i>Personal Data collected when you browse the Radisson website or use our Kiosks, the App or on third-party website/apps where we have cookies, pixels or other similar technologies</i></p>	<p>Technical information: such as your IP address, browser information, or device information; data related to your use of our Website, Kiosks or App including where you came from, login details, location, data related to your navigation on our apps/websites (incl. scroll/mouse movement, but in a manner that does not identify you), pages/content you looked at, clicked or tapped on, duration of your visit; and/or hotels you searched for and/or selected</p>	<p>To:</p> <ul style="list-style-type: none">- maintain security and manage access to our systems, Website and App¹⁻²- collect insights into how you interact with our services so that we can personalize our communications with you and improve our Website and App¹⁻²- measure the effectiveness of our service and to collect information to improve our products and services¹⁻²- ensure your data security is maintained, and our systems kept up to date to continue servicing you¹⁻²- allow proper functioning of our Website and Apps¹⁻²- tailor our services for you, that is to show you recommendations, marketing, or content based on your profile and interests; and/or display our websites in a tailored way, for example, show you destinations we think you might like¹⁻²- deliver targeted advertising (e.g. online advertisements for hotels or destinations which may be of interest to you, based on your previous	<p>Our legitimate interests: to improve our products and services; to better engage with you; to prevent fraud or criminal activity; to secure our Website and App</p> <p>Your consent: to store cookies, pixels or other similar technologies on, and retrieve information from, your device</p>

behaviour; and/or ads and content on social media platforms or other websites¹⁻²
 Read our Cookies policy for more information

<p>User generated content</p> <p><i>Personal Data collected when you submit content (for example images or testimonials) on one of our Website/App/social media platforms or other media platform; or when you accept our re-use of any content you posted on social media platforms</i></p>	<p>Contact details: your name or alias, email address or telephone number</p> <p>Biographical information: such as gender, birthdate, nationality, language, photograph</p> <p>Social media information: such as social media handle name, account number, photo, sentiment and any comment made publicly available</p>	<p>To:</p> <ul style="list-style-type: none"> - use the content you have created and/or shared in accordance with the specific terms and conditions accepted by you e.g. to post your review/content and to promote our hotels¹⁻³ 	<p>Your consent: so we can use the online content you created on our own channels or internal publications</p>
<p>Enquiries</p> <p><i>Personal Data collected when you reach out to customer care or account management to ask questions relating to our hotels and services, or your reservations, account or rights</i></p>	<p>Contact details: such as your name, title, address, email address or telephone number</p> <p>Additional information: such as any information you willingly provide when interacting with us</p>	<p>To:</p> <ul style="list-style-type: none"> - answer and manage your enquiries¹⁻²⁻³ - run analytics and statistics¹⁻²⁻³ - add your questions or concerns to your profile so we can understand your interests and preferences¹⁻² 	<p>The performance of a contract: to respond to your enquiries.</p> <p>Our legitimate interests: to improve our products and services; to better engage with you; to prevent fraud or criminal activity</p>
<p>Contests and sweepstakes</p> <p><i>Personal Data collected when you participate to a</i></p>	<p>Contact details: such as your name, title, email address or telephone number</p>	<p>To :</p> <ul style="list-style-type: none"> - enable you to participate to the contest or sweepstake¹⁻²⁻³ 	<p>Your consent: to enable you to participate to the contest or sweepstake</p>

contest or sweepstake online
or in one of our hotels

Additional information:
such as any information
you willingly provide
through your participation

**Radisson Rewards Loyalty
Program**

*Personal Data collected as
part of your participation in
the Radisson Rewards
Loyalty Program*

Account information:
such as your loyalty
number, ID or username,
password, login activity

Contact details: your
name, title, address, email
address or telephone
number

Biographical information:
such as your gender,
birthdate, nationality,
language

**Membership or loyalty
program data:** such as
membership tier (club,
premium, vip), amount of
points earned and/or used,
redemption preferences,
rewards preferences

**Hotel reservation
information:** such as the
details of your stays (hotel
name, dates of your stay,
meal plan, rate)

**Identification
information:** such as

To:

- offer and manage our loyalty programs and provide you with Radisson Rewards benefits²⁻³
- register your bookings and award points to your membership card²
- add your participation to your profile so we can understand your interests and preferences²
- inform you about your rewards once you reach a certain points level about any changes to the Radisson Rewards program²
- run analytics or collect statistics, in particular for revenue management and forecasting purposes²

The performance of a contract: to
accede to your request to join the
Radisson Rewards Program

Your consent: when you store your
identification information or provide
us with personal preferences details

Our legitimate interests: to improve
our products and services; to better
engage with you; to prevent fraud or
criminal activity

passport number or
national ID number

Personal preferences

details: such as room preferences (preferred floor, type of bedding), travel information (business or leisure) and beverages preferences)

Social Media Platforms

Personal Data collected from your activity on social media platforms and online review sites

Social media information:

such as social media handle name, account number, photo, sentiment and any comment made publicly available

Additional information:

such as any information publicly provided by you (e.g., online reviews (including on TripAdvisor) concerning our Radisson Hospitality brands

To:

- address your questions or complaints¹⁻²⁻³
- monitor our online reputation¹
- improve our services and identify opportunities on which we can focus¹⁻³

Our legitimate interests: to improve our products and services; to better engage with you