

Holla Rewardz – Membership Privacy Policy

Introduction

Holla Rewardz LLP. (“HR” “we” “us” or “our”), based in India, values your privacy.

This Privacy Policy outlines how your personally identifiable information and other information about you (your “Personal Data”) will be collected, used, and shared in connection with your access to and/or use of this website and/or mobile application, available for iOS and Android mobile platforms, and any content, features, services, or other offerings that HR may provide in connection therewith, including in relation to any email communications or newsletters that HR may send in connection with your use of our website or mobile apps (collectively, the “Interactive Services”).

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What Data Do We Collect?

At a variety of times, we may collect information about you and/or the persons accompanying you, including the following:

- Contact details (for example, last name, first name, telephone number, email)
- Personal Data (for example, date of birth, nationality)
- Information contained on a form of identification (such as National ID card, passport or driver license)
- Your credit card number (for membership purchase transaction and hotel reservation purposes)
- Your arrival and departure dates (for hotel bookings)
- Your preferences and interests (for example, smoking or non-smoking room, preferred floor, type of bedding, type of newspapers/magazines, sports, cultural interests, food and beverages preferences, etc.)
- Your questions/comments, during or following a stay in one of our partner hotels
- Information relating to your children (for example, first name, date of birth, age)
- Technical and location data you generate as a result of using our websites and mobile applications
- The technical and location data we collect includes unique identifiers, browser type and settings, device type and settings, operating system, mobile network information including carrier name and phone number, and application version number.
- We also collect information about the interaction of your apps, browsers, and devices with our services, including IP address, crash reports, system activity, and the date, time, and referrer URL of your request

How Do We Collect Your Data?

The information we learn from customers helps us personalize and continually improve your experience. Here’s how we gather your data.

- Enrolling in a loyalty program:
- When you create an account, enroll in a loyalty program, or purchase a membership

Hotel related activities:

- Booking a room (if HR facilitates the booking)
- Eating/drinking at the hotel bar or restaurant during a stay or while visiting a hotel (if HR facilitates the booking)
- Requests, complaints and/or disputes regarding hotel visits sent to us via email or interactive chat
- Reviews of our partner hotels or our services

Participation in marketing programs:

- Signing up for loyalty programs
- Participation in surveys
- Subscription to newsletters, in order to promotions via email

Transmission of information from third parties:

- Hotel reservation systems, hotel property management systems, hotel point of sale system, and other similar partner systems

Internet activities:

- Connection to HR websites (IP address, cookies in accordance with our Policy about the use of cookies)
- Online forms (including HR-operate pages on social networks)

Mobile Apps:

- When you download or use apps created by HR, we receive and store information about your location and your mobile device, including a unique identifier for your device. We may use this information to provide you with location-based services, such as hotel promotions, search results, and other personalized content.
- Online forms (including HR-operate pages on social networks)

Other sources:

- We may receive information about you from other sources (for instance, your hotel loyalty program membership number and profile)

How Will We Use Your Data?

HR collects your data so that we can:

- Input, process and transact payments for loyalty program membership sales, renewals, and cancellations
- Provide your Personal Data and payment data to third-party payment for the purpose of transacting loyalty membership payments
- Provide your personal data and payment information to hotel partners to process, confirm, provide and charge for hotel arrangements and restaurant reservations and our goods and services
- Fulfill contractual obligations to you, anyone involved in the process of planning related to your loyalty program membership (e.g. hotel partners) and vendors (e.g. credit card companies, gift card providers, airline operators and other loyalty programs)
- Provide benefits and services to you, process applications for and administer membership programs, verify and validate your ability to access and use certain products, services and information
- Managing claims, feedback, and complaints
- Provide you with access to the content on our Interactive Services, and respond to your enquiries and requests for information and services
- Administer, and disclose the winner of, contests and lucky draw competitions conducted by us or on our behalf
- Implementing security and fraud prevention
- To provide you with a better, more personalized level of service, and further develop our products and services, including linking or combining with information we get from others to do so
- Conduct market analysis, market research, customer satisfaction and quality assurance surveys to improve our services
- Monitor your use of our Interactive Services and your bookings, and conduct analysis of the use of our Interactive Services in order to operate, evaluate and improve our Interactive Services and business practices, understand your preferences, display customized content to you on our Interactive Services

- Conforming to any applicable legislation (for example, storing of accounting documents), including managing requests to unsubscribe from newsletters, promotions, offers and satisfaction surveys, and managing your requests regarding your Personal Data
- In connection with, or during negotiations of, any merger, sale of company assets, financing or acquisition of all or a portion of our business by another company
- With our advisors, which includes our accountants, auditors, lawyers, other professional advisors and business contacts for the purpose of assisting us to better manage, support or develop our business and comply with our legal and regulatory obligations
- If you have consented, facilitate direct marketing, promotional and customer management purposes, including sending you promotional communications
- For any other purposes for which we have your consent

How Do We Store Your Data?

HR uses appropriate security measures to protect the security of our Members' Personal Data both online and offline including data in backups or any replicated copies.

These security measures include:

- We use encryption to keep your data private while in transit
- Personal Data is encrypted at rest everywhere, at all times
- Personal Data is guarded and protected with firewalls, and can only be accessed thru VPNs
- Anti-virus software is running on all servers and PCs which are in contact with Personal Data
- We review our information collection, storage, and processing practices, including physical security measures, to prevent unauthorized access to our systems, including a quarterly Vulnerability Scan to our network and security code review for all our applications
- We restrict access to Personal Data to HR employees, contractors, and agents who need that information in order to process it. Anyone with this access is subject to strict contractual confidentiality obligations

In case of a data breach or un-authorized access to HR's data, HR will notify the members affected and the relevant authorities within 72 hours.

Subject to local laws and regulations, HR will store your data if needed to provide our services and to operate our business, up to 7 years from the expiry date of your loyalty program membership(s) and/or contractual relationship with HR. If HR is asked to delete specific Personal Data from our Members Database prior to 7 years, we will honor this request, unless deleting that information prevents us from carrying out necessary business functions, like billing for our services, calculating taxes, conducting required audits, or causing non-compliance with local laws.

Marketing

HR would like to send you information about products and services of ours that we think you might like, as well as those of our partner companies (such as the hotels that we operate loyalty programs in conjunction with).

If you have agreed to receive marketing from HR, you may always opt out later. You have the right at any time to stop HR from contacting you for marketing purposes or providing your data to our subsidiaries and third parties.

If you no longer wish to be contacted for marketing purposes, please email us at info@hollarewardz.com or via the Contact Us screen on this website or mobile application.

What are Your Data Protection Rights?

HR wants to make sure you are fully aware of all your data protection rights. Every user is entitled to the following:

- The right to access – You have the right to request HR for copies of your personal data. We may charge you a small fee for this service.
- The right to rectification – You have the right to request that HR correct any information you believe is inaccurate. You also have the right to request HR to complete information you believe is incomplete.
- The right to erasure – You have the right to request that HR erase your personal data, under certain conditions.

- The right to restrict processing – You have the right to request that HR restrict the processing of your personal data, under certain conditions.
- The right to object to processing – You have the right to object to HR’s processing of your personal data, under certain conditions.
- The right to data portability – You have the right to request that HR transfer the data that we have collected to another organization, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please email us at info@hollarewardz.com or via the Contact Us screen on this website or mobile application.

What are Cookies?

Cookies are text files placed on your computer to collect standard Internet log information and visitor behavior information. When you visit our websites, we may collect information from you automatically through cookies or similar technology.

For further information, visit allaboutcookies.org.

What Types of Cookies?

There are several different types of cookies eg.:

- Functionality – HR uses these cookies so that we recognize you on our website and remember your previously selected preferences. These could include what language you prefer and location you are in. A mix of first-party and third-party cookies are used.
- Advertising – HR uses these cookies to collect information about your visit to our website, the content you viewed, the links you followed and information about your browser, device, and your IP address. HR sometimes shares some limited aspects of this data with third parties for advertising purposes. We may also share online data collected through cookies with our advertising partners. This means that when you visit another website, you may be shown advertising based on your browsing patterns on our website.
- Visitor Tracking – HR uses cookies aimed at improving the experience of users by helping us understand your interactions with HR Interactive Services (most visited pages, applications used, etc.); these cookies may collect statistics or test different ways of displaying information in order to improve the relevance and usability of our services.
- Affiliate cookies identify the third-party website that redirected a visitor to HR Interactive Services.
- We may use web beacons (invisible images often referred to as pixel tags or clear GIFs) on our Interactive Services in order to recognize users, assess traffic patterns, identify preferred content and to measure site engagement. We may also include web beacons in our email communications, including newsletters, in order to measure engagement with our communications (e.g., to count how many, and when, email communications have been opened, or which links in such communications have been clicked on).
- HR and its partners (including advertising partners) may also use web beacons to collect various data provided by your browser while you are on our Interactive Services and elsewhere (i.e., outside of the Interactive Services) where we may be acting as a 3rd party. This data is collected in the aggregate but may include or be associated with other user information that users have voluntarily submitted.

How to Manage Your Cookies?

Although most browsers are set by default to accept cookies, you can set your browser not to accept cookies, and the above website tells you how to remove cookies from your browser. For further information, visit allaboutcookies.org.

Please be aware that if you do choose to disable the receipt of cookies from our Interactive Services, you may not be able to use or benefit from certain features of the Interactive Services, particularly the features that are designed to personalize your experience.

How to Contact Us?

If you have any questions regarding this Privacy Policy or how to remove or modify your user information or related consents, please feel free to contact us at info@hollarewardz.com or via the Contact Us screen on this website or mobile application.

You can also send us a posted letter addressed to:

Holla Rewardz LLP
Attention: Team – Customer Service
E131 2nd Flr, Ganpati Bhawan, Mohammadpur
Bhikaji Cama Place, ND- 110066

Translations of This Privacy Policy

For your convenience, HR may make translated versions of this Privacy Policy available on the Interactive Services. In the event that the terms of any such translated version conflict with the terms of the English version, the terms of the English version of this Privacy Policy will apply.