

Privacy Policy

This privacy policy governs your use of websites and services of the HOTELS OF ATHENS GROUP , members of which are PYTHAGORION AEXTE, 28, AGIOU KONSTANTNOU STREET,104 37 ATHENS – GREECE (PYTHAGORION HOTEL, KUBIC ATHENS HOTEL, BW MUSEUM HOTEL, ZINON S.A., 3, KERAMIKOU & ZINONOS STREET, 10437 ATHENS – GREECE (myAthens Hotel), companies incorporated under the laws of Greece ("société anonyme") with their registered seats located as above, hereinafter the "the hotel", "we", "our", "us", for its own benefit and the benefit of the Group's members and their affiliates and hotels (each "a Hotel" and collectively "the Hotels").

By accepting our privacy policy and terms and conditions, you acknowledge that you have read and agree to be bound by this Privacy Policy. These terms may be amended, updated or otherwise modified, whether in whole or in part, at any time. The personal data, optional and compulsory, that you need to provide when you enter the website or register for various applications related with services and products provided by the hotel and any additional personal data that will be requested in later stages are collected, processed, transferred, stored and used by the hotel under its capacity as data controller, for the benefit of the members of the Group and their hotels and affiliates as well as by service providers, including the data processors and service providers as they are described below.

1. Information we collect about you and how we collect it.

1.1 User Provided Information

The hotel obtains the information you provide when you proceed in general with actions for accommodations in our hotel, , conduct business, opted in to receive news and offers from the hotel and use Applications related to our services, through our web sites, reservation and call centers, social media, when you otherwise voluntarily provide it to us, When you download and register to such an application which is optional, please keep in mind that you may not be able to use some of the features offered by the Applications unless you register. When you register or use our web sites and / or an Application, you are required to provide certain personal data (such as your first and last name, email address, password etc.) by filling in the fields identified as mandatory in the registration form on the login page or document.

You will also be asked to provide personal information for special purposes as when making a reservation through our Call Center or Hotels, during your stay at the Hotel etc. among others

- contact information, such as your name, mailing address, e-mail address, and telephone number;
- credit card number or other payment account number, billing address, and other payment and billing information ("Payment Information");
- Records and copies of your correspondence if you contact us;
- information necessary to fulfil special requests (e.g., health conditions that require specific accommodation);
- guest stay information, including date of arrival and departure, and goods and services purchased;
- information collected through the use card key and other security systems; and
- in limited cases, information relating to the credit of customers.

We may collect Personal Information from a variety of sources including:

- through the Site;
- through reservation and call centers;
- through social media and brand channels (e.g. Facebook, Twitter);
- when you otherwise voluntarily provide it to us

Providing your sensitive personal data is optional and you may still be able to use the web sites and / or the Applications and all of its features. We may also use the information you provided us to contact you from time to time to provide you with important information, required notices and marketing promotions, under the condition that you give us your consent with a direct opt in a relevant specific request of our, noting to you that you can opt out at any time of by sending us an email at privacy@hotelsofathens.com

Accepting our services and products and the use of our web sites and / or our related with our hotel application you give us the explicit consent to collect, process, use and store your personal data according to the applicable laws and this contract.

1.2 Minors.

The use of the web site and / or our Applications is not intended for use by minors under the legal age requirement. No one under the legal age requirement may provide any personal information to or through our web site and / or our Applications. We do not knowingly collect personal information from minors. If you are under the legal age requirement, please do not visit our web sites, don't register to our Applications, don't make any use of the above or send any information about yourself to us, including your name, address, telephone number or email address. In the event that we find out that we have collected personal information from a minor without verification of parental consent, this information will be deleted, upon the minor's parent or guardian notification. If you believe that we might have any information from or about a minor, please contact us at privacy@hotelsofathens.com

To the maximum extent permitted by applicable law and without limiting any other provision of this Policy, the hotel disclaims any liability for any personal data submitted in contravention of this clause.

2. Purposes of processing

- We collect, process, use and store your personal data:
- To authenticate you when log in to our web sites, our application and wi-fi;
- To fulfill of reservation or information requests and to remember your preferences and registration information;
- To provide our services to you
- To measure and obtain data for administrative and other communication purposes and in order to operate and improve the effectiveness of our services, our websites and the Programs and Applications related to the operations of the hotel.
- To comply with applicable law;
- To support IT purposes;
- To support operational procedures;

3. Data sharing and transfers

3.1. Privacy Policy & Data Processing: Your personal data are gathered, filed and processed by the hotel exclusively for the purposes of providing our services to you according to the applicable laws. By accepting the terms here of you give your explicit consent to the hotel to transfer your personal data to the hotel's partners, that is to third natural or legal entities who provide you with services in combination or in addition to its services (specifically for transport services, internal or external activities, visits to places) and for reasons connected with the better provision of services of the hotel to you.

3.1.1. We will share your information with third parties only as described in this Privacy Policy. We might share personal information about you outside the hotel where a) it is required or authorized by law; b) it is required to provide you with services that you have requested, in which case you will be considered to have given your consent (i.e. car rental, restaurant reservation, tours or visits arrangements, ticket purchases); c) if your stay has been paid for by a third party we will provide billing information to the paying party; d) if you have failed to pay owed amounts.

3.1.2. We may disclose User Provided and Automatically Collected Information:

- With government or law enforcement authorities, where required by applicable law in order to comply with any court order or other legal obligation, or respond to a government request;
- When we consider in good faith that disclosure is necessary to protect our rights or property, protect your safety or the safety of others or to investigate theft or fraud;
- With Service Providers and data controllers, which we use in order to execute and improve our services and support our business;
- For the purposes of special programs, according to the more specific terms and conditions if/when you choose to participate.
- With our suppliers and third parties for delivering our goods and services to you, storing and processing data or sending emails. From these third parties we require to protect your personal information with reasonable security measures and to limit their use only to the purposes for which we have disclosed it to them. This Privacy Policy does not describe the collection, use or disclosure of information by third parties that you contact for services related to ours, for which you have to inform about their Privacy Policies.

3.1.3. The Site may contain links to third-party websites operated by parties other than the hotel. These linked sites are not under the hotel's control, and the hotel is not responsible for the operation, content, privacy practices or the security of any such linked site (or any link contained in any linked site). You are responsible for reading and complying with the privacy statements and terms of use posted on these linked sites. We provide such links only as a convenience, and the inclusion of a link on the Site does not imply endorsement of the linked site by the hotel's affiliates. If you decide to access any of the third-party websites linked to this Site, you do so entirely at your own risk and subject to the terms and conditions of use and privacy policies for such websites. If you provide any Personal Information through any such third-party website, your Personal Information will be treated in accordance with the privacy policy of that third party. The hotel may also partner with a limited number of Internet providers to offer Internet access to our guests. Your use of on-property Internet service is subject to the third-party Internet provider's terms of use and privacy policy. You can access

those terms and policies using the links on the service sign-in page, or by visiting the Internet provider's website.

3.2.1. Business Partners: We may partner with other persons or companies jointly or separately to provide you with products, services, or offers based upon your experiences at our properties and may share your information with our business partners accordingly. For example, we may help, after having been asked from you and informed you about, to arrange among others rental cars or other means of transport, external activities, visits to places or other services from our business partners, and share personal information with our business partners in order to provide those services.

These Suppliers independently provide their services, it will be clearly stated that their services do not concern us and may include other hotels, airlines, car rental companies, service providers, companies that organize package tours or bookings. All services provided by third parties are characterized in this way and are not related to our own services. Therefore, we encourage you to read the privacy policies and rules of providing the things and services of all third part service providers whose products or services you acquire through this website or through any of our employees. Keep in mind that these third parties may also contact you if they need to ask for additional information about you for providing their services or responding to a request you have submitted. We are not responsible for any communication that will be directly with them and you. The hotel and its affiliates expressly disclaim any liability and the under- accepting guest hereby waives any claims which may be brought against the same for any kind of loss, injury or any kind of damages resulting from the services provided by the as above independent providers of services or goods.

3.2.2. Service Providers: We rely on third parties to provide services and products on our behalf and potentially share your personal information with them, as the case may be. In general, our service providers are required by law to protect your personal information and may not use or share your personal information unless required by law. We may also share your information with service providers and third partners so that you can create visiting programs by selecting sights visits and other activities from the lists we have configured for you according to your preferences and third party information.

3.2.3. Social Networking Providers: When using certain social media features through our website or apps, you share information with your social media provider (such as Facebook) and the information you share will be governed by their own policies privacy (including the possibility of having access to such information through the social media provider). You may be able to change your privacy settings for these social media providers. Please consult the relevant social media provider's privacy policy for further information.

Third-party social networks that provide interactive activities, plug-ins or social networking features (e.g., to allow you to connect to Facebook or Google to find friends to add as connections or to "Like" a page) may use cookies or other methods (e.g., web beacons) to gather information regarding your use of our website and apps. The use of such information by a third party depends on the privacy policy available on that social network's website, which we encourage you to carefully review. Such third parties may use these cookies or other tracking methods for their own purposes by relating information about your use of our site with any of your Personal Information that they may have. We may also obtain analytics information from social networks that help us measure the effectiveness of our content and advertisements on social networks (e.g., impressions and clicks).

4. Data Retention Period

We will retain User provided data for as long as you use our web sites and / or our Application and for a reasonable time thereafter so as to fulfill the afore mentioned purposes or to respect any applicable laws or statutes of limitation or terms of this Policy. We will retain Automatically Collected information for up to 12 months and thereafter may store it in a non identifiable aggregate form.

5. Security

We implement appropriate technical and organizational measures to reasonably protect your personal data against unauthorized and unlawful access and processing or accidental loss, destruction, damage, theft, use or disclosure.

The safety and security of your information also depends on you. Where we have given you or where you have chosen a password for access to services through our web sites and/ or our Applications, you are responsible for keeping this password confidential. We request you not to share your password with anyone else.

We make every effort to ensure as fully as possibly the secure use of our web sites or our Applications. (It is important to note that any e-mail communication is not secure. This is a risk inherent in the use of e-mail. Please be aware of this when requesting information or sending forms to us by e-mail. We recommend that you do not include any confidential information (i.e. credit card information) when using e-mail. For your protection our e-mail responses to you will not include any any confidential information).

6. Changes to the Privacy Policy

To improve our services we may require amendments to this Privacy Policy – e.g. by the implementation of new technologies or the introduction of new features and services. We reserve the right to change, update or supplement this Privacy Policy at any time. . You are also advised to consult this Privacy Policy regularly for any changes. If you continue to accept our services and / or use the related applications after we have posted modified Terms, you are indicating to us that you agree to be bound by the modified Terms. If you don't agree to be bound by the modified Terms, then you may not use our web site or Applications after such modifications have been made.

7. Jurisdiction

It is explicitly agreed that the Courts of Athens, Greece applying the laws of Greece shall be exclusively competent for the resolution of any dispute, claim, interpretation or controversy arising out of or relating to the Terms of this privacy Policy.

8. Your Rights

According to applicable laws, you have the right to information, access, rectification, blocking, and/or requesting deletion and objection to processing, to withdraw consent at any time without affecting the lawfulness of processing based on consent before its withdrawal, to lodge a complaint with the

supervisory authority (Hellenic Personal Data Protection Authority) and to data portability, in relation to the processing of your personal data.

If you have any questions regarding your privacy while using our websites and / or services and / or Applications, or in case you want to exercise your rights, please contact us via email at privacy@hotelsofathens.com

9. Your Consents

By accepting this Privacy Policy you grant your explicit consent and you accept the processing and use of your personal data, as set forth and for the purposes described in this Privacy Policy.