

Agoda Privacy Policy **for YCS**

Introduction

Last Updated: 24 September 2019

This Privacy Policy describes how Agoda Company Pte. Ltd. (30 Cecil Street, Prudential Tower #19-08, Singapore 049712) ("Agoda," "we," "us," "our") collects, uses, and shares information about individual contacts ("you", "your") of our accommodation partners when you visit, access and interact on our accommodation partner extranet ("YCS") on our website (mobile and desktop) and mobile app (collectively, "Site") or other means connected to the Site (such as contacting our support team via email, chat or telephone). Below is a summary of our privacy practices. Our full Privacy Policy is available below, or you can click the links on any of the points detailed in the summary table for further details.

<u>1. Collection</u>	We may collect information about you, such as your name, business email address and password, business address, phone number and business title or position through your use of the Site.
<u>2. Use</u>	We may use your information to provide the requested services (e.g., setting and updating accommodation rates, setting promotions, and changing accommodation details) and to maintain, improve and tailor the Site.
<u>3. Sharing</u>	We may share your information with service providers and our affiliates.
<u>4. Country-Specific Privacy Rights</u>	You may have rights related to requesting information from us, including regarding how we share your information with third parties.
<u>5. Cookies</u>	We may use cookies and similar technologies to help provide and customize our Site.
<u>6. Opting out of marketing communications</u>	You may opt-out of Agoda's email marketing communications by using the unsubscribe link in our marketing emails or by changing your YCS account preferences settings.
<u>7. Mobile Devices</u>	With your consent, we may send you push notifications as part of the YCS services.
<u>8. International Transfers</u>	We maintain appropriate protections for cross-border transfers as required by law for international data transfers.
<u>9. Information from Other Partners</u>	We may collect information from affiliated entities, business partners, or other third party providers and you may opt-out of this collection.
<u>10. Security</u>	We maintain reasonable security measures to protect your information and require our service providers to do the same.
<u>11. Access Rights</u>	You may exercise certain rights of access, correction, deletion, portability, or object to certain processing of your information.

<u>12. Updates to Privacy Policy</u>	We will notify you of any material changes by posting the updated version of this Privacy Policy and taking other steps as needed.
<u>13. Third Party Websites</u>	We may provide links to Third Party Websites that are not owned or controlled by us, and are governed by separate user terms and privacy statements.
<u>14. Additional Considerations</u>	We have drafted this Privacy Policy in the English, but certain translations are available for your convenience.
<u>15. Contacting Us</u>	Please contact us with any questions about this Privacy Policy or our privacy practices as detailed below.

1. Information We Collect

We collect Information about you that you provide to us when using the Site such as your name, the YCS user ID number we will create for you and password, business e-mail address, business phone number, position or title and business interests (e.g. rates and allotment, promotions, production data).

By visiting our Site, or any site or system we operate for interacting with the accommodation partner, we may also automatically collect certain usage information, such as your IP address, geographic data, country, browser, and information about your device's operating system, application version, language settings, and pages that have been shown to you. If you are using a mobile device to access our mobile app or mobile optimized Site, we might also collect information that identifies your mobile device, such as the device ID, location of the device (with your consent), and device-specific settings and characteristics.

We may also collect certain information through cookies, tags, and similar technologies as detailed below.

If you need to get in touch with our support team, give us feedback or reach out to us through other means (such as through social media), we will collect information from you there too.

If you participate in an Agoda program or service, there may be limited additional information that we may collect for that program or service as well.

The AgodaPay service

Where Agoda provides you with the AgodaPay service, Agoda may collect, store and process additional information necessary for Agoda to assess and approve your merchant account and to comply with applicable anti-money laundering and anti-terrorism regulations, as detailed in your Agreement with Agoda.

Communications on the Site or through other means

We offer accommodation partners various means to communicate about accommodations and existing reservations, directing the communications through the Site. You can contact us via our sites, and via other channels that we may make available. We also communicate with

accommodation partners via telephone using recorded, automated and in-person communications.

During calls with our support team, live listening may be done, or calls may be recorded for quality and reference purposes which includes the usage of the recordings for the handling of claims, training and fraud detection purposes. If you would prefer that your call was not recorded, you can opt out by stating this, or by hanging up. Call recordings are kept for a limited amount of time and automatically deleted thereafter, unless Agoda has a legitimate interest to keep such recording for a longer period, including for fraud investigation and legal purposes.

We may access communications and may use automated systems to review, scan, track and analyze communications for security purposes; fraud prevention; compliance with legal and regulatory requirements; investigations of potential misconduct; product development and improvement; research; optimizing the communications with you and technical support. We reserve the right to block the delivery of or review communications that we, in our sole discretion, believe may contain malicious content, spam, or may pose a risk to you or, customers/guests, us, or others. Note, all communications sent or received using the Site's communication tools will be received and stored by us.

Where required by law, we rely on the following legal bases to process information about you:

- Necessity to Perform Contract with You - we need to process your information in order to provide our accommodation partner extranet and related services, including setting and updating accommodation rates, setting promotions, and changing accommodation details and in order to conduct ongoing business with accommodation partners;
- Our Legitimate Interests - we process your information for security and safety; to detect and prevent fraud; to protect and defend the rights or property of others, or our own rights and interests; to provide and tailor our accommodation partner extranet services; to send direct marketing communications and conduct surveys; and to respond to lawful requests, court orders, and legal process;
- Compliance with Legal Obligations - we need to process your information to comply with relevant laws and regulatory requirements; and
- Consent for Non-Essential Cookies – we rely on your consent to place non-essential Cookies. Please see "Your Choices" below for details on how to opt-out of such Cookies; and
- Protect Vital Interest - we may need to process your information in case of emergency involving an individual's life or health.

2. How We Use the Information We Collect

We may use information collected through the Site to:

- Provide you with the requested services, including creating a YCS user account, and communicating with you when you access YCS on behalf of an accommodation partner; and
- Conduct business with the accommodation partner including communicating with the accommodation partner about Agoda's or a business partner's products and services;

- Send you email marketing communications about products and services that may be relevant to you;
- Conduct surveys or provide you with information about our services;
- Maintain and improve the Site, tailor the user experience, and for internal training;
- Protect the security of you and the Site, and send you security alerts;
- Exercising a right or obligation conferred or imposed by law, including responding to request and legal demands.

3. Sharing and Disclosure of Your Information

In connection with your visit to our Site and use of our services, we may share your information as follows:

- *Third Party Service Providers* - such as web hosting, data analysis, customer relationship management, marketing or distribution of surveys, to facilitate the delivery of online services and, if applicable, advertising tailored to your interests, and/or fraud prevention, user support, and other add-on service providers we appoint to perform services on our behalf.
- *Other Business Partners* - with whom we may jointly offer products or services, or whose products or services may be offered on our Sites. If you choose to access these optional services, we may on occasion share your personal information with those partners.
- *Our Affiliated Group Companies* - our affiliated (group) companies' employees who have access to this information with our permission and who need to know or have access to this information to perform the service requested by you (including support services) and internal (audit/compliance) investigations.
- *Where Required or Permitted by Law* - such as to protect ourselves against liability, to respond to subpoenas, judicial processes, legitimate requests, warrants or equivalent by law enforcement officials or authorities, to investigate fraud or other wrongdoing or as otherwise required or necessary in order to comply with applicable law, protect our legitimate interests or to the purchasers in connection with any sale, assignment, or other transfer of all or a part of our business or company. We may also, in compliance with applicable law, disclose your information to enforce or apply the terms and conditions applicable to our services or to protect the rights, property, or safety of Agoda, our users, or others.
- *Business Reorganization* - such as part of any sale, assignment or other transfer of our business, or transition of service to another provider. We will ask for your consent if required by applicable law.

We provide appropriate protections for such sharing as required by applicable law to prohibit third parties from using your information for their own purposes, and to address the security and confidentiality of your information. Except as disclosed in this Privacy Policy or as required or permitted by applicable law, we will not disclose your information to third parties without your consent.

4. Country-Specific Privacy Rights

South Korea Privacy Rights

If you are a South Korean resident, you may request information from us about how we may share certain categories of your information with third parties. We entrust the processing of your information as provided below, accompanying such entrustment with contractual safeguards to protect your information:

Name of Trustee	Entrusted Functions
Web Hosting Trustee	Hosting databases used to maintain user's information.
Customer Relationship Management Trustee	Managing interactions and relationships with you.
User Support Trustee	Responding to user inquiries about Agoda's Site and services.
Analytics Trustees	Assessing how users interact with the Site and third-party websites, in order to improve the Site.

As described in more detail under the section "[How You Can Access or Change Your Information](#)" you may have certain data subject rights under local law.

For further information, please contact the Agoda Data Governance Officer at privacy@agoda.com with "South Korean Privacy Matter" in the subject line to request such further information. You may also contact your local authorities (local numbers provided):

- Privacy Invasion Reporting Center (privacy.kisa.or.kr / dial 118)
- High-Tech Crime Investigation Division, Supreme Prosecutors' Office (www.spo.go.kr / dial 1301)
- Korean National Police Agency Cyber Bureau (www.ctrc.go.kr / dial 182)

However, please note that as set out in our Accommodation Participation Agreement with you, Agoda Company Pte. Ltd. in Singapore provides the services to you, and there is currently no entity in South Korea providing reservation services to South Korean residents.

We will retain your information for the period necessary to fulfil the purposes outlined in this Privacy Policy and internal company policies. When Agoda no longer needs to use your information, we will remove your information from our systems and records and/or take steps to properly anonymize it so that you can no longer be identified from it, unless we need to keep your information to carry out corporate tasks and achieve our business objectives or to comply with applicable legal or regulatory obligations.

China Privacy Rights

If you are a Chinese resident, please note the following regarding the cross-border transfer/sharing of your information.

Disclosure / Transfer of Information

We will maintain the confidentiality of your information but may provide or transfer your information to third parties as detailed above under "[Sharing Your Information](#)" which may

include transferring your information to persons to whom we are required to make disclosures to under applicable law within or outside China.

Transfer of Information Overseas

We will generally maintain your information on servers in Hong Kong and Singapore, or any other data centers outside the PRC. However, we may transfer your information to third parties mentioned above who may be located outside the China.

5. Cookies

Our Site uses and allows third parties to place cookies (session and persistent), pixels/tags, SDKs, application program interfaces ("**APIs**"), and other technologies (collectively, "**Cookies**") on our Site that collect and store certain information about you. Some of these Cookies are necessary to provide, secure, and maintain the Site to you, such as to keep you logged in while your visit our Site, while other functional/analytic Cookies are used to provide you with a better user experience, such as:

- To personalize the Site by remembering information about your activities on the Site (e.g., the language you selected or your log-in details); and
- Perform website analytics, such as demographic reporting to improve our Site and services.

Your Choices

Please review your Internet browser settings, typically under the sections "Help" or "Internet Options," to exercise choices you have for certain Cookies. If you disable or delete certain Cookies in your Internet browser settings, you might not be able to access or use important functions or features of this Site, and you may be required to re-enter your log-in details.

Please also visit the following third parties' websites to exercise certain opt-out choices over Cookies:

- Google Analytics - <https://tools.google.com/dlpage/gaoptout?hl=en>

You may need to make such choices on each browser and device you may use to exercise choice regarding certain Cookies. Lastly, at this time the Site is not configured to honor browsers' "Do Not Track" signals.

6. Opting out of marketing communications

You may opt out of receiving marketing communications from us at any time by using the "Unsubscribe" link in each newsletter or communication, or through your YCS account – Preferences settings.

7. Mobile Devices

With your consent, we may send you push notifications as part of the YCS services.

8. International Transfers

In connection with the purposes described above, your information may be stored in locations outside of your home country, which may have different standards of data protection than your home country. We provide appropriate protections for cross-border transfers as required by law for international data transfers, including information transferred to third parties. With respect to such transfers from the European Economic Area ("**EEA**") to the United States and other non-EEA jurisdictions, we may rely on the EU Model Clauses and/or the need to process your information in order to provide the requested services (performance of a contract) to transfer your information. As permitted by applicable law, you may request details about the suitable safeguards we have in place by contacting us as detailed below. For Chinese residents, please see the details provided above under "*China Privacy Rights*."

9. Information from Other Partners

On occasion, affiliated entities, business partners, or other third party providers may share information with us. One example is if you access or sign in to our Site through social media, such as Facebook Connect, we may collect information from you such as your username, and other information made available to us via such services. In general, your ability to provide such information is through the service provider themselves and you can change those settings in your account settings of the relevant service provider. In general, we may work with our partners to improve and personalize your use of our website in accordance with this policy.

10. Protecting Your Information

We maintain reasonable physical, electronic, and organizational security measures to protect your information against accidental or unlawful destruction or accidental loss, alteration, or unauthorized disclosure or access.

We will retain your information for the period necessary to fulfil the purposes outlined in this Privacy Policy and internal company policies. When Agoda no longer needs to use your information, we will – unless we need to keep your information to comply with applicable legal or regulatory obligations or the information is required to carry out corporate tasks and achieve our business objectives – remove it from our systems and records and/or take steps to properly anonymize it so that you can no longer be identified from it.

11. How You Can Access or Change Your Information

If you wish to update your information, or in certain circumstances exercise rights to access, correct, delete, restrict, or object to processing of your information, as well as the right to revoke consent for certain processing or to exercise the right to data portability, please contact us by sending an email to PS-Privacy@agoda.com.

To protect your privacy and security, we will verify your identity before responding to such request, and your request will be answered within a reasonable timeframe. To the extent permitted by applicable law, we reserve the right to charge a reasonable fee for such access. We may need to retain certain information for recordkeeping purposes, to complete any transactions that you began prior to your request, or for other purposes as required or permitted by applicable law.

12. Updates to Privacy Policy

On occasion, Agoda may revise this Privacy Policy to reflect changes in the law, our information collection and use practices, the features of our Site, or advances in technology. If we make revisions that change the way we collect or use your information, those changes will be posted in this Privacy Policy and the effective date will be noted at the beginning of this Privacy Policy. Therefore, you should review this Privacy Policy periodically so that you are up to date on our most current policies and practices. Agoda will also prominently post such material changes prior to implementing the change and ask for your consent if required by law.

13. Links to Third Party Websites

On our Sites, we may provide links to other websites that are not owned or operated by us ("Third Party Websites"). When you use a link online to visit a Third Party Website, you will be subject to that website's privacy and security practices, which may differ from ours. You should familiarize yourself with the privacy policy, terms of use and security practices of the linked Third Party Website before providing any information on that website.

14. Additional Considerations

A Special Note About Minors

None of our arrangements with business partners are expected to involve us engaging with a representative or worker of a business partner who is a minor.

Language

This Privacy Policy has originally been drawn up in the English language. Translations in other languages are available for your convenience. In case of conflict between the English language version and a translated version, the English language version shall prevail.

15. Contacting Us

If you have any questions about this Privacy Policy or our privacy practices, please contact our Agoda Data Governance Officer by email at privacy@agoda.com, phone at **+65 641 552 90** (Singapore, charges apply) or by sending a registered letter to the address at:

Agoda Company Pte. Ltd.
c/o Data Governance Officer
30 Cecil Street
Prudential Tower #19-08

Singapore 049712

If you reside in the EU, you may also contact our local representative, Agoda International Pte. Ltd. (UK Branch) 9th Floor North, The Metro Building, 1 Butterwick, Hammersmith, London W6 8DL, United Kingdom, or your local data protection authority with any questions or complaints about our privacy practices.