

PRIVACY POLICY

The River Street Inn (the “**Company**” or “**we**”) has developed this privacy policy out of respect for the privacy of visitors to our website. This policy describes the personal information we collect, use, and disclose about individuals who visit and/or interact with this website or purchase or inquire about any of our products or services.

Whenever you visit our website, we will collect some information from you automatically simply by you visiting and navigating through the site, and some voluntarily when you submit information using a form on the website, enroll in or subscribe to our newsletter or marketing communications, make a reservation, request information, or use any of the other interactive portions of our website. Through this website, we will collect information that can identify you and/or your activity.

Additionally, whenever you communicate, interact, or do business with us online, we will be collecting personal information from you or about you in the course of our interactions or dealings with you. We do not, however, collect from or about any Website visitor any sensitive personal information (also known as personally identifiable information) such as social security numbers, driver’s license numbers, financial account numbers with passwords or security codes, or medical information.

Collection of Personal Information

The Company collects the following categories of personal information about visitors to our website:

- **Personal Identifiers & Contact Information**, including, but not limited to, first name, last name, email address, phone number, and any information you provide to us through the “Contact Us” form on our website that can identify you.
- **Commercial Transactional Data**, including information regarding products or services provided, purchasing or booking history.
- **Employment Information**, when you provide your educational or employment information, including, but not limited to, company/business/employer name and your job title if submitting a resume or inquiries through forms on the Website.
- **Internet Network Activity**, including, but not limited to, the date and time of your visit to this website; webpages visited; links clicked on the website; browser ID; browser type; device ID; operating system; form information downloaded; domain name from which our site was accessed; search history; and cookies.
- **Mobile Device Data**, information collected when you navigate, access, or use our website via mobile device, including device type, browser type, and electronic identifiers of your device.
- **Geolocation Data**, including, but not limited to, your IP Address from which you accessed our website.

Business Purposes for Which We May Use Your Personal Information

- To respond to your inquiries, including questions about our property management team.
- To fulfill or meet the purpose for which you provided the information.
- To process, complete, and maintain records on transactions and hotel reservations.

- To retain your selection for opt in/opt out of text messaging or other marketing communications to ensure customers who opted out are not sent any text messages or other marketing communications.
- To schedule, manage and keep track of customer appointments.
- To maintain records of when customers decline a service or sale.
- To respond to consumer inquiries, including requests for information, customer support online, or phone calls.
- To send updates, promotions, and marketing materials that may be of interest to you and provide interest-based and targeted advertising.
- To improve user experience on our website.
- To perform analytics and understand the demographics of our website visitors.
- To debug, identify, and repair errors that impair existing intended functionality of the website.
- To contact you by email, telephone calls, mail, SMS or other text messaging, or other equivalent forms of communication regarding updates or informative communications related to the functionalities, services, or other information you requested or asked the Company to provide to you.
- To detect security incidents.
- To protect against malicious or illegal activity and prosecute those responsible.

Disclosure of Your Personal Information

We may disclose the information we collect to other parties, including the following:

- Third-party service providers who process information on our behalf, such as data hosting services, data analytics vendors, and email service providers;
- Other hotels or properties that we own, operate, or manage;
- Any affiliates or joint venture partners that we may have now or in the future;
- As part of a corporate sale, merger, or acquisition, or other transfer of all or part of our assets, including as part of a bankruptcy proceeding;
- Pursuant to a subpoena, court order, governmental inquiry, or other legal process or as otherwise required by law, to protect our rights or the rights of third parties, or to protect the safety or security of any person or entity;
- With your consent or as otherwise disclosed to you at the time of data collection.

Sale of Personal Information

We do NOT and will not sell your personal information in exchange for monetary consideration, including the data of any minors.

Protection of Your Personal Information

We use reasonable and appropriate measures to safeguard the information you submitted to us through the Website or that we received about you through the Website, including:

- We keep automatically collected data and voluntarily collected data separate at all times.
- We use internal encryption on all data stores that house voluntarily captured data.
- We use commercially reasonable tools and techniques to protect against unauthorized access to our systems.
- We restrict access to private information to those who need such access in the course of their duties for us.

You agree by using this Website that you understand that no transmission of information over the internet can be guaranteed to be totally secure. If you do not want to transmit information to us because we cannot and do not guarantee it will be 100% secure during its transmission, you agree that you will not submit personally identifiable information through the Website.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

Third Party Vendors

We may use other companies and individuals to perform certain functions on our behalf. Examples include administering e-mail services and running special promotions. Such parties only have access to the personal information needed to perform these functions and may not use or store the information for any other purpose.

Google Analytics

We may work with third parties that collect data about your use of our website and other sites or apps over time for analytics purposes. We currently use Google Analytics and other third-party services to improve the performance of this website and for analytics and marketing purposes. For more information about how Google Analytics collects and uses data when you use our website, visit www.google.com/policies/privacy/partners, and to opt out of Google Analytics, visit tools.google.com/dlpage/gaoptout.

Business Transfers

In the event we sell or transfer a particular portion of our business assets, consumer information may be one of the business assets transferred as part of the transaction. If substantially all of our assets are acquired, consumer information may be transferred as part of the acquisition.

Compliance with Law and Safety

We may disclose specific personal information based on a good faith belief that such disclosure is necessary to comply with or conform to the law or that such disclosure is necessary to protect our employees or the public.

Use of Cookies and Other Tracking Technologies

Our website may store or retrieve information on your browser, mostly in the form of cookies. A cookie is a small piece of data (text file) that a website – when visited by a user – places on the user’s device to remember information about the user, such as the user’s language preference or login information.

This type of cookie is set by us and is referred to as a “first-party cookies.” Our website uses first-party cookies primarily to make the website work as you expect it to. For example, we use the information we collect through first-party cookies to allow you to navigate between pages efficiently, analyze how well our website is performing, and understand the content that you spent the most time reviewing. In some cases, we use first-party cookies to store information that we use for targeted advertising.

We also incorporate cookies and similar technologies, such as pixels, tags, and web beacons, from outside our website’s domain (“third-party cookies”). Third-party cookies gather information to enable our vendors to provide a range of services to us, including targeted advertising and measuring the success of our advertising campaigns.

Below is a detailed list of the categories of first- and third-party cookies we use on our website.

How we use cookies

We make use of cookies under the following circumstances and for the following reasons:

- Provide you with services available through the website and to enable you to use some of its features
- Authenticate users and prevent fraudulent use of user accounts
- Identify if users have accepted the use of cookies on the website
- Compile data about website traffic and how users use the website to offer a better website experience
- Understand and save visitor preferences for future visits, such as remembering your login details or language preference, to provide you with a more personal experience, or to avoid you having to re-enter your preferences every time you use the website
- Track your browsing habits to enable us to show advertising which is more likely to be of interest to you, including advertising by third parties on our website

Essential Cookies

Essential cookies are necessary for the website to function properly and cannot be switched off in our systems. They are usually only set in response to a site visitor’s request for services, such as a visitor setting their privacy preferences, logging in, or filling in forms. You can set your browser to block or alert you about these cookies, but blocking these cookies will prevent the website from working correctly or might prevent the Website from working at all.

Non-Essential Cookies

Non-Essential cookies are not essential to the website functionality but serve some other unique purpose in three subcategories:

1. **“Performance” cookies** (sometimes referred to as static cookies) collect information about the user’s behavior on the website without collecting personal information, for example:

- Pages the user visits.
 - Ads the user views.
 - Ads or site features that the user clicks.
2. **“Functional” cookies** (sometimes called preference cookies) track and remember the user’s preferences and past choices on the website to provide a personalized user experience. For example, functional cookies can collect:
- Usernames
 - Passwords
 - Regions
3. **“Marketing” cookies** (sometimes called tracking or advertising cookies) can track:
- Content the user views
 - Links the user follows
 - The user’s browser and device information and IP address

Please note: Organizations can use marketing cookies to track and influence users by building user profiles or displaying advertisements.

Cookie Management

You can control and manage cookies associated with your browser. If you are interested in controlling and managing cookies from your browser including any set by our Website, please refer to <http://www.allaboutcookies.org/manage-cookies/index.html> for information on different ways to configure your browser’s cookie settings.

If you want to clear all cookies left behind by the websites you have visited, here are links where you can download three third party programs that clean out tracking cookies.

- http://www.lavasoftusa.com/products/ad-aware_se_personal.php
- <http://www.spybot.info/en/download/index.html>
- <http://www.webroot.com/consumer/products/spysweeper/>

You may delete cookies from your web browser at any time or block cookies on your equipment, but this may affect the functioning of or even block the website. You can prevent saving of cookies (disable and delete them) by changing your browser settings accordingly at any time. It is possible that some functions will not be available on our website when use of cookies is deactivated. Check the settings of your browser. Below you can find some guidance:

- [Safari](#)
- [Opera](#)
- [Internet Explorer](#)
- [Google Chrome](#)
- [Mozilla](#)

Do Not Track (DNT) is a privacy preference that users can set if they do not want web services to collect information about their online activity. We do not respond to DNT signals.

DAA and NAI

Many advertising companies that collect information for interest-based advertising are members of the Digital Advertising Alliance (DAA) or the Network Advertising Initiative (NAI), both of which maintain self-regulatory programs along with websites where people can opt out of interest-based advertising from their members. To opt-out of website interest-based advertising provided by each organization's respective participating companies, visit the DAA's opt-out portal available at <http://optout.aboutads.info/>, or visit the NAI's opt-out portal available at <http://optout.networkadvertising.org/?c=1>.

- To opt-out of data collection for interest-based advertising across mobile applications by participating companies, download the DAA's AppChoices mobile application opt-out offering found here: <https://youradchoices.com/appchoices>.

Non-Participant Opt-Out Options

- Some of our vendors do not participate in the DAA or NAI self-regulatory programs for online behavioral advertising or have developed their own processes for allowing consumers to opt-out: <https://branch.app.link/optout>
- Some devices and apps do not have access to web-based browser cookie opt-outs. To learn more about the advertising opt-outs provided by your mobile device's operating system (like iOS and Android) or the device manufacture, click [here](#).

Aggregated or Pseudonymized Data

In an ongoing effort to better understand and serve the users of our website, we conduct research on our website visitors' demographics, interests, and behavior based on the personal information provided to us. Such research may be compiled and analyzed on an aggregated or pseudonymized basis. This aggregated or pseudonymized information does not identify you. We may share aggregated or pseudonymized data with affiliates and partners for business or research purposes. We may also disclose aggregated or pseudonymized user statistics in order to describe our services to current and prospective business partners, and to third parties for other lawful purposes.

External Third-Party Links and Tools

Our website contain links to other sites and apps. We are not responsible for the privacy practices or the content of such websites and apps. To help ensure the protection of your privacy, we recommend that you review the privacy policy of any site or app you visit via a link from our website.

Our website also uses integrated social media tools or "plug-ins," such as social networking tools offered by third parties. If you use these tools to share personal information or you otherwise interact with these features on our website, those companies may collect information about you and may use and share such information in accordance with your account settings or for their own commercial or business purposes, including by sharing such information with the general public and by using the information to target ads to you on other websites, apps, and across other devices you use to access the internet.

Your interactions with third-party companies and your use of their features are governed by the privacy policies of the companies that provide those features. We encourage you to carefully read the privacy policies of any accounts you create and use.

Children Under the Age of 13

Our website is not intended for children under 13 years of age. No one under age 13 may provide any personal information on the website. We do not knowingly collect personal information from children under 13. If you are under 13, do not use or provide any information on our website. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 13, please contact us at the email address below.

International Visitors

We do not target, market to, or offer our products or services to consumers outside of the United States, as our products and services offered through this website pertain only to our hotel which is physically located in the United States. If you reside in the European Economic Area, European Union, Great Britain, or Switzerland, submitted personally identifiable information to us through this website, and want to request a copy of, correct, delete, or limit the ways the Company uses the information, send an email to info@riverstreetinn.com indicating your request. The Company will use reasonable and appropriate measures to honor your request.

Consent to Terms and Conditions

By using this website, you consent to all terms and conditions expressed in this Privacy Policy.

Your Choices

To opt out of our email marketing, you can use the link provided at the bottom of each marketing message. If you opt out of our email marketing, we will still send you messages related to our transactions and relationship with you.

Changes to Our Privacy Policy

As our services evolve and we perceive the need or desirability of using information collected in other ways, we may from time to time amend this Privacy Policy. We encourage you to check our website frequently to see the current Privacy Policy in effect and any changes that may have been made to them. If we make material changes to this Privacy Policy, we will post the revised Privacy Policy and the revised effective date on this website. Please check back here periodically or contact us at the address listed at the end of this Privacy Policy.

Questions About the Policy

This website is owned and operated by The River Street Inn. If you have any questions about this Privacy Policy, please contact us at info@riverstreetinn.com or call [912.234.6400](tel:912.234.6400).

*****This policy was last updated February 16, 2024.***