

## 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><sup>1</sup> = Radisson Hospitality Belgium SRL <sup>2</sup> = Radisson Loyalty Management <sup>3</sup> = Hotel</i>	What is our legal basis for processing your personal data?
<p><b>Hotel room reservation</b></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><b>Contact details:</b> such as your name, title, email address and phone number</p> <p><b>Hotel reservation information:</b> such as the details of your stay (hotel name, dates of your stay, meal plan, rate) and your booking channel</p> <p><b>Billing financial information:</b> such as your credit/debit card details</p> <p><b>Loyalty program information:</b> such as your Radisson Rewards number and tier</p> <p><b>Personal preferences details:</b> such as your room preference (smoking or non-smoking room, preferred floor, type of bedding) or travel information (e.g., business or leisure)</p>	<p><b>To:</b></p> <ul style="list-style-type: none"> <li>- enable you to reserve a room in the hotel of your choice<sup>1-3</sup></li> <li>- verify the availability of the hotel and to manage your booking<sup>1-3</sup></li> <li>- guarantee your reservation<sup>1-3</sup></li> <li>- send you communications about your reservation<sup>1</sup></li> <li>- personalize your stay<sup>3</sup></li> <li>- cancel your stay and any other reservation you may have made<sup>1-3</sup></li> <li>- manage, process and settle any outstanding payment that may be due in case of no show<sup>3</sup></li> <li>- maintain the hotel accounting system<sup>1-3</sup></li> <li>- run analytics or collect statistics, in particular for revenue management and forecasting purposes<sup>1-3</sup></li> </ul>	<p><b>The performance of a contract:</b> to create and manage your hotel room reservation</p> <p><b>Your consent:</b> to personalize your stay based on your preferences</p> <p><b>Our legitimate interests:</b> to improve our services and brand image</p>
<p><b>Hotel check-in and check-out</b></p> <p><i>Personal Data collected when your check-in or check-out at the hotel, online, or at a Kiosk</i></p>	<p><b>Contact details:</b> such as your name, title, address, email address, or telephone number</p> <p><b>Biographical information:</b> such as your gender, birthdate, place of birth, nationality or language</p> <p><b>Billing / financial information:</b> such as your credit/debit card details, or any information or data required to verify and/or process payment transactions</p> <p><b>Identification information:</b> such as your passport number or national ID number, permanent resident identification number, details or documents or photocopies of the aforesaid identification documents</p>	<p><b>To:</b></p> <ul style="list-style-type: none"> <li>- verify your identity and one of your guests<sup>3</sup></li> <li>- register your arrival and departure at the hotel<sup>3</sup></li> <li>- assign you a key card to your room or allow you to use your mobile device as a room key<sup>3</sup></li> <li>- obtain a credit card guarantee or hotel deposit to ensure payment of your stay<sup>1-3</sup></li> <li>- create or update your profile in our hotel management system<sup>1-3</sup></li> <li>- assess your eligibility for a room upgrade and manage this if applicable<sup>3</sup></li> <li>- manage the payment of your stay<sup>3</sup></li> <li>- maintain the hotel accounting system<sup>1-3</sup></li> </ul>	<p><b>The performance of a contract:</b> to verify your identity and reservation details so we can check you in and out</p> <p><b>To comply with a legal obligation:</b> where we need to process your identification information; so we can respond to law enforcement agencies in case of investigations</p> <p><b>Your consent:</b> so we can accommodate you based on your preferences; and send you online communications to facilitate your check-in and check-out</p> <p><b>Our legitimate interests:</b> to prevent fraud or criminal activity; to secure our</p>

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

- establish, print and/or send an invoice for your stay<sup>3</sup>
- send you online check-in or check-out invitations, either by email or other electronic means (e.g., WhatsApp)<sup>3</sup>
- run credit limit reports to ensure that you do not exceed your credit limit during your stay<sup>3</sup>
- respond to, handle and document on-site accidents and medical and other emergencies<sup>3</sup>
- actively monitor properties to ensure adequate incident prevention, response and documentation (including CCTV)<sup>3</sup>
- run analytics or collect statistics, in particular for revenue management and forecasting purposes<sup>1-3</sup>

properties; to improve our services and brand image

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**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)<sup>3</sup>
- provide specific services during your hotel stay (e.g., room service, spa treatments, laundry services, parking, taxi requests)<sup>3</sup>
- personalize your arrival and your stay at the hotel<sup>3</sup>
- assist in the prevention and detection of crime, and help ensure the health, safety and security of employees, guests and visitors<sup>3</sup>
- run analytics or collect statistics, in particular for revenue management and forecasting purposes<sup>1-3</sup>

**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

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**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)

**To:**

- measure the performance of our services and improve the guest experience<sup>1-3</sup>

**Our legitimate interests:** to improve our services and brand image

	<b>Additional information:</b> such as any information you willingly provide when interacting with us	- ensure on the spot guest satisfaction and fix specific issues that have been identified <sup>3</sup>	
<b>Complaints handling</b> <i>Personal Data collected when you complain about your stay or experience with Radisson, regardless of the channel you use (online, email, via our call centre or social media channels)</i>	<b>Contact details:</b> such as your name, title, email address, social media handle and phone number <b>Hotel reservation information:</b> such as the details of your stay (hotel name, dates of your stay, meal plan, rate) <b>Hotel stay information:</b> such as check-in/check-out times, in-room calls and Wi-Fi use details, F&B information (restaurant, bar, minibar consumptions) <b>Additional information:</b> such as any information you willingly provide when interacting with us	<b>To:</b> - address and resolve your complaint <sup>1-3</sup> - improve our services and the guest experience <sup>1-3</sup>	<b>The performance of a contract:</b> to respond to your complaint <b>Our legitimate interests:</b> to improve our services and brand image
<b>Meetings and events</b> <i>When you reach out to organize a meeting or event in one of our hotels or when you enquire about this possibility</i>	<b>Contact details:</b> such as your name, title, address, email address, telephone number <b>Biographical information:</b> such as your gender, birthdate, nationality, language, employer details and professional role (for business-related bookings) <b>Additional information:</b> such as the information relevant for the organization of your meeting or event (place, date, number of participants, special requests, etc.)	<b>To:</b> - communicate with you about the organization of the meeting or event, including sending you quotes <sup>1-3</sup> - create a customer profile in your name <sup>1-3</sup>	<b>The performance of a contract:</b> to respond to your request and organize your meeting or event <b>Our legitimate interests:</b> to improve our services and brand image
<b>Newsletter and marketing subscription</b> <i>Personal Data collected when you subscribe to receive our marketing communications via email</i>	<b>Contact details:</b> such as your name, email address or telephone number	<b>To:</b> - 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 preferences <sup>1-2</sup> - Keep an up-to-date suppression list if you have asked not to be contacted <sup>1-2</sup> - Run analytics or collect statistics <sup>1-2</sup>	<b>Your consent:</b> so you can receive marketing communications from us <b>To comply with a legal obligation:</b> to request and keep information we are required to by law (maintain suppression lists) <b>Our legitimate interests:</b> to improve our products and services; to better engage with you
<b>Online browsing and use of our App</b>	<b>Technical information:</b> such as your IP address, browser information, or device	<b>To:</b>	<b>Our legitimate interests:</b> to improve our products and services; to better engage

*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*

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

- maintain security and manage access to our systems, Website and App<sup>1-2</sup>
- collect insights into how you interact with our services so that we can personalize our communications with you and improve our Website and App<sup>1-2</sup>
- measure the effectiveness of our service and to collect information to improve our products and services<sup>1-2</sup>
- ensure your data security is maintained, and our systems kept up to date to continue servicing you<sup>1-2</sup>
- allow proper functioning of our Website and Apps<sup>1-2</sup>
- 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 like<sup>1-2</sup>
- deliver targeted advertising (e.g. online advertisements for hotels or destinations which may be of interest to you, based on your previous behaviour; and/or ads and content on social media platforms or other websites<sup>1-2</sup>

*Read our Cookies policy for more information*

with you; to prevent fraud or criminal activity; to secure our Website and App

**Your consent:** to store cookies, pixels or other similar technologies on, and retrieve information from, your device

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**User generated content**

*Personal Data collected when you submit content (for example images or testimonials) on one of our Website/App/social media platforms or accept our re-use of any content you posted on social media platforms*

**Contact details:** your name or alias, email address or telephone number

**Biographical information:** such as gender, birthdate, nationality, language, photograph

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

**To:**

- 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 hotels<sup>1</sup>

**Your consent:** so we can use the online content you created on our own channels or internal publications

<p><b>Enquiries</b></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><b>Contact details:</b> such as your name, title, address, email address or telephone number</p> <p><b>Additional information:</b> such as any information you willingly provide when interacting with us</p>	<p><b>To:</b></p> <ul style="list-style-type: none"> <li>- Answer and manage your enquiries<sup>1-2-3</sup></li> <li>- Run analytics and statistics<sup>1-2-3</sup></li> <li>- Add your questions or concerns to your profile so we can understand your interests and preferences<sup>1-2</sup></li> </ul>	<p><b>The performance of a contract:</b> to respond to your enquiries.</p> <p><b>Our legitimate interests:</b> to improve our products and services; to better engage with you; to prevent fraud or criminal activity</p>
<p><b>Radisson Rewards Loyalty Program</b></p> <p><i>Personal Data collected as part of your participation in the Radisson Rewards Loyalty Program</i></p>	<p><b>Account information:</b> such as your loyalty number, ID or username, password, login activity</p> <p><b>Contact details:</b> your name, title, address, email address or telephone number</p> <p><b>Biographical information:</b> such as your gender, birthdate, nationality, language</p> <p><b>Membership or loyalty program data:</b> such as membership tier (club, premium, vip), amount of points earned and/or used, redemption preferences, rewards preferences</p> <p><b>Hotel reservation information:</b> such as the details of your stays (hotel name, dates of your stay, meal plan, rate)</p> <p><b>Identification information:</b> such as passport number or national ID number</p> <p><b>Personal preferences details:</b> such as room preferences (preferred floor, type of bedding), travel information (business or leisure) and beverages preferences)</p>	<p><b>To:</b></p> <ul style="list-style-type: none"> <li>- offer and manage our loyalty programs and provide you with Radisson Rewards benefits<sup>2-3</sup></li> <li>- register your bookings and award points to your membership card<sup>2</sup></li> <li>- add your participation to your profile so we can understand your interests and preferences<sup>2</sup></li> <li>- inform you about your rewards once you reach a certain points level about any changes to the Radisson Rewards program<sup>2</sup></li> <li>- run analytics or collect statistics, in particular for revenue management and forecasting purposes<sup>2</sup></li> </ul>	<p><b>The performance of a contract:</b> to accede to your request to join the Radisson Rewards Program</p> <p><b>Your consent:</b> when you store your identification information or provide us with personal preferences details</p> <p><b>Our legitimate interests:</b> to improve our products and services; to better engage with you; to prevent fraud or criminal activity</p>
<p><b>Social Media Platforms</b></p> <p><i>Personal Data collected from your activity on social media platforms and online review sites</i></p>	<p><b>Social media information:</b> such as social media handle name, account number, photo, sentiment and any comment made publicly available</p> <p><b>Additional information:</b> such as any information publicly provided by you (e.g., online reviews (including on TripAdvisor) concerning our Radisson Hospitality brands</p>	<p><b>To:</b></p> <ul style="list-style-type: none"> <li>- address your questions or complaints<sup>1-2-3</sup></li> <li>- monitor our online reputation<sup>1</sup></li> <li>- improve our services and identify opportunities on which we can focus<sup>1-3</sup></li> </ul>	<p><b>Our legitimate interests:</b> to improve our products and services; to better engage with you</p>