



Privacy Notice & GDPR Compliance

Effective Date: June 30, 2025

At Aria Hotel & Residences, we are committed to protecting and respecting your privacy. This GDPR Agreement outlines how we collect, use, and safeguard your personal data when you inquire about our hotel services. By submitting an inquiry or interacting with our website, you agree to the collection and processing of your personal data as described below.

1. Data Controller Information

The data controller responsible for your personal information is:

Aria Hotel & Residences

Aeon Towers, J.P Laurel Ave. Bajada, Davao City. Davao del Sur,
+63 298 8888
info@ariahotel.com.ph

2. Types of Personal Data We Collect

When you inquire about our hotel services, we may collect the following personal data:

- **Personal Identification Information:** Name, email address, phone number, postal address.
- **Booking Information:** Dates of stay, room preferences, special requests.
- **Payment Information:** Credit card details, billing information.
- **Communication Data:** Any messages exchanged between you and our staff regarding your inquiry.

Note: We only collect the data that is necessary for processing your inquiry or reservation.

3. Purpose of Data Collection

We process your personal data for the following purposes:

- To respond to your inquiries and provide relevant hotel information.
 - To process and confirm your booking or reservation.
 - To improve our services and website functionality based on your preferences.
 - To comply with legal obligations (e.g., financial record-keeping).
-



4. Legal Basis for Processing Your Data

We process your personal data based on the following legal grounds:

- **Consent:** You have given us explicit consent to process your data when you submit an inquiry or make a booking.
 - **Contractual Necessity:** Processing is necessary to fulfill a contract with you, such as making a reservation or providing requested services.
 - **Legal Obligation:** Processing is necessary to comply with legal requirements, such as tax laws.
-

5. How We Protect Your Data

We take the security of your personal data seriously and implement appropriate technical and organizational measures to protect it from unauthorized access, loss, or misuse. This includes encryption, secure storage, and access controls.

6. Sharing Your Data

We may share your personal data with third-party service providers to help us fulfill your inquiry or booking, including payment processors, booking platforms, and communication tools. These third parties are contractually obligated to protect your data and only use it for the specified purpose.

We will never sell or rent your personal data to third parties.

7. Data Retention

We retain your personal data for as long as necessary to fulfill the purposes outlined in this agreement, including any legal, accounting, or reporting requirements. Once no longer necessary, your data will be securely deleted or anonymized.

8. Your Rights Under GDPR

Under the General Data Protection Regulation (GDPR), you have the following rights regarding your personal data:

- **Right to Access:** You can request access to the personal data we hold about you.
- **Right to Rectification:** You can request that any inaccurate or incomplete data we hold about you be corrected.
- **Right to Erasure:** You can request that we delete your personal data, subject to certain exceptions.



- **Right to Restriction of Processing:** You can request that we limit the processing of your personal data under certain circumstances.
- **Right to Data Portability:** You can request a copy of your data in a structured, commonly used, and machine-readable format.
- **Right to Object:** You can object to the processing of your personal data for marketing purposes or based on legitimate interests.

To exercise any of these rights, please contact us at info@ariahotel.com.ph

9. International Data Transfers

If your personal data is transferred outside the European Economic Area (EEA), we will ensure that appropriate safeguards are in place to protect your data, in accordance with GDPR requirements.

10. Changes to This Privacy Notice

We may update this GDPR Agreement from time to time to reflect changes in our practices or to comply with legal requirements. Any updates will be posted on our website, and the effective date will be updated accordingly.

11. Contact Us

If you have any questions or concerns about how we handle your personal data or wish to exercise your rights under GDPR, please contact us at:

Aria Hotel & Residences

Aeon Towers, J.P Laurel Ave. Bajada, Davao City. Davao del Sur,
+63 298 8888
info@ariahotel.com.ph

By submitting your inquiry or making a reservation with us, you acknowledge that you have read and understood this GDPR Agreement.