

# Privacy Policy

written by admin | August 12, 2018

The privacy and security of one's information is important, and a matter of [respect](#) to us. Whether you are booking a cabin or just a prospective customer browsing our website (the "Site") and looking at our property and services, we want you to know that the information that you provided us is being properly managed and protected.

This Privacy Policy is issued by the Keweenaw Mountain Lodge (the "Lodge"), which includes its parents, subsidiaries, and affiliates, and covers information collected and used by the Lodge in the course of our business. Your information may be collected and used by the Lodge through your use of this Site. We have prepared this Privacy Policy to explain more about how we collect and manage your information.

## Information We Collect

We collect information that you give us. In your use of the Site, you may provide us with various information that personally identifies you. For example, we collect information from you when you make a booking through our reservation system or stay at the Lodge. Information collected during the course of the reservation and during your stay may include:

- Your name, email address, physical address, phone number, nationality, and payment card information; and
- Information such as stay and cabin preferences made during the course of your reservation such as your preferred cabin and specific requests to the Lodge.

This information may be provided to us directly when you make a reservation through our reservation system, through our

websites, directly at the Lodge or through mobile applications.

## **Information We Get From Your Use of the Site**

We also collect information from you when you browse the Site, use our mobile applications or participate in certain services at the Hotel, such as wireless internet services. In these instances, information such as your country information, internet protocol (“IP”) address, media access control address and other characteristics about your system or device may be automatically collected. This information may be collected for functional purposes as well as to improve your experience when using these services. This information may also be used for aggregated trend and statistical analysis, and for showing you more relevant advertisements and messages. Site usage may also provide us with other information including, without limitation, domain server, type of computer, and type of web browser and other relevant information about your online experience and use of the Site.

## **Information Stored on Your Computer (“Cookies”)**

When you visit this Site, the Lodge may store some information on your computer. This information will be in the form of a “cookie” or similar file and can help us maintain and improve this Site. A “cookie” is a small amount of data that is transferred to your browser by a Web server and can only be read by the server that gave it to you. It functions as your identification card, recording such things as Internet addresses, passwords, and preferences. When you visit the website again, the cookie allows that site to recognize your

browser. It cannot be executed as code or deliver viruses. With most Internet browsers, you can erase “cookies” from your computer hard drive, block all “cookies,” or receive a warning before a “cookie” is stored. Please refer to your browser instructions to learn more about these functions.

## **How We Use This Information**

We use the information collected from you primarily to fulfill your lodging reservation. Prior to your stay, this may include sending your information to the Lodge or sending you pre-stay communications. Following your stay, we may also send you post-stay communications and satisfaction surveys to get feedback on your experience.

In some instances where we have your consent or where permitted under applicable law, we may send you marketing communications (which may include text messages) for products and services that we believe would be relevant for you. We also may use information related to your stay to display targeted advertisements on our websites or on third party websites or to send you more relevant messaging. Additionally, we use this information for purposes of aggregated trend and statistical analysis to evaluate and improve our products and services, plan new hotel locations and services and other market research.

## **Who We Share Your Information With**

We do not share your information with anyone outside of our organization.

## **Links To Other Websites**

Our Site may contain links to websites that are maintained

and/or controlled by third parties. We make no representations or warranties with respect to such third-party websites. We encourage you to review the privacy policies of these third party websites as their privacy practices may differ from ours.

## **Embedded Content From Other Websites**

Articles on this site may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website.

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracking your interaction with the embedded content if you have an account and are logged in to that website.

## **Changes To This Privacy Policy**

In some instances, we may have to change, modify, or amend this policy in order to comply with the evolving regulatory environment or the needs of our business. We reserve the right, at any time and without notice, to add to, change, update or modify this policy, subject to any applicable legal requirements.