

Crowne Plaza London – The City Privacy Policy

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What Personal Information We Collect

We collect personal information that clients choose to provide voluntarily when using our hotel services. We may also ask for personal information when client contact our Customer Service departments such as Sales, Conference, Restaurants, Bar and Front Office. This will allow us to protect their confidentiality by verifying their identity.

Following a stay or event in our hotels, the information is collected and stored by the hotel locally, and subsequently transferred to a centralized database. This facilitates aggregated trend analysis used for hotel management purposes such as planning new promotions, evaluating hotel services, guest preferences, and advertisement planning. In addition, their business with us is valued and we may use the record of their stay to send them via postal mail or email, communications such as guest surveys or promotional offers and benefits. Customers may “opt-out” or choose to be excluded from these communications by noting this on the guest registration during their hotel stay or by contacting Sales.

Some of our promotional offers have a “Tell A Friend” feature that allows guests to have the offer sent to a friend with a comment. If clients choose to use this feature, we collect the email address of their friend(s) to facilitate the referral but do not store it for other uses.

Where Do We Collect Their Personal Information?

When clients place a hotel, restaurant, bar or conference reservation, we request their name, email address, mailing address, phone number. We use this information to process and fulfil their reservation.

When clients join the Crowne Plaza London – The City Contact List, we request their email address in order to send them email on the latest offers, advanced notice of events, and more.

To deliver this information to them, we use a third-party email marketing service called NewZapp, that helps us conduct targeted permission-based email campaigns. When registering for our mailings, this service company stores personal information we provide about our customers and have agreed it will not share, rent, sell, trade or provide any of this information to parties other than Crowne Plaza London – The City. If clients are no longer interested in receiving Crowne Plaza email communications, instructions for removal from the list are included in every email we send them.

Contests

From time-to-time, we may request information from clients through contests. Participation in these contests is completely voluntary and clients have a choice whether or not to disclose this information. Information requested may include contact information (such as name and shipping address), and demographic information (such as zip code, age level). Contact information gathered from contests will be used to notify the winners and award prizes. Demographic information will be used for purposes of monitoring and improving their experience on this site.

We may co-sponsor some contests on our site with other companies. If clients enter one of these contests, our co-sponsor may receive the information collected or may collect the information directly. In such cases, we will tell the client, who is collecting their information, how our co-sponsor may use the information and how clients can contact our co-sponsor.

When and With Whom We Share the clients Personal Information

We will share personal customer information with our hotels, representatives and trusted service providers and contractors for limited purposes through our data management software Delphi or other means if.

Aside from the purposes described above, we do not share personal information with any other third parties unless we have the client's permission or under special circumstances, such as when we believe in good faith that the disclosure is required by law or to protect the safety of hotel guests, employees, the public or InterContinental Hotels Group property.

Links to Other Sites

Please note that our site links to other sites and that the privacy policies of these sites may differ from ours. We advise clients to check the privacy policies of other Web sites before disclosing any personal information. In any event, please note that these sites do not share their personal information with us.

How do I correct or update my information?

We do not offer the possibility to update the individual profile and therefore request an email sent to lency.sales@ihg.com.

How can I decide what communications I will receive?

Email Communications

If clients choose to receive periodic communications from us, we may from time to time send them email messages describing new promotions, featured hotels and special offers. Clients can choose to stop receiving these emails at any time.

Email communications that we use are described in more detail as follows:

Refettorio: We strive to maintain and continually improve the quality of all outlets in our hotel. We may ask clients to comment on the level of service and food in our restaurants and

collect their personal information such as name and contact details for future promotional purposes for the restaurant.

Spicers: We may send clients email promotions of Spicers only if they have solely subscribed to the Spicers database by dropping their details to one of our staff in that restaurant.

Nineteenbelow We may send clients email communication and promotions of our bar nineteen below, if they have dropped their details with a member of our staff in this particular outlet or have participated in a prize draw.

Reservation/Stay Related Interactions: We may send clients a reservation confirmation email to confirm any reservation they make via our reservation office. A similar confirmation may be sent if they modify or cancel a reservation on our site. These confirmations will only be sent if a transaction is conducted.

Pre-Arrival Communications: In some instances we may use their email address used for their reservation to advise them about local weather, hotel information and area information a few days prior to that particular stay.

Post-Stay Communications: In some instances we may use their email address used for a hotel reservation to thank you for that particular hotel stay or to request their feedback on their stay or to ask their permission to continue to communicate offers and news to them by email from the hotel brand at which they stayed.

Right of Access to Data. Clients have a right of access to their data by sending a written request to the hotel's Sales department under loney.sales@ihg.com

If there are questions or concerns regarding this statement, we ask that clients first contact:

Crowne Plaza London – The City

Attn: Sales Office
19 New Bridge Street
London , EC4V 6DB, UK
Phone: 44 870 400 9190
Fax: 44 20 7438 8088
Email: loney.sales@ihg.com

Changes to the Crowne Plaza London – The City Privacy Policy

Crowne Plaza London – The City reserves the right to change, modify or amend this policy at any time. This policy was posted on February 28th 2007.