

Privacy Policy – Deerfield Extended Stay

1. Who We Are and What This Policy Covers

Deerfield Extended Stay, formerly known as Deerfield Inn & Suites ("the Property," "we," "us"), is a family-owned extended-stay property at 1407 Highway 96 North, Fairview, Tennessee 37062.

This Privacy Policy explains how we collect, use, share, and protect personal information about guests, people who book on a guest's behalf, visitors to the Property, and users of our website and online booking engine. It applies to information collected in person, by phone or email, on www.Deerfieldinnfairview.com, and through booking channels that send reservations to us.

By booking with us, staying at the Property, or using our website, you acknowledge this Policy. It should be read together with our Terms and Conditions.

2. Information We Collect

Category	Examples
Identity	Full name, date of birth, government-issued photo ID (type, number, expiration, and a copy or scan where required)
Contact	Phone number, email address, home or billing address
Reservation and stay	Dates, room type, rate, number of guests, names of other occupants, special requests, check-in/check-out times, folio and charges
Payment	Card type, cardholder name, last four digits, expiration, authorization and transaction records (full card numbers are handled by our payment processor; see Section 8)
Vehicle	Make, model, color, and license plate
Accessibility and requests	Accessibility needs or other requests you choose to share so we can assign a suitable room
Pets	Number, type, and weight of pets on nightly stays
Communications	Emails, texts, calls, reviews, complaints, and feedback
Website and device	IP address, browser and device type, pages viewed, and booking-engine activity (see Section 6)

Category	Examples
Video	Security camera footage of public areas (see Section 7)
Business stays	Employer name, tax-exemption certificates, and billing details for company or government stays

We ask only for what we need to provide your stay, meet our legal duties, and keep the Property safe. You may choose not to provide some information, but we may then be unable to confirm a reservation or check you in.

3. How We Collect It

- **From you directly:** when you book by phone, email, or in person; at check-in on the registration card; and when you contact us during or after your stay.
- **Through our website and booking engine:** when you make or manage a reservation online at www.Deerfieldinnfairview.com.
- **From booking channels:** online travel agencies and other sites (such as Expedia, Booking.com, or Airbnb) send us your reservation details when you book through them.
- **From someone booking for you:** an employer, travel agent, family member, or agency may give us your name and stay details.
- **Automatically:** from cookies and similar tools on our website, our key-card system, and security cameras in public areas.
- **From payment processors:** confirmation that a payment was authorized, completed, refunded, or disputed.

4. How We Use It

We use personal information to:

- Make, confirm, change, and manage reservations, including weekly and monthly stays.
- Verify identity and age at check-in, as required by our Terms and Conditions.
- Process payments, deposits, incidental holds, refunds, and fees, and respond to chargebacks.
- Provide services during your stay, including room assignment, accessibility needs, housekeeping, maintenance, and parking.
- Communicate with you about your booking, such as confirmations, payment reminders, check-in details, and stay updates.
- Meet legal, tax, and recordkeeping duties, including Tennessee sales and occupancy tax records.
- Protect the safety and security of guests, staff, and the Property, and prevent fraud, misuse, or violations of our Terms.
- Handle questions, complaints, and disputes.
- Improve our rooms, services, rates, and website.
- Send occasional offers or news, only where you have agreed. You can opt out at any time.

We do not sell your personal information, and we do not use it for automated decisions that have legal effects on you.

5. How We Share It

We share personal information only as described below, and only as much as each purpose needs.

- **Property management system:** reservation and guest records are stored in Cloudbeds, which hosts our booking system on our behalf.
- **Payment processors:** card payments are handled by PCI-compliant payment providers to authorize and settle charges.
- **Booking channels:** if you booked through a third-party site, we exchange reservation details with that site to manage your booking. Their own privacy policies apply to what they collect.
- **Other service providers:** companies that help us run the Property, such as website hosting, email, key-card systems, IT support, and accountants, under duties to keep the information confidential.
- **The person or company paying for your stay:** for business or agency-billed stays, we share stay dates and charges with the billing party.
- **Legal and safety reasons:** when required by law, subpoena, court order, or other valid legal process; to work with law enforcement or emergency services; or to protect the rights, property, or safety of guests, staff, the Property, or others.
- **Business transfers:** if the Property is sold, merged, or converted, guest records may transfer to the new owner, who must handle them consistently with this Policy.

We do not sell or rent personal information to anyone.

6. Website, Online Booking and Cookies

- Our website and online booking engine use cookies and similar tools to keep the booking process working, remember your choices, and understand how visitors use the site.
- We may use analytics tools, such as Google Analytics, that collect information like pages viewed, time on site, and general location based on IP address. This information is used in summary form to improve the site.
- You can block or delete cookies in your browser settings. Some booking features may not work properly without them.
- Our website may link to other sites, such as maps, booking channels, or local attractions. We are not responsible for their privacy practices.
- Information you enter in the booking engine is sent over an encrypted (HTTPS) connection.

7. Security Cameras

- Video cameras operate in public areas of the Property, such as the lobby, entrances, exterior walkways, hallways, and parking lot, for safety, security, and to protect guests, staff, and property.
- Cameras are never placed inside guest rooms or restrooms.
- Footage is kept for a limited time (see Section 9) and is reviewed only when there is a reason, such as an incident, a complaint, a damage claim, or a request from law enforcement.
- Footage may be shared with law enforcement, insurers, or in legal proceedings when needed.

8. How We Protect It

We use reasonable administrative, technical, and physical safeguards to protect personal information from loss, misuse, and unauthorized access.

- **Payment cards:** card data is processed by PCI-compliant payment providers. Staff do not write down or store full card numbers, and we do not accept card details by email or text.
- **Systems:** guest records are kept in Cloudbeds with password-protected, role-based staff accounts, so each employee sees only what their job requires.
- **Paper records:** registration cards, ID copies, and other paper records are kept in locked storage and shredded when no longer needed.
- **Staff:** employees are trained to handle guest information confidentially and to verify identity before discussing a reservation or giving out room numbers.
- **Guest privacy at the desk:** we do not confirm whether a person is staying with us or give out room numbers to callers or visitors.

No system is completely secure. If a breach affects your personal information, we will notify you as required by Tennessee law.

9. How Long We Keep It

We keep personal information only as long as needed for the purposes in this Policy, then delete, shred, or anonymize it.

Record	How long we keep it
Reservation, registration, and folio records	[7] years after check-out, for tax and accounting purposes
ID copies	[1] year after check-out, unless needed for a dispute or legal matter
Payment transaction records	As required by our payment processor and tax law
Security camera footage	[30] days, unless kept longer for an incident or legal request
Marketing contact list	Until you opt out
Records tied to a dispute, claim, or legal request	Until it is resolved, plus any period required by law

10. Your Choices and Rights

You may contact us at any time to:

- **Access:** ask what personal information we hold about you and get a copy.
- **Correct:** ask us to fix information that is wrong or out of date.

- **Delete:** ask us to delete your information, except records we must keep for tax, legal, safety, or dispute reasons.
- **Opt out of marketing:** use the unsubscribe link in any marketing email, reply STOP to texts, or contact us directly. You will still receive messages about your reservation.

To protect your privacy, we will verify your identity before acting on a request. We aim to respond within [30] days and will not treat you differently for making a request.

Guests from other states or countries may have additional rights under their local laws. Contact us and we will respond in line with the law that applies.

11. Children's Privacy

Guests must be at least 18 to book or register a room. Our website and booking engine are not intended for children, and we do not knowingly collect personal information online from children under 13.

Information about minors travelling with an adult, such as their name or age, is collected only from the registered adult and only as needed for the stay. If you believe a child has given us information without a parent's consent, contact us and we will delete it.

12. Changes and Contact

We may update this Policy from time to time. The updated version will be posted on our website and in our booking engine with a new effective date. Material changes apply to information collected after the change, unless you agree otherwise.

For questions, requests, or concerns about your personal information, contact:

- Deerfield Extended Stay
- Attn: Privacy
- 1407 Highway 96 North, Fairview, TN 37062
- Phone: 615-799-4700
- Email: Reservations@DeerfieldInnFairview.com
- www.Deerfieldinnfairview.com