



PRIVACY STATEMENT

HOTEL OKURA AMSTERDAM

Who are we

Hotel Okura Amsterdam
Ferdinand Bolstraat 333
1072 LH Amsterdam
Chamber of Commerce registration number: 33121947
VAT number: NL001437355B01

Okura Nikko Hotel Management Co., Ltd.

2-10-4 Toranomom, Minato-ku, Tokyo 105-0001, Japan

At this hotel, Hotel Okura Amsterdam and Okura Nikko Hotel Management Co., Ltd., its operating company, process your personal information as independent data controllers handling personal information.

For details regarding the processing of personal information by Okura Nikko Hotel Management Co., Ltd., please refer to the following:

Okura Nikko Hotel Management Co., Ltd. "Privacy Policy"
<https://www.okura-nikko.com/privacy-policy/>

For details regarding the processing of personal information by Hotel Okura Amsterdam, please refer to the following policy:

Hotel Okura Amsterdam respects the privacy of all its guests and treats personal information provided by them as confidential. We collect, use and store such data with all due care, in accordance with the European General Data Protection Regulation.

This Privacy Statement is our way of telling you what information we collect, how we use and protect it, to whom we pass it on, how you access, how you can change or have it removed. Take a moment to read the sections below.

What information is collected and processed by us?

Depending on the functionality of the website you use, the personal data we collect may include the following information:

- Information that you provide within the context of a service provided by Hotel Okura Amsterdam, such as your name, address, e-mail address, telephone number, passport number or identity card number, credit card details including the name of the credit card holder, the billing address, the credit card number and the expiration date;
- Information about your preferences and family composition, including room preferences, leisure time and other information needed to meet special requests;
- Information about your use of the website, preference for communication, statistical information regarding your stay and reactions to special offers and surveys;
- Any other information that you voluntarily provide to Hotel Okura Amsterdam.

We ask for your email address, because we need to send you a confirmation via email to confirm your booking or reservation and send a survey related to your stay during or post your stay.

If we use your personal data for other purposes than the booking process, we ask you for permission to store and process your personal data.

Making a profile

You can create your own profile on www.okura.nl. We will ask you to enter several personal details here. Your data will be used to point you to relevant offers and to inform you about products and services from Hotel Okura Amsterdam.

Loyalty programs

If you want to become a member of our loyalty programs One Harmony or Leaders Club Membership, we will ask you to enter your personal details such as your name, address, e-mail address, telephone number and date of birth. All data will be stored in a digital database. If you make purchases at Hotel Okura Amsterdam through this membership, we register it by name. This data is used to make statistical and general analyses of your purchasing behaviour. The Privacy Policy of Okura Nikko Hotel Management can be found at <https://www.okura-nikko.com/privacy-policy/#anc03> and the Privacy

Policy of Leading Hotels of the World can be found at <https://www.lhw.com/privacy-policy>. At both parties your personal data will be stored outside the EER. If you sign up for one of these loyalty programs, you agree to the terms and conditions from those companies. We have a processor agreement with both parties to ensure that these organizations handle your personal data safely and secure.

Reservation via an Online Travel Agency

Depending on the functionality of the website you use to make your reservation, the personal data we collect (or that is shared with us) may include the following information:

- Information that you provide within the context of a service provided by Hotel Okura Amsterdam, such as your name, address, e-mail address, telephone number, credit card details including the name of the credit card holder, the billing address, the credit card number and the expiration date;
- Information about your preferences and family composition, including room preferences, leisure time and other information needed to meet special requests;

Ferdinand Bolstraat 333, 1072 LH Amsterdam, The Netherlands
Phone: +31(0)20 6787 111 • Fax: +31(0)20 6712 344 • www.okura.nl

Hotel Okura Amsterdam B.V., Amsterdam Chamber of Commerce Reg. 33121947. All transactions are made under the Uniform Conditions of Hotel-Industry (U.V.H.), filed at the Court of The Hague and The Chamber of Commerce, copy available on request.



OKURA HOTELS & RESORTS

In case the online travel agency is not sharing your email-address with us, we might ask for it in order to send you a re-confirmation of your booking or reservation and to send a survey related to your stay during or post your stay. If we use your personal data for other purposes than the booking process, we ask you for permission to store and process your personal data.

Marketing Consent

Hotel Okura Amsterdam may ask for your consent to receive marketing communications. This consent can be provided through our website, via email, phone, or in person at our reception or any other location within the hotel. By consenting to this privacy policy, you agree to receive marketing communications from Hotel Okura Amsterdam and its operating company, Okura Nikko Hotel Management. These communications may include updates, special offers, and promotions tailored to your preferences.

We will only send you marketing communications if you have explicitly opted in. You can choose the types of communications you wish to receive (e.g., email, phone) and may withdraw your consent at any time by clicking the 'unsubscribe' link in our emails or by contacting us directly at info@okura.nl.

Your personal data will be used exclusively for promotional purposes by Hotel Okura Amsterdam and Okura Nikko Hotel Management and will not be shared with third parties without your explicit consent. For more details about your rights under GDPR, such as the right to access, rectify, or delete your data, please see the relevant section of this privacy policy.

Conversion Tool

Hotel Okura Amsterdam uses conversion tools to help us improve our online booking process and to help us personalise and improve our interaction with you. These services may involve the use of cookies on our website. By continuing to visit our website, you consent to the use of cookies to help us personalise and improve our interaction with you.

Photos and Image

- We may also utilize a photo or image of you from freely available sources to enhance your guest experience, for example, to enable staff to recognize you more easily and provide personalized service. The use of this would be strictly limited to the staff directly working for the Okura chain.
- We commit to using any photos or images of you solely for the purpose(s) for which express permission has been given.
- You have the right to withdraw your consent, request deletion, or object to the processing of your image at any time by contacting info@okura.nl.

- We will ensure that all collected images are securely stored and only accessible to authorized personnel.

For what purposes do we use your information?

Hotel Okura Amsterdam may use your personal information for the following purposes:

- To enable you to use the website and to provide the services of Hotel Okura Amsterdam (such as making a reservation or answering a request for information);
- For identification and verification purposes;
- To be able to process payments;
- To send you information by post, e-mail, text message or telephone about Hotel Okura Amsterdam's own services, such as messages about our latest promotions;
- To conduct market research through surveys in order to better meet your needs and improve the effectiveness of our website, your experience in the hotel, our various forms of communication, our advertising campaigns and/or our promotional activities;
- To generate anonymous statistical data;
- To secure the website and to adapt it to your wishes and needs.

We will ensure that we only send information that we think is of interest to you, for example information about special offers or new products and services.

If you no longer wish to receive this information, you can unsubscribe at any time by following the link at the bottom of the newsletter you receive.

Visitors of www.okura.nl

If you are making a reservation or booking on our own website this will go through our booking engines, therefore your personal data will be stored outside the EER. We made strict agreements with those companies regarding the security of your personal data. Do you have any objection, please make your reservation via email or telephone.

Provisioning information to third parties

Occasionally we have to hire companies outside Hotel Okura Amsterdam to help us with certain services. In some of these cases we have to share your data with those companies, because they need it to be able to carry out the service at Hotel Okura Amsterdam and optimize our service. You can think of audits by auditors and other specialised service providers. We make strict agreements regarding the security of your personal data with those companies.

We restrict the data we share with third parties to only the purposes for which the other party needs them. They are strictly controlled by Hotel Okura Amsterdam to ensure that your privacy remains protected. These parties may never use or pass on your data independently. It can occur that your personal data will be stored outside the EER. If we transfer your personal data outside of the European Economic Area (EEA), we will ensure that appropriate safeguards are in place, such as Standard Contractual Clauses or other legally recognized mechanisms, to protect your personal data.

Hotel Okura Amsterdam also passes on your personal data to third parties if the hotel is obliged to do so on the basis of national or international laws or regulations.

How does Hotel Okura Amsterdam protect your personal information?

In order to guarantee the accuracy of the personal data, to prevent access by unauthorized persons and to ensure that the personal data is used correctly, Hotel Okura Amsterdam has taken appropriate physical, electronic and management measures to protect and secure the personal data that the hotel collects and receives. The website is equipped with a firewall that is designed and set to protect the personal data collected from you against unauthorized and unintended access.

Access to, change and deletion of your data

If you want to know what information Hotel Okura Amsterdam has collected from you, you can submit a request to Hotel Okura Amsterdam to receive an overview of your personal data by sending an e-mail to dpo@okura.nl. Hotel Okura Amsterdam will provide this information to you in writing within 4 weeks after identification.

If the personal data that Hotel Okura Amsterdam holds about you is incorrect or incomplete, or unnecessary for the purpose for which they were collected, you can ask Hotel Okura Amsterdam to correct, delete or block the data. Hotel Okura Amsterdam will respond to such a request within 4 weeks.

Hotel Okura Amsterdam reserves the right to change or update this Privacy Statement from time to time. Updated versions are published on our website and provided with a publication date.

If you have questions or comments regarding privacy or security issues, you can reach our DPO, Toine Trommelen by e-mail at dpo@okura.nl.

Publication date

20 May 2025

