

The [www.T-HX.com](http://www.T-HX.com) website, and our mobile applications (collectively, the “Site”) is a service of Hotel Xchange, LLC, an Illinois limited liability corporation with headquarters located in Illinois (“Hotel Xchange” or “we”). We have prepared this Privacy Policy to explain our information practices related to our current, prospective, and former clients as well as other visitors to our website located at [www.t-hx.com](http://www.t-hx.com) linked to this Privacy Policy (collectively, the “Site”). This Privacy Policy also explains the rights and choices you may have with regards to your Personal Information (defined below). By accessing or using the Site or otherwise providing us with Personal Information, you acknowledge this Privacy Policy.

## What are the sources of your personal information?

We collect Personal Information from different sources, including from you, from our service providers, and through your transactions with non-affiliated third parties (like our business partners and social media websites). For instance, we collect Personal Information from you, including when (i) you apply for our services; (ii) you create an account on our website; (iii) you request marketing information be sent to you; (iv) you give us feedback or contact us; (v) you use this Site or use any of our services; (vi) you update or modify information that is maintained on the Site; (vii) you register for an event; or (viii) you otherwise provide information to us. We also collect some Personal Information, like Internet or Network Activity, through any available automated technologies.

## What kind of personal information do we collect?

We collect Personal Information about our clients, potential clients, and other people who interact with our business, which is primarily commercial real estate brokerage. In this Privacy Policy, “Personal Information” means any information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular individual.

The types of Personal Information we may collect are grouped into categories as follows:

**Identifiers.** We may collect your first and last name (or alias), email address, phone number, address, fax number and online identifiers such as IP address.

**Internet or Network Activity.** We may automatically collect certain information related to your interactions with us and the Site, including, without limitation, the type of computer you use, the web browser you use, the web pages you visit, the duration of your visit to the Site, and other information we collect through the use of cookies and similar technologies. We also use cookies (a small text file placed on your computer to identify your computer or device and web browser) and similar technologies to improve the experience of the Site. Please see the “What about cookies and similar technologies” section of this Privacy Policy to learn more about the use of this information and choices

available to you. We will at times associate that information with Personal Information about you or other information about your business.

**Commercial Information.** We may collect your interests, your preferences in receiving marketing materials and other communications, and your feedback and survey responses. We also collect information about your business's transactions with us, which may be linked with Personal Information you provide.

**Audio or Visual Information.** We may collect call or video recordings, such as when you interact with us over video conferencing platforms.

**Inferences from the Above Categories Used to Profile.** We may use various pieces of Personal Information in the categories noted above to create a profile for you.

**Sensitive Personal Information.** We may collect certain information that is considered to be sensitive under certain privacy laws, such as log-in credentials. When you choose to provide materials to us, we will also collect any sensitive information contained in those materials, like Social Security numbers.

## **How do we use your Personal Information?**

We use Personal Information as permitted by law and for our everyday business purposes, such as to process transactions and maintain account(s). Our business purposes also include, but are not limited to, our use of Personal Information to provide you with the Site and our services, to establish your online account, to send you information and reports about types of properties that you may be interested in, to contact you directly about properties that you may be interested in, to provide you with any other services you request, to notify you of new products or services offered by Hotel Xchange, any of its affiliates, or any of its partners, and to otherwise communicate with you about Hotel Xchange, any of its affiliates, or any of its partners. This may include using Personal Information for advertising and marketing purposes, such as to send you marketing communications. We also may use Personal Information to respond to e-mails, provide customer support, and other similar matters.

We also use Personal Information to customize your experience while visiting the Site and to evaluate and improve the design of the Site and our services. We use Personal Information to help us run and maintain the Site, study traffic patterns, and generally learn about the usage of the Site. We also use such information for purposes of system administration, to improve the design and content of the Site and our services, and to enable us to personalize your Internet experience.

Additionally, we use Personal Information to comply with the law and maintain the security of our Site and services. We may use Personal Information in other ways with your consent or as disclosed at the time the information is collected.

## **How do we share your Personal Information?**

We may share each category of Personal Information we collect with other parties as permitted by law and for our everyday business purposes, including to carry out transactions that you request. Other examples of how we may share Personal Information are described below.

## **Compliance with Laws and Law Enforcement**

We may disclose Personal Information in special cases when we have reason to believe that disclosing such information is necessary to identify, contact, or bring legal action against someone who may have breached our Terms of Use or who may be causing injury to or interference with (either intentionally or unintentionally) our rights or property, other users of the Site, or anyone else who could be harmed by such activities. We may also disclose Personal Information or other information in response to a law enforcement request, when we believe that the law requires it, or when we believe it is necessary or appropriate in order to respond to legal requests (including court orders and subpoenas).

## **Business Transactions**

We may disclose Personal Information to third parties including our advisors, potential purchasers, and their advisors, in connection with an actual or proposed corporate sale, merger, or acquisition, or other transfer of all or part of our assets.

## **Affiliates and Related Parties**

We may disclose Personal Information to affiliates and joint venture partners that we may have in the future, which may have their own privacy policies that govern how they process your Personal Information. An affiliate is a business controlling, controlled by or under common control of Hotel Xchange, which may or may not share branding with

Hotel Xchange. To the extent that these disclosures would be considered “sales” under applicable law, you can opt out of these disclosures as described below.

## **Advertising Providers**

As described in the below “What about cookies and similar technologies” section of this Privacy Policy, we allow third-party advertising providers to collect limited Personal Information on the Site.

## **Others**

We may disclose Personal Information with other parties with your consent, at your direction, or as otherwise disclosed at the time of information collection or sharing.

We may also disclose information in aggregate form without limitation, including to third parties like advertisers and business partners.

## **Additional rights regarding your Personal Information.**

Regardless of your state of residence, you may also ask us to stop sending you marketing messages at any time by unsubscribing to messages you receive from us; OR by contacting us as described below. If you opt out of marketing emails, we will continue to send you email messages related to your transactions or relationship with us.

You may also ask us to correct or amend your Personal Information at any time by contacting us as described below.

You may request to opt out of receiving marketing messages or contact us to correct or amend your Personal Information at any time. You can make a request by (i) filing out the Personal Information Request Form; (ii) emailing us at [sold@t-hx.com](mailto:sold@t-hx.com) or (iii) writing to us at Hotel Xchange, LLC. Attn: Information Request, 1900 E. Golf Road., Suite 950, #347, Schaumburg, IL 60173.

## **How we strive to protect the security of your Personal Information?**

We maintain physical, technical, and administrative safeguards to reduce the risk of unauthorized access to Personal Information. However, although we employ such safeguards, information transmitted on the Internet and/or stored on

systems connected to the Internet is never 100% secure. As a result, we cannot nor do we ensure, warrant, or guarantee the security or integrity of such information.

## **Does the Site contain links to other websites?**

While you are using the Site, you may be linked or directed to other third-party websites outside of the Site that are beyond our control. A link to a third party's website does not mean that we endorse it or that we are affiliated with it. You access such third-party websites or content at your own risk. Each of these third parties may have a privacy policy different from ours. Please review the privacy policies of these websites. We are not responsible for any actions or policies of such third parties.

## **How long will you retain my Personal Information?**

We will retain your Personal Information for as long as reasonably necessary to fulfill the business purposes we collected it for, including to satisfy any legal, regulatory, tax, accounting or reporting requirements. We may retain your Personal Information for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

To determine the appropriate retention period for Personal Information, we consider the amount, nature and sensitivity of the Personal Information, the potential risk of harm from unauthorized use or disclosure of your Personal Information, the purposes for which we process your Personal Information and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements.

## **How can you contact us?**

If you have any questions about this Privacy Policy, or to obtain a copy of the Privacy Policy, you can contact us by:

- filling out the Contact Form on our website;
- writing to us at Hotel Xchange, LLC. Attn: Information Request, 1900 E. Golf Road., Suite 950, # 347, Schaumburg, IL 60173.