



HOTELES
BOGOTÁ PLAZA

AUTHORIZATION FOR THE PROCESSING OF PERSONAL DATA

THROUGH INSTANT MESSAGING, WHATSAPP, AND SOCIAL MEDIA

In accordance with Statutory Law 1581 of 2012 and related regulations, I, as the Data Subject, authorize my personal data to be included in a database of **HOTELES BOGOTA PLAZA S.A.** for processing. Such processing includes the collection, storage, use, circulation and final disposal of the data for the following purposes: guest and companion registration; administrative management; customer loyalty programs; internal statistical analysis; management of reservations, charges and payments; invoicing and economic, accounting and tax management; marketing; opinion and satisfaction surveys; contact and sending of commercial communications to the contact details provided, through any available technological means; commercial prospecting; advertising of the hotel's own services; market segmentation; and the promotion and offering of products and services. It will also be used for the management, registration and updating of the SIAT platform; analysis for the control and prevention of fraud and money laundering; national and international transmission of data to service providers; and national and international transfer of data to third parties in order to carry out the purposes set out herein.

Likewise, where applicable, I authorize as the legal representative of the minor(s) whom I register as guest(s), that their personal data and our personal images may also be processed in accordance with the purposes described above. Providing sensitive data —understood as data that affects privacy or may give rise to discrimination— or data related to minors is optional.

The personal data processing policy, as well as any substantial changes thereto, may be consulted by writing to the following email address: **mercadeo@hotelesbogotaplaza.com**

The Data Subject may exercise the rights to access, update and rectify their data; request proof of this authorization; be informed of how their data is being used; submit complaints to the Superintendence of Industry and Commerce (SIC); revoke this authorization; and/or request the deletion of their data by means of a written request sent to the email address, physical address or contact number of **HOTELES BOGOTA PLAZA S.A.**, clearly indicating the right they wish to exercise.