

Privacy Policy

Global Comfort Group Corporation through its affiliated Hotels and Brands ("GCGC", "the Company", "we", "us", and "our") is committed to safe keep your privacy online. Your privacy is important to us. It is GCGC's policy to respect your privacy and comply with any relevant law and regulation regarding any personal information we may collect about you, including across our different brand's websites, social media platforms, online surveys and other sites we own and handle.

We want you to be informed on how we collect, use, protect, manage, retain, and dispose your Personal Information upon your given consent. Kindly take the effort to read the following and learn more about our privacy policy.

Any information you (our customer, guest, or participant) provide will be used for the Company's purposes only. It will not be shared to an individual or other company, or other third parties, unless required by law. However, Hotel Sogo may need to provide your name and delivery address to third parties that the Company uses for delivering specific services to you. (Such as support services or shipping purposes).

Why We Collect Your Data

The Company collects and use your personal information when we have a legitimate reason for doing so and when you have given your consent. In which instance, we only collect personal information that is reasonably necessary to provide our services to you.

Typically, we collect, use, and disclose your personal data for such purposes:

1. To respond to your inquiries and proposals
2. To complete your service call or any purchase relations
3. To assess complaints and guest's commendations
4. To help improve our products and services
5. To offer updates on our new services, products, events, and promotions that may be relevant to you.
6. To maintain the security and safety of our premises, employees, projects, and events that may be related to you

How Information is Gathered

Your personal information may be collected from you by ay of the following:

1. Use of mobile device or web browser to visiting our websites or access any of our content (<https://hotelsogo.com/>, <https://sogocares.ph>, <https://www.eurotel-hotel.com/>, <http://hoteldreamworld.ph/>, <https://apoviewhotel.com/>)
2. Purchase of our products and services;
3. Responding to social media messages, concerns, or inquiries;
4. Contacting us via e-mails, application forms, social media, phone calls and conversations; or any similar technologies;
5. Visiting our hotels, offices, events, and programs;
6. Participating in different customer surveys, competitions, sweepstakes, contests and in any related promotions or endorsements;
7. When you mention us in social media

The Data We Collect

The information we collect includes both information you knowingly and actively provide us when using or participating in any of our services and promotions, and any information automatically sent by your devices in the course of accessing our products and services.

Please take note that you are responsible for certifying that all personal data you submit is accurate, updated and complete.

We may collect, hold, use, and disclose information for the following purposes, and personal information will not be further managed in a manner that is unsuited with these purposes:

1. to enable you to customize or personalize your experience of our website and other services
2. to contact and communicate with you
3. for analytics, market research, and business development, including to operate and improve our website, associated applications, and connected social media platforms
4. for advertising and marketing, including to send you promotional information about our products and services and information about third parties that we consider may be of interest to you
5. to consider your employment application
6. for internal record keeping and administrative purposes
7. to run competitions, contests, sweepstakes, and/or offer additional benefits to you
8. to comply with our legal obligations and resolve any disputes that we may have
9. for security and fraud prevention, and to ensure that our sites and apps are safe, secure, and used in line with our terms of use

Data Log

When you visit any of our related website, our servers may automatically log the standard data provided by your web browser. It may include your device's Internet Protocol (IP) address, your browser type and version, the pages you visit, the time and date of your visit, the time spent on each page, other details about your visit, and technical details that occur in conjunction with any errors you may encounter.

Please be aware that we may combine information we collect about you with general information or research data we receive from other trusted sources.

Security of Your Personal Data

All personal information collected will be processed and be facilitated through email and hard copy. Only authorized Hotel Sogo personnel have access to these data. Data will be stored for two years and the company will protect it within commercially acceptable means to prevent loss and theft, as well as unauthorized access, disclosure, copying, use, or modification. Physical records shall be disposed of through shredding, while digital files shall be anonymized.

We advise that no method of electronic transmission or storage is 100% secure, and no one can guarantee absolute data security. We will comply with laws applicable to us in respect of any data breach.

How Long is Your Data Kept

We keep your personal information only for as long as necessary and only for legitimate purpose. This time period may depend on what we are using your information for, in accordance with this privacy policy. If your personal information is no longer required, we will delete it or make it anonymous by removing all details that identify you. Rest assured that the data collected when no longer required will be disposed accordingly in a secure manner that would prevent it from further processing, unauthorized access, disclosure to the public that would prejudice the interest of the data subject.

We may retain your personal information for our compliance with a legal, accounting, or reporting obligation or for archiving purposes in the public interest, scientific, or historical research purposes or statistical purposes.

Disclosure of Personal Data to Third Parties

We may disclose personal information to:

- a parent, subsidiary, or affiliate of our company
- third party service providers for the purpose of enabling them to provide their services, for example, IT service providers, data storage, hosting and server providers, advertisers, or analytics platforms
- our employees, contractors, and/or related entities
- our existing or potential agents or business partners
- sponsors or promoters of any competition, sweepstakes, or promotion we run
- courts, tribunals, regulatory authorities, and law enforcement officers, as required by law, in connection with any actual or prospective legal proceedings, or in order to establish, exercise, or defend our legal rights
- third parties, including agents or sub-contractors, who assist us in providing information, products, services, or direct marketing to you
- third parties to collect and process data

Your Rights and Control

GCGC acknowledges your rights as a data subject under the Republic Act 10173 – Data Privacy Act of 2021. You are entitled to exercise the following rights, if applicable:

1. Right to be informed;
2. Right to reasonable access;
3. Right to object;
4. Right to erasure or blocking;
5. Right to rectification;
6. Right to data portability;
7. Right to file a complaint; and
8. Right to be indemnified.

You always retain the right to withhold any personal information from us, with the understanding that your experience of our website may be affected. We will not discriminate against you for exercising any of your rights over your personal information. If you do provide us with personal information you understand that we will collect, hold, use and disclose it in accordance with this privacy policy. You retain the right to request details of any personal information we hold about you.

If we receive any personal information about you from a third party, we will protect it as set out in this privacy policy. If you are a third party providing personal information about somebody else, you represent and warrant that you have such person's consent to provide the personal information to us.

If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time. We will provide you with the ability to unsubscribe from our email-database or opt out of communications. Please be aware we may need to request specific information from you to help us confirm your identity.

If you believe that any information we hold about you is inaccurate, out of date, incomplete, irrelevant, or misleading, please contact us using the details provided in this privacy policy. We will take reasonable steps to correct any information found to be inaccurate, incomplete, misleading, or out of date.

Changes to This Policy

At our discretion, we may change our privacy policy from time to time to reflect updates to our business processes, current acceptable practices, or legislative or regulatory changes. Any updates will or changes will be posted on our official website.

Contact Us

For any questions or concerns regarding this privacy policy, you may contact us using the following details:

Address: Global Comfort Group Corporation, 628 EDSA Cubao, Quezon City

Contact number: (8) 7900-900

Email address: inquiry@hotelsogo.com