

PRIVACY POLICY

WHAT ARE COOKIES?

Cookies are small pieces of text sent by your web browser when you visit a website. They are stored in your browser and help the service recognize you, making your next visit easier and more useful.

HOW MY COMPANY USES COOKIES?

We may place several cookie files in your web browser for various purposes, enhancing your online experience on our website. You can change preferences and decline certain cookies while browsing. Deleting cookies may affect your use of parts of our website.

RELEVANT LEGISLATION

We respect and comply with GDPR and CCPA guidelines. GDPR applies to personal data processing, while CCPA excludes non-commercial activities. Our website complies with national and international data protection and user privacy laws, including GDPR and CCPA.

DATA PROTECTION

We collect your information (name, contact details) when you visit our website to provide services, personalize content, and deliver relevant emails. We adhere to GDPR's 'Legitimate Interest' and CCPA for reasonable contact expectations. We don't collect sensitive data or knowingly process children's data.

SMS COMMUNICATION & PRIVACY

Motel 6 Arcata respects your privacy. We may collect personal information, including your phone number, to provide customer care and account notifications via SMS. These messages may include booking confirmations, check-in instructions, and service-related updates. Message frequency may vary. Message and data rates may apply.

We do not use SMS for marketing or promotional purposes, and your information will not be sold, rented, or shared with third parties for their marketing purposes.

You may opt out of receiving SMS messages at any time by replying "STOP". For assistance, reply HELP or contact us at +1 707-213-4932 or [Hotel Email].

We implement reasonable administrative, technical, and physical safeguards to protect your information.

WE USE THE INFORMATION TO:

- Contact you after your inquiry
- Ensure service standards
- Customize content
- Provide information via email on promotions or new products (SMS is not used for promotional communication)
- Maintain contact for future inquiries or grievances

PERSONAL DATA RIGHTS

Under GDPR and CCPA, you possess certain rights concerning your Personal Information. We have delineated the applicable rights to the Personal Data we collect, as follows:

- **Right to be Informed:** You have the right to know what happens with your Personal Data. This Privacy Policy aims to furnish you with this information.
- **Right of Access:** You have the right to know what Personal Data we hold about you. We will provide this information to you free of charge.
- **Right of Rectification:** If the Personal Data we hold about you is incorrect or incomplete, you have the right to correct or complete it.
- **Right to Erasure:** Also known as the 'right to be forgotten,' this means that if you request us to do so, we will delete the Personal Data we hold about you. This may affect our ability to provide you with services in the future.
- **Right to Restrict Processing:** You can request us to cease processing your data instead of deleting it. This may impact our ability to provide you with services in the future.
- **Right to Data Portability:** If you request Personal Data from us, we will provide it in a commonly used, machine-readable form.
- **Right to Object:** You can object to us processing your Personal Data if you believe it is not in your interest.

You also have the right to lodge a complaint with a supervisory authority if you so wish.

USE OF IP ADDRESS

We collect IP addresses for system administration, aggregate information analysis, and website use audit.

USE OF PERSONAL DATA

If you provide your telephone number, we may contact you to qualify your inquiry and provide customer care or account-related notifications. We use your information for business activities, customer services, and email communications. Some data may be shared with third parties strictly for service provision purposes.

TYPES OF COOKIES

- **Strictly Necessary Cookies:** Essential for website services.
- **Functionality Cookies:** Provide a personalized experience.
- **Tracking and Performance Cookies:** Analyze website traffic without identifying individuals.
- **Targeting and Advertising Cookies:** Show relevant ads based on browsing habits.

THIRD-PARTY LINKS

Our website may direct you to external sites beyond our control. We are not responsible for their data collection practices.

SECURITY

While we take precautions, no online data transmission is 100% secure. We cannot guarantee against theft, destruction, or inadvertent disclosure of personal information.

TRACKING TOOL

We use Google Analytics for anonymous market research through cookies, pursuing our legitimate interests.