

Rosevine Inn Bed & Breakfast and Extended Stay Lodging Privacy Policy

This Privacy Policy describes how your personal information is collected, used, and shared when you visit or make a purchase from <https://www.rosevine.com/> (the "Site").

PERSONAL INFORMATION WE COLLECT

Website Use Information

When you visit the Site, we automatically collect non-personally-identifying information of the sort that web browsers and servers typically make available, such as the browser type, language preference, referring site, and the date and time of each visitor request. We do not collect your full IP address. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected, non-personally-identifying information as "Device Information."

We collect Device Information using the following technologies:

- "Cookies" are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.
- "Log files" track actions occurring on the Site, and collect data including browser type, Internet service provider, referring/exit pages, and date/time stamps.
- "Web beacons," "tags," and "pixels" are electronic files used to record information about how you browse the Site.
- We never collect your IP address.

Personal Information

Additionally when you make a reservation or attempt to make a reservation, we collect certain information from you, including your name, billing address, payment information (including credit card), email address, and phone number. We refer to this information as "Reservation Information."

We encrypt any sensitive information that is transmitted via our website using secure socket layer technology (SSL).

When we talk about "Personal Information" in this Privacy Policy, we are talking both about Device Information and Reservation Information.

HOW DO WE PROTECT YOUR INFORMATION?

Your reservation information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems, and are required to keep the information confidential. In addition, all sensitive/credit information you supply is encrypted via Secure Socket Layer (SSL) technology.

We implement a variety of security measures when a user places a reservation, enters, submits, or accesses their information to maintain the safety of your personal information.

All transactions are processed through a gateway provider and are not stored or processed on our servers.

HOW DO WE USE YOUR PERSONAL INFORMATION?

We do not share, sell, lend or lease any of the information about you (whether personally identifiable or not) with anyone except to the extent it is necessary to process transactions, provide services that you have requested, or as described below.

We use the Device Information that we collect to help us screen for potential risk and fraud, and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

We use the Reservation Information that we collect generally to fulfill any orders placed (including processing your payment information, arranging for requested services, and providing you with invoices and/or order confirmations). Additionally, we use this Order Information to:

- Communicate with you, including requests for ratings and reviews;
- Screen our orders for potential risk or fraud; and
- When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.

We disclose Personal Information only to those of our employees, contractors, and affiliated organizations that

- (i) need to know that information in order to process it on our behalf or to provide services available at Rosevine Inn, and
- (ii) that have agreed not to disclose it to others.

This includes website hosting partners, reservation channel management providers, and other parties who assist us in operating our website, conducting our business, or serving our users.

SHARING YOUR PERSONAL INFORMATION

We share your Personal Information with third parties to help us use your Personal Information, as described above.

- We use ResNexus to power our online reservation system. You can read more about how ResNexus uses your Personal Information here:

<https://www.resnexus.com/company/privacypolicy/>

- We use Google Analytics to help us understand how our customers use the Site. You can read more about how Google uses your Personal Information here:

<https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

- We use TextingReviews to solicit reviews and ratings. You can read more about how TextingReviews uses your Personal Information here: <https://www.textingreviews.com/privacy>

- We may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

YOUR RIGHTS

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, if you are a European resident we note that we are processing your information in order to fulfill contracts we might have with you (for example if you make a reservation), or otherwise to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe, including to the United States and Canada.

DATA RETENTION

When you place an order through the Site, we will maintain your Reservation Information for our records unless and until you ask us to delete this information.

Credit card information is removed according to standard PCI DSS regulation.

CHANGES

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

CONTACT US

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at rosevineinn@gmail.com or by mail using the details: Rosevine Inn, 415 S Vine Ave, Tyler, TX, 75702, United States