BLACK HOTELIERS & INVESTORS ASSOC.

PRIVACY NOTICE

Last updated January 17, 2025

This Privacy Notice for Black Hoteliers & Investors Association ("**we**," "**us**," or "**our**"), describes how and why we might access, collect, store, use, and/or share ("**process**") your PI when you use our services ("**Services**"), including when you visit any of our websites that links to this Privacy Notice or engage with us in other related ways, including any sales, marketing, or events.

Questions? This Privacy Notice will help you understand your privacy rights and choices. We are responsible for deciding how to process your PI. If you disagree with our policies or practices, do not use our Services. If you have questions or concerns, contact us at info@thebhia.org.

SUMMARY OF KEY POINTS

What personal information ("PI") do we process? We may process your PI when you visit, use, or navigate our Services, depending on your interactions, choices, and the features you use.

Do we process sensitive PI? We process race/ethnicity information with your consent.

We do not collect information from third parties.

How do we process your information? We process your information to provide, improve, and manage our Services, communicate with you, ensure security, prevent fraud, and comply with legal obligations. We only process your information when we have a valid legal reason.

When and with whom do we share PI? We share your PI in specific situations with certain third parties.

How do we keep your information safe? We use adequate organizational and technical measures to protect your information, but no method of transmission or storage is completely secure.

What are your rights? You may have rights regarding your PI, depending on regional privacy laws.

How do you exercise your rights? You can exercise your rights by contacting us at info@thebhia.org. We will respond to requests in accordance with applicable data protection laws.

Select additional considerations?

A.Health and Safety Measures - We implement robust health and safety protocols at our in-person events, including compliance with local health regulations, crowd management, and emergency response planning. Participants are informed of these measures prior to attendance.

B.Photography and Video Recording Consent - By attending our in-person events, participants consent to photography and videography, which may be used for promotional purposes. Participants can opt out by notifying event staff.

C.Personal Belongings Disclaimer - We are not responsible for the loss, theft, or damage of personal belongings during the event. Participants are advised to keep their belongings secure at all times.

D.On-site Data Collection Transparency - Any personal information collected on-site (e.g., through registration forms or surveys) will be securely processed and used solely for event-related purposes, with participants' consent.

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1. WHAT INFORMATION DO WE COLLECT?

Personal information you disclose to us. We collect PI that you voluntarily provide to us when you register on the Services, participate in the Services, or otherwise when you contact us.

Personal information you provide. We collect PI based on your choices and your interactions with us and the Services. Collected PI includes names, email addresses, job titles, organizations, and BH&IA IDs.

Sensitive Information. When necessary, with your consent or as otherwise permitted by applicable law, we collect and process information revealing race or ethnic origin.

All PI that you provide must be true, complete, and accurate. You must notify us of any changes to it.

2. HOW DO WE PROCESS YOUR INFORMATION?

We process your PI for a variety of reasons, depending on how you interact with our Services, including:

- **To facilitate account creation and authentication and otherwise manage user accounts.** We may process your information to create your account and keep your account in working order.
- **To deliver and facilitate delivery of services to the user.** We may process your information to provide you with the requested service.
- **To respond to user inquiries/offer support to users.** We may process your information to respond to your inquiries and solve any potential issues you might have.
- **To send administrative information to you.** We may process your information to send you details about our services, changes to our terms and policies, and other similar information.
- **To send you marketing and promotional communications.** We may process the PI you send to us for our marketing purposes, if this is in accordance with your marketing preferences. You can opt out of our marketing emails at any time.
- **To administer prize draws and competitions.** We may process your information to administer prize draws and competitions.
- **To advertise, evaluate, and improve our Services, products, marketing, and your experience.** We may process your information when we believe it is necessary to identify usage trends, determine the effectiveness of our promotional campaigns, showcase diversity, and to evaluate and improve our Services, products, marketing, and your experience.
- **To comply with our legal obligations.** We may process your information to comply with our legal obligations, respond to legal requests, and exercise, establish, or defend our legal rights.

3. WHEN AND WITH WHOM DO WE SHARE YOUR PERSONAL INFORMATION?

Vendors, Consultants, and Other Third-Party Service Providers. We may share your data with third-party vendors, service providers, contractors, or agents ("**third parties**") who perform services for us or on our behalf and require access to such information to do that work. We may also share your data with other users of the Services for marketing and educational purposes.

The categories of third parties we may share PI with include social networks and other users that register for BHIR Conference Events. We also may need to share your PI in the following situations:

- **Business Transfers.** We may share or transfer your PI in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.
- **Affiliates.** We may share your information with our affiliates. We will require those affiliates to honor this Privacy Notice. Affiliates include our parent company and any subsidiaries, joint venture partners, or other companies that we control or that are under common control with us.
- **Business Partners.** We may share your information with our business partners to offer you certain products, services, or promotions.

4. HOW LONG DO WE KEEP YOUR INFORMATION?

We will only keep your PI for as long as necessary for the purposes set out in this Privacy Notice, unless the law requires or permits a longer retention period (such as for tax, accounting, or legal reasons).

When we have no ongoing legitimate business need to process your PI, we will either delete or anonymize such information. If this is not possible (e.g., because your PI has been stored in backup archives), then we will securely store your PI and isolate it from any further processing until deletion is possible.

5. HOW DO WE KEEP YOUR INFORMATION SAFE?

We have implemented appropriate and reasonable technical and organizational security measures designed to protect the security of any PI we process. However, despite our efforts to secure your information, no electronic transmission over the Internet or information storage technology can be guaranteed to be 100% secure. We cannot promise or guarantee that hackers, cybercriminals, or other unauthorized third parties will not be able to defeat our security and improperly collect, access, steal, or modify your information. We will do our best to protect your PI, but transmission of PI to and from our Services is at your own risk.

6. DO WE COLLECT INFORMATION FROM MINORS?

We do not knowingly collect, solicit data from, or market to children under 18 years of age, nor do we knowingly sell such PI. By using the Services, you represent that you are at least 18 years old. If we learn that PI from users less than 18 years of age has been collected, we will take reasonable measures to promptly delete such data from our records. If you become aware of any data, we may have collected from children under age 18, please contact us at info@thebhia.org.

7. WHAT ARE YOUR PRIVACY RIGHTS?

Withdrawing your consent: If we are relying on your consent to process your PI, which may be express and/or implied consent depending on applicable law, you have the right to withdraw your consent at any time. You can withdraw your consent by contacting us at info@thebhia.org. However, this will not affect the lawfulness of the processing before its withdrawal, nor will it affect the processing of your PI conducted in reliance on lawful grounds other than consent.

Opting out of marketing and promotional communications: You can unsubscribe from our marketing and promotional communications at any time by opting out via email to info@thebhia.org. You will then be removed from the marketing lists. However, we may still communicate with you for other reasons, such as for service-related requests, account administration, or non-marketing purposes.

Account Information: If you would at any time like to review or change the information in your account or terminate your account, you can contact us at info@thebhia.org. Upon request to terminate your account, we'll delete your account and information from our active databases. However, we may retain some information in our files to prevent fraud, troubleshooting problems, assist with any investigations, enforce our legal terms, and/or comply with applicable legal requirements.

If you have questions or comments about your privacy rights, you may email us at info@thebhia.org.

8. CONTROLS FOR DO-NOT-TRACK FEATURES

Most web browsers and some mobile technologies include a Do-Not-Track ("DNT") feature that you can activate to signal your privacy preference not to have data about your online browsing activities monitored and collected. Currently, there is no uniform standard for recognizing and implementing DNT signals. Hence, we do not currently respond to DNT signals or any other mechanism that automatically communicates your choice not to be tracked online. If a standard for online tracking is adopted that we

must follow in the future, we will inform you about that practice in a revised version of this Privacy Notice.

9. DO UNITED STATES RESIDENTS HAVE SPECIFIC PRIVACY RIGHTS?

We only collect sensitive PI for the purposes allowed by law with your consent. We may use or disclose sensitive PI to third parties for additional, specified purposes. You may have the right to limit the use or disclosure of your sensitive PI. We do not collect or process sensitive PI to infer characteristics about you.

We may collect PI when you interact with us in-person, online, or by phone or mail in the context of:

- Receiving help through our customer support channels;
- Participation in customer surveys or contests; and
- Facilitation in the delivery of our Services and to respond to your inquiries.

Will your information be shared with anyone else? We may disclose your PI with our service providers pursuant to a written contract between us and each service provider. We may use your PI for our own business purposes; this is not considered to be "selling" your PI. We have not sold or shared any PI to third parties for a business or commercial purpose in the preceding twelve (12) months.

Your Rights: You have rights under certain US state data protection laws. However, these rights are not absolute, and we may decline your request as permitted by law. These rights include:

- **Right to know** whether or not we are processing your personal data;
- **Right to access** your personal data;
- **Right to correct** inaccuracies in your personal data;
- **Right to request** the deletion of your personal data;
- **Right to obtain a copy** of the personal data you previously shared with us;
- **Right to non-discrimination** for exercising your rights;
- **Right to opt out** of the processing of your personal data if it is used for targeted advertising (or sharing as defined under California's privacy law), the sale of personal data, or profiling in furtherance of decisions that produce legal or similarly significant effects ("profiling").

Depending on which state you reside in, you may also have the following rights:

- **Right to obtain a list of the categories of third parties** to which we have disclosed personal data (as permitted by applicable law, including California's and Delaware's privacy law);
- **Right to obtain a list of specific third parties** to which we have disclosed personal data (as permitted by applicable law, including Oregon's privacy law);
- **Right to limit use and disclosure of sensitive personal data** (as permitted by applicable law, including California's privacy law);

- **Right to opt out of the collection of data collected through the operation of a voice or facial recognition feature** (as permitted by applicable law, including Florida's privacy law).

How to Exercise Your Rights: To exercise your rights, contact us by emailing info@thebhia.org. Under certain US state data protection laws, you can designate an authorized agent to make a request on your behalf. We may deny a request from an authorized agent that does not submit proof that they have been validly authorized to act on your behalf in accordance with applicable laws.

Request Verification: Upon receiving your request, we will need to verify your identity to determine you are the same person about whom we have the information in our system. We will only use PI provided in your request to verify your identity or authority to make the request. However, if we cannot verify your identity from the information already maintained by us, we may request that you provide additional information for the purposes of verifying your identity and for security or fraud-prevention purposes.

If you submit the request through an authorized agent, we may need to collect additional information to verify your identity before processing your request and the agent will need to provide a written and signed permission from you to submit such request on your behalf.

Appeals: Under certain US state data protection laws, if we decline to take action regarding your request, you may appeal our decision by emailing us at info@thebhia.org. We will inform you in writing of any action taken or not taken in response to the appeal, including a written explanation of the reasons for the decisions. If your appeal is denied, you may submit a complaint to your state attorney general.

California "Shine The Light" Law: California Civil Code Section 1798.83, also known as the "Shine The Light" law, permits our users who are California residents to request and obtain from us, once a year and free of charge, information about categories of PI (if any) we disclosed to third parties for direct marketing purposes and the names and addresses of all third parties with which we shared PI in the immediately preceding calendar year. If you are a California resident and would like to make such a request, please submit your request in writing to us via email to info@thebhia.org.

10. DO WE MAKE UPDATES TO THIS NOTICE?

We may update this Privacy Notice from time to time. The updated version will be indicated by an updated "Revised" date at the top of this Privacy Notice. If we make material changes to this Privacy Notice, we may notify you either by prominently posting a notice of such changes or by directly sending

you a notification. We encourage you to review this Privacy Notice frequently to be informed of how we are protecting your information.

11. HOW CAN YOU CONTACT US ABOUT THIS NOTICE?

To contact us about this notice, email the Black Hoteliers & Investors Association at info@thebhia.org.

12. HOW CAN YOU REVIEW/UPDATE/REMOVE DATA WE COLLECT FROM YOU?

Based on the applicable laws of your country or state of residence in the US, you may have the right to request access to the PI we collect from you, details about how we have processed it, correct inaccuracies, or delete your PI. You may also have the right to withdraw your consent to our processing of your PI. These rights may be limited in some circumstances by applicable law. To request to review, update, or delete your PI, please email us at info@thebhia.org.