

## **PRIVACY AND COOKIES STATEMENT**

**Effective: 6 January 2023**

We know that sharing your personal information with us is based on trust. We take this seriously and are committed to ensuring that we respect your privacy when you visit our websites or use our services. Please review this privacy and cookies statement ("Statement") carefully to learn about our privacy practices.

We operate a service that enables users ("you", "your") to research, find, and book rental properties worldwide. In this Statement, these are collectively referred to as our Services.

Our Services are owned and operated by three companies within the Tripadvisor group: FlipKey, Inc., Holiday Lettings Limited, and Guía de apartamentos Niumba S. L. U. (referred to here collectively as "Tripadvisor Rentals"). By using our Services and visiting our websites and related applications, whether on a computer, phone, tablet or similar device (these are all referred to as a "Device"), you are accepting the practices described below.

As a global company, we operate in a number of countries and territories where the laws and customs differ. This Statement provides a general overview of our privacy practices.

### **Information Collected**

When you access or use our Services, we collect information from and about you to provide a more personalised and relevant experience. Some information we collect automatically. Other information we collect from different sources, including affiliated entities, business partners and other independent third-party sources. When you use our Services by "clicking-through" from a third-party site or when you visit third-party sites via our Services, those third-party sites may share information with us about your use of their service. Information collected may include the following:

- Contact information, including name, phone number and postal and email addresses
- Billing or payment information (such as your credit card number, cardholder name, expiration date, authentication code and billing address)
- Username and password
- Photos, reviews and social posts and videos you may have provided to us
- Geolocation information
- Device information, such as when you accessed our Services and information about the Device used (for example, IP address, software or internet browser used, preferred languages, unique Device identifiers and advertising identifiers)

- Online activity, including pages you have visited, content reviewed and apps reviewed
- Booking history
- Information about your travel plans and preferences

We may also collect, in instances where you have provided it, information about other travellers, including their email address and other travel-related information. If you are sharing information with us about other individuals, you must obtain their consent.

In addition to the categories noted above, we may also collect location information if you have instructed your Device to send such information via the privacy settings on that Device, or, for example, if you have uploaded photos tagged with location information. We may use your location information directly and/or share your location with third parties. We collect and share location information in order to provide you with relevant content, to analyze your use of our Services, to improve our Services and to provide contextual advertising or recommendations. For example, we may use your location to show you reviews of hotels, restaurants or attractions near you when you are travelling.

You can change the privacy settings of your Device at any time in order to turn off the functionality that collects and shares location information and/or the functionality to tag your photos with location information. However, turning off location-sharing may affect certain features that we offer. If you have any questions about the privacy settings of your Device, we suggest you contact the manufacturer of your Device or your mobile service provider for help.

Please see the section on Cookies below for more information regarding the use of cookies and other technology described in this section, including regarding your choices relating to such technologies.

## **Information Uses**

We are committed to providing you with relevant content on our Services and respect the data privacy laws of the different jurisdictions in which we operate. We use information about you so we can help you enjoy and use our Services, including in the following ways:

- Register and manage your account
- Facilitate your bookings
- Measure interest in and improve our Services
- Notify you about special offers, prize draws, competitions and services available from us, our affiliates, or our partners that may be of interest to you
- Communicate with you
- Enable communication between travelers and owners/managers of rental properties listed through us
- Enable us to publish your reviews, ratings, photos, videos and other content

- Customise your experience, including customising the ads shown to you on our Services and across the internet
- Make inferences about your interests or preferences
- Provide you with an optimised experience and to group users of our Services based on, for example, usage and demographics
- Send you survey or market research invitations
- Respond to your questions and comments
- Resolve disputes or troubleshoot problems
- Prevent potentially prohibited or unlawful activities
- Enforce our terms of use and notices; and as otherwise described to you at the point of collection

Please note some information about you is required in order for us to provide you with relevant offerings from us, our affiliates and our partners and to enable you to enjoy other benefits of being a user of our Services. Please review the “Information Choices” section below with respect to your choices related to the collection and use of your information.

## Information Sharing

In order to provide some of our Services, we may need to share information with certain other third parties, including our group of companies, in the following circumstances:

- Our Group of Companies. We share information with companies in our corporate family so we can provide you with information about products and services, both travel-related and others, which might interest you. [These companies and websites](#) will comply with this Statement and all applicable laws governing the transmission of promotional communications.
- Owners/Managers of Rental Properties. We share your information with owners/managers of rental properties to allow them to fulfil the bookings you make through our Services.
- Service Providers. We share information with certain service providers used to facilitate our Services, including to help with transactions.
- Business Partners. We may share information about you, your Devices and your use of our Services with our trusted business partners. For example, we may share information so that we can provide you with relevant content or in order to facilitate payment for a booking. This sharing is generally pursuant to written agreements which include confidentiality, privacy and security obligations; however, note that we do not control the privacy practices of these third-party business partners.
- Social Media Sites. When you use our Services and elect to share information with third-party social media sites, the information you share will be governed by the privacy policies of those social media sites and the privacy settings you have set with those social media websites.

- Advertising Networks. We sometimes collect and share information about your interests with advertising networks. Some of these companies are members of the [Network Advertising Initiative](#) or the [Digital Advertising Alliance](#), which offer a single location to opt-out of ad targeting from member companies. To learn more, please click [here](#).
- Other third parties, such as referring websites. Third parties may also assist us in collecting information by, for example, operating features of our website or facilitating the delivery of online advertising tailored to your interests. We may share audience segments and other information with third parties that use that information for tailored advertising to you.

Third parties may only collect or access information as needed to perform their permitted functions.

Certain Device operating system versions permit you to opt out of certain types of information sharing, including to certain advertising networks. Please check your Device settings if you want to limit such tracking.

## **Information Choices**

You have options with respect to the collection and use of your information.

### **Your options:**

- You can choose not to provide us with certain information, although it may be needed to take advantage of certain features offered on our websites.
- You can prevent the collection of geolocation information, but note that turning off location sharing may affect certain features of our Services.
- You also can add or update information and close your account. If you close your account, we will deactivate your account and remove your profile information. We may retain some information associated with your account (including past transactions) for internal purposes including backups, fraud prevention, dispute resolution, investigations and legal compliance for the period necessary to fulfil the purposes outlined in this Statement.
- You will be given the opportunity to unsubscribe from promotional messages, including emails with travel-related opportunities, in any such promotional message we send.

## **Information Transfers**

We are a global company and we operate in many different jurisdictions. If we transfer your information to other countries, we will use and protect that information as described in this Statement and in accordance with applicable law.

## **Information Security**

We have implemented appropriate administrative, technical and physical security procedures to help protect your information.

We only authorise specific employees to access personal information and they may do so only for permitted business functions. We use encryption when transmitting your information between your system and ours, and between our system and those of the parties with whom we share information. We also employ firewalls and intrusion detection systems to help prevent unauthorised access to your information. However, we cannot guarantee the security of information from unauthorised entry or use, hardware or software failure or other circumstances outside of our control.

## **Information Retention**

We will retain copies of your information for as long as you maintain your account or as necessary in connection with the purposes set out in this Statement, unless applicable law requires a longer retention period. In addition, we may retain your information for the duration of any period necessary to establish, exercise or defend any legal rights.

## **Do Not Track Signals**

Our website is not designed to currently respond to “Do Not Track” (“DNT”) signal requests from browsers. This is due to the lack of global standardised interpretation that defines “Do Not Track” signals. Once the industry has settled on standards related to this issue, we may re-evaluate this approach.

## **Cookies**

We want your access to our Services to be as easy, efficient and useful as possible. To help us do this, we use cookies and similar technologies to improve your experience, to enhance site security and to show you relevant advertising.

## **What are cookies?**

Cookies are small text files that are automatically placed on your Device when you visit almost any website. They are stored by your internet browser and contain basic information about your internet use. Your browser sends these cookies back to a website every time you revisit it, so it can recognise your Device and improve your experience by, among other things, providing you with personalised content. We also use cookies to remember your login details, so you don’t have to re-enter them repeatedly when you use our Services. Other cookies help us understand your preferences.

**The cookies we use fall into three categories.**

Category	Example
Essential	<p>These cookies are necessary to help you access and move around the website and use all its features. Without these cookies, the website would not work properly and you would not be able to use certain important features. For example, we use a cookie to keep you logged in during your visit, so the site does not require you to log in repeatedly to access different pages. We may also use essential cookies for fraud detection and prevention purposes.</p> <p>You cannot turn off essential cookies through the Cookie Consent Tool, as such cookies are necessary for you to access and use the features of the website.</p>
Analytics and customisation	<p>We use these cookies to help us understand how the website is being used and how we can improve your experience of it. These cookies can provide us with information to help us understand which parts of the website interest our visitors and if they experience any errors. We use these cookies to test different designs and features for our sites and we also use them to help us monitor how visitors reach the website.</p> <p>We also use cookies to save your settings and preferences on the website, such as language preference and information you've previously entered when searching for travel experiences. Some customisation cookies are essential if you want to use certain features of the website.</p>

Advertising	<p>Advertising cookies help ensure that the advertisements you see are as relevant to you as possible. For example, some advertising cookies help select ads that are based on your interests. Others help prevent the same ad from continuously reappearing for you.</p> <p>We also use cookies to make it easy to share content from the website with your friends through your favourite social networks. Social media sites may set cookies that recognise you when you view content on the website and allow you to share content across both the website and the social media site via the use of sharing settings. For further details, please check your social media site's terms of use and privacy policy.</p> <p>We also work with third-party advertisers to give you access to travel content that might be of interest and may set cookies on our Services to provide you with advertising that matches your interests and preferences. These "third-party cookies" collect information about your browsing behaviour and interaction with ads or the Services more generally. This information also helps us limit the number of times you may see the same ads and improve your online experience.</p>
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## Cookie Consent Tool

To give you control, we provide you with a Cookie Consent Tool, which allows you to review the first-party and third-party cookies placed through our website and adjust your cookie settings including whether to accept or decline such cookies.

You can access the Cookie Consent Tool by clicking the "Cookie Consent" link at the bottom of every page or by modifying your preferences in our cookie banner. In addition, you can manage cookies through the settings of your internet browser. You can have the browser notify you when you receive a new cookie, delete individual cookies or delete all cookies.

Most advertising networks offer you a way to opt out of advertising cookies.

See [www.aboutads.info/choices/](http://www.aboutads.info/choices/) and <http://www.youronlinechoices.com/uk/> for useful information on how to do this.

If you delete your cookies, your access to some functionality and areas of our Services might be degraded or restricted.

Our use of any information we collect through cookies is subject to this Statement, which is linked on every page of our website.

### **Statement Changes and Notification**

We may update this Statement in the future. If we believe any changes are material, we will let you know by doing one or more of the following: sending you a communication about the changes, placing a notice on the website and/or posting an updated Statement on the website. We will note at the top of this Statement when it was most recently updated. We encourage you to check back from time to time to review the most current version and to periodically review this Statement for the latest information on our privacy practices.

### **Contact**

If you have a data privacy request, such as a request to delete or access your data, please visit our dedicated privacy portal by clicking [here](#). For general data privacy inquiries or questions concerning our Privacy and Cookies Statement, please contact our privacy team by clicking [here](#).

## **EUROPE**

### **General Data Protection Regulation Privacy Statement (“GDPR Statement”)**

This GDPR Statement applies to persons in the European Economic Area (“EEA”), including those based in the United Kingdom. This GDPR Statement supplements our Statement; however, where the Statement conflicts with the GDPR Statement, the GDPR Statement will prevail as to persons in the EEA.

### **Controller of Personal Information**

The data controller of the personal information we collect will depend on the way in which you use our Services.

- FlipKey, Inc. will be the data controller if you use the FlipKey website or if you make a booking enquiry or request in relation to a property that is advertised by an owner/manager contracting with FlipKey, Inc.
- Holiday Lettings Limited will be the data controller if you use the Holiday Lettings website or houstetrip.com, or if you make a booking enquiry or request in relation to a property that is advertised by an owner/manager contracting with Holiday Lettings Limited.
- Guía de apartamentos Niumba S. L. U. will be the data controller if you use the Niumba website, or if you make a booking enquiry or request in relation to a property that is advertised by an owner/manager contracting with Guía de apartamentos Niumba S. L. U.



In accordance with applicable data privacy law, we have appointed a representative within the European Union and United Kingdom.

The contact details for our European Union representative are:

Tripadvisor Ireland Limited  
C/O Matheson  
70 Sir John Rogerson's Quay,  
Dublin 2  
D02 R296  
Ireland  
Attn: Privacy Officer

The contact details of our United Kingdom representative are:

Holiday Lettings Limited  
7 Soho Square  
London  
W1D 3QB  
United Kingdom  
Attn: Privacy Officer

Tripadvisor Ireland Limited and Holiday Lettings Limited's roles in this respect are limited solely to being a contact point for questions on data protection from European residents and data protection supervisory authorities. For the avoidance of doubt, neither Tripadvisor Ireland Limited nor Holiday Lettings Limited can field other communications or legal process on behalf of Tripadvisor LLC.

## **Your rights under GDPR**

You have certain rights regarding your personal data.

Your rights with respect to your own personal data include the following:

- The right to request access to your personal data. This enables you to receive a copy of the personal data we hold about you.
- The right to request to correct your personal data if it is inaccurate. You may also supplement any incomplete personal data we have, taking into account the purposes of the processing.
- The right to request the deletion of your personal data if:
  - your personal data is no longer necessary for the purposes for which we collected or processed it; or
  - you withdraw your consent if the processing of your personal data is based on consent and no other legal ground exists; or
  - you object to the processing of your personal data and we do not have an overriding legitimate ground for processing; or
  - your personal data is unlawfully processed; or
  - your personal data must be deleted for compliance with a legal obligation.

- The right to object to the processing of your personal data. We will comply with your request, unless we have a compelling, overriding, legitimate interest for processing or we need to continue processing your personal data to establish, exercise or defend a legal claim.
- The right to restrict the processing of personal data, if:
  - the accuracy of your personal data is contested by you, for the period in which we have to verify the accuracy of the personal data; or
  - the processing is unlawful and you oppose the deletion of your personal data and request restriction; or
  - we no longer need your personal data for the purposes of processing, but your personal data is required by you for legal claims; or
  - you have objected to the processing, for the period in which we have to verify overriding legitimate grounds.
- The right to data portability. You may request that we send this personal data to a third party, where feasible. You only have this right if it relates to personal data you have provided to us where the processing is based on consent or necessity for the performance of a contract between you and us, and the processing is conducted by automated means.
- You also have the right to lodge a complaint before your national data protection authority.

You will not have to pay a fee to access your personal data (or to exercise any of the other rights described in this Statement). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. In an effort to speed up our response, we may also contact you to ask you for further information in relation to your request. You can exercise several of your rights through the personal information section of your account. To exercise your other rights you can file a request [here](#).

## Information Uses

We will only use your personal data when the law allows us to.

Pursuant to GDPR, we will use your personal data in one or more of the following circumstances:

- Where we need to perform the contract we are about to enter into or have entered into with you
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests
- Where we need to comply with a legal or regulatory obligation
- With your consent

## International Transfers

Your personal data may be stored or transferred to countries outside the EEA for the purposes described in this Statement. When we store or transfer your personal data outside the EEA, we take the following precautions to ensure that your personal data is properly protected.

Whenever we store or transfer your personal data outside the EEA, we will do so in accordance with applicable law and we will ensure a similar degree of protection is afforded to it by implementing appropriate safeguards. Transfers of personal data are made:

- to a country recognised by the European Commission as providing an adequate level of protection; or
- to a country which does not offer adequate protection but whose transfer has been governed by the standard contractual clauses of the European Commission or by implementing other appropriate cross-border transfer solutions to provide adequate protection.

By using our services, you understand that your personal data may be transferred to our facilities and those third parties with whom we share it as described in this Statement.

## UNITED STATES

### Disclosures

In addition to the further details as described in the Statement, we make the following disclosures:

- We may collect, disclose, and use the following categories of personal information for our business and commercial purposes: *Identifiers/Contact Information, transactional information, commercial information, Internet or other electronic network activity information, geolocation, visual and audio information and inferences drawn from the above.*
- We may collect the following categories of sensitive personal information: *government identification cards such as driver's license; precise geolocation data.*
- We collect and use these categories of personal information for the business and commercial purposes described in the "Information Uses" section of this Statement.
- We may disclose each of these categories of personal information for the commercial and business purposes described in this Statement to the extent permitted by applicable law to the categories of third parties as described in the "Information Sharing" section of this Statement.
- We collect these categories of personal information from the sources described in the "Information Collected" section of this Statement.

## California Privacy Statement

This California Privacy Statement is provided pursuant to California laws. It applies to California residents and supplements our overall Statement with additional disclosures and rights.

### Your California Rights

California residents are permitted one time each year to request certain details about how their personal information is shared with third parties for their direct marketing purposes. To make a request, please submit a request, or write to us at the address listed below. Indicate in your letter that you are a California resident making a “Shine the Light” inquiry.

California residents may also take advantage of the following rights:

- Access. You may request that we disclose to you the categories and specific pieces of personal information that we have collected about you; the categories of sources from which we collected your personal information; our business or commercial purpose for collecting your personal information; the categories of personal information that we have disclosed for a business purpose; the categories of third parties with whom we have disclosed your personal information; and the business or commercial purpose for collecting or sharing your personal information, if applicable.
- Deletion. You may request that we delete your personal information that we maintain about you, subject to certain exceptions. As described in more detail in our Statement, there are some reasons for which we will not be able to fully address your deletion request, such as if we need to complete a transaction for you, to detect and protect against fraudulent and illegal activity, to exercise our rights, or to comply with a legal obligation. You can also access, update, and remove your information.
- Correction. You can request that we correct inaccurate personal information that we maintain about you.
- Do Not Sell or Share My Personal Information. We do not offer an opt-out from the sale of personal information because we do not engage in the sale or share of personal information as contemplated by the CPRA. As noted elsewhere in this disclosure, we share personal information with other our companies in our group and other third parties for a variety of reasons.

To take advantage of any of these rights, please contact us by clicking [here](#) or by writing to the applicable Tripadvisor Rentals company at (a) Flipkey LLC: 400 First Avenue, Needham, Massachusetts, 02494, USA; (b) Holiday Lettings Limited: 7 Soho Square, London W1D 3QB; or (c) Guía de apartamentos Niumba S. L. U.: Calle de Ausiàs March, 148-150. Planta 4-7, 08013 Barcelona, Spain. California residents may designate an authorized agent to make a request on their behalf. When submitting the request, please ensure the authorized agent is identified as an authorized agent. We may need to verify your identity or elements of the request to enable us to process your request. We will take reasonable steps to verify your identity; these verification steps will vary depending on the sensitivity of the personal information and whether you have an account with us. We may deny certain requests, or fulfil a request only in part, based on our legal rights and obligations. For example, we may retain personal information as permitted by law, such as for tax or other record keeping purposes, to maintain an active account, and to process transactions and facilitate customer requests. We value your privacy and will not discriminate against California residents in response to your exercise of privacy rights.

#### Multi-State Privacy Statement for Virginia, Connecticut, Colorado

This Multi-State Privacy Statement is provided pursuant to applicable state laws and applies to Virginia, Connecticut, and Colorado residents, and supplements our overall Statement with additional disclosures and rights.

If you are a resident of Virginia, Connecticut, or Colorado you may take advantage of the following rights in accordance with applicable law:

- Confirmation/Access. You can request to confirm whether we process your personal information. Subject to certain exceptions, you can also request a copy of your personal information you provided to us.
- Deletion. You can request that we delete personal information we have about you.
- Correction. You can request that we correct inaccurate personal information we maintain about you.
- Opt Out of Sale. We do not offer an opt-out from the sale of personal information because we do not engage in the sale such information.
- Opt Out of Targeted Advertising. We may display advertisements to you where the ad was selected based on personal information obtained from (or in some instances inferred) from your activities over time and across unaffiliated websites or online applications to predict your preferences or interests. To the extent permitted by law, you can request that we stop using your personal information for such targeted advertising by contacting us. Additionally, you can opt out of certain uses of cookies for advertising purposes by visiting [www.aboutads.info/choices](http://www.aboutads.info/choices).

To take advantage of any of these rights, please contact us by clicking [here](#), or by writing to the applicable Tripadvisor Rentals company at (a) Flipkey LLC: 400 First Avenue, Needham, Massachusetts, 02494, USA; or (b) Holiday Lettings Limited: 7 Soho Square, London W1D 3QB; or (c) Guía de apartamentos Niumba S. L. U.: Calle de Ausiàs March, 148-150. Planta 4-7, 08013 Barcelona, Spain. We will take reasonable steps to authenticate your identity prior to responding to your requests. The authentication process will vary depending on the sensitivity of the personal information and whether you have an account with us. We will use commercially reasonable efforts to authenticate the identity of authorized agents and their authority to submit requests on your behalf.

Additionally, you can opt out of certain uses of cookies for advertising purposes by visiting [www.aboutads.info/choices](http://www.aboutads.info/choices). For more information, please see the “Cookies” section above. Your opt-out of cookie-based tracking for advertising purposes is specific to the device, website, and browser you are using; it is deleted whenever you clear your cookies or your browser’s cache.

We may deny certain requests, or fulfil a request only in part, based on our legal rights and obligations. You have the right to submit an appeal if you are not satisfied with the outcome of your request by clicking [here](#).