

Internet Privacy Statement

Marriott has a strong commitment to providing excellent service to all of our customers and visitors of this Web site, including respecting your concerns about privacy. We understand that you may have questions about how this Web site collects and uses the information that you provide to us. We have prepared this statement to inform you of the privacy principles that govern this Web site, including Marriott.com and other Marriott sites included within Marriott.com, which are listed in this privacy statement ("Statement").

This Statement contains numerous general and technical details about the steps we take to respect your privacy concerns.

At Marriott, meeting your needs and expectations form the foundation of everything we do--including protecting your privacy.

If after reviewing this Statement, you have any questions or privacy concerns please send an email to berlin@ritzcarlton.com or send a letter to:

The Ritz-Carlton, Berlin
Potsdamer Platz 3
10785 Berlin
Germany

Browsing

This Web site does not collect personally identifiable information when you browse this Web site and request pages from our servers unless you voluntarily and knowingly provide it to us. This means that we will not know your name, your email address, or any other personally identifiable information just because you browse the Web site unless you: access the Web site from a link in an email that we sent you.

In these cases we will know who you are based on the information you previously supplied to us. When you request a page from our Web site, our servers log the information provided in the HTTP request header including the IP number, the time of the request, the URL of your request and other information that is provided in the HTTP header.

We collect the HTTP request header information in order to make our Web site function correctly and provide you the functionality that you see on this Web site. We also use this information to personalize content presented to you, better understand how visitors use our Web site and how we can better tune it, its contents, and functionality to meet your needs.

Information We Collect and How We Use It

When we need to collect personally identifiable information from you to provide you with a particular service, we will ask you to voluntarily supply us with the information we need. For example, if you would like to make a reservation, we will ask you for information such as name, address, telephone number, email address, and any preferences to process your reservation. We will use your email address to send a confirmation and, if necessary, might use the other information to contact you for help in processing the reservation. We will also use your email address to:

- 1) send you a pre-arrival message summarizing your confirmation details and providing other information about the restaurant or hotel facility
- 2) notify you about special offers and promotions as described in the email section of this privacy statement,

You can opt out of marketing emails at any time. On occasion, we use third parties to provide us with additional contact information about you given the information you provided to us directly. For example, if we know your name and postal address, we may use a third party to provide us with your email address. We would then use this information for market analysis and marketing purposes.

Reservations

The personally identifiable information you provide to us for making a reservation is made available for the purpose of meeting your reservation request. After making a reservation or completing your stay, unless you tell us otherwise, the information you provide will be used by us for marketing of Marriott hotels and other Marriott products. Marriott may use the services of third-party mail houses for the sole purpose of mailing materials.

Securing the Transmission and Storage of Information

We treat the information you provide to us as confidential information; it is, accordingly, subject to our company's security procedures and policies regarding protection and use of confidential information. When we ask you for personal information, it is transferred over a Secured Sockets Layer (SSL) line, provided you are using a SSL enabled browser such as Microsoft Internet Explorer or Netscape Navigator. We also use SSL on other pages where you would enter personally identifiable information. This ensures that your information is encrypted as it travels over the Internet. This secure mode is enabled before any such information is transmitted from your computer. You will know you are in secure mode when the padlock or key icon in the lower right-hand or left-hand corner of the computer screen appears in the locked position. In addition, when accessing a secure server, the first characters of the site address will change from "http" to "https."

After information reaches Marriott, it is stored on a secure server that resides behind firewalls designed to block unauthorized access from outside of Marriott. Because laws applicable to personal information vary by country, our hotels or other business operations may put in place additional measures that vary depending on the applicable legal requirements.

Disclosure of Information to Third Parties

For the required information sharing, Marriott does use the services of third parties, such as market researchers, fulfillment houses, email service providers and mail houses that process mail for the Marriott group of companies, persons authorized by you, and Marriott franchisees as well as such entities and marketing companies that provide these services for the Marriott group of companies and Marriott franchisees. These parties are contractually prohibited from using personally identifiable information for any purpose other than for the purpose Marriott specifies. We do provide non-personally identifiable information to certain service providers for their use on an aggregated basis for the purpose of performing their contractual obligations to us. Except as described in this paragraph and the sections above titled "Marriott Rewards Communications and Use of Member Information" and "Travel Related Services" we do not permit the sale or transfer of personally identifiable information to entities outside of the Marriott family of companies and hotels and our third party service providers for any non-Marriott use without your approval.

We use third-party advertising technology to serve ads when you visit our Web site and sites upon which we advertise. This technology uses information about your visits to this Web site and the sites upon which we advertise, (not including your name, address, or other personally identifiable information), to serve our ads to you. In the course of serving our advertisements to you, a unique third-party persistent Cookie may be placed or recognized on your browser. The information our ad-serving providers and we collect through this technology is not personally identifiable.

Emails about Special Offers and Promotions and Opt-Out

It is our intention to only send you email communications that will be useful to you and that you want to receive. These communications will relate to Marriott offers which may also include the promotions of select, reputable third parties with whom Marriott has a strategic marketing relationship because they offer products or services that we believe would be of interest to you. We typically use third party email service providers to send emails. These service providers are contractually prohibited from using your email address for any purpose other than to send Marriott related email.

Events and Meetings

If you would like to submit a request for proposal online or order a complimentary copy of our Meeting Planner brochure you will be required to provide certain personally identifiable information. All personally identifiable information you provide such as name, mailing address, email address and telephone number will be transmitted to Marriott as an email via the Internet and is not encrypted. Personally identifiable information you provide to us will be treated as confidential information and is subject to our company's security procedures and policies regarding protection and use of confidential information. Marriott will not use this information for any other purposes.

Legal Issues

This is a German site and is subject to German laws. Marriott will disclose personally identifiable information without your permission when required by law, or in good faith belief that such action is necessary to investigate or protect against harmful activities to Marriott guests, visitors, associates, or property (including this site), or to others. As mentioned previously, laws related to personally identifiable information vary by country.

Although Marriott does not share personally identifiable information with unrelated third parties for their own direct marketing purposes, many of our hotels, which are separately owned and operated by franchisees of Marriott, are permitted to use the personally identifiable information they receive from Marriott to market the Marriott hotels that they franchise.

Marriott reserves the right to apply changes of this privacy statement at any time.