



Privacy Policy

At Europrime Hotels, we are committed to protecting the privacy and security of your personal information. This Privacy Policy outlines how we collect, use, disclose, and safeguard your data when you use our services, including our website, mobile applications, and in-person interactions at our hotels. By accessing or using our services, you consent to the practices described in this policy.

Information We Collect

We collect information from you when you make a reservation, check-in, use our services, or interact with our website or mobile applications. The types of information we collect may include:

Personal Information: This may include your name, contact information (such as email address, phone number, and address), payment information (such as credit card details), and government-issued identification when and if required.

Reservation Details: Information about your stay, including check-in and check-out dates, room preferences, and special requests.

Communication Data: We may collect information related to your communication with us, such as emails, chat messages, or phone call recordings for quality and training purposes.

Usage Information: We collect data on how you use our website and mobile applications, including your IP address, browser type, device information, and page views.

Geolocation Data: With your consent, we may collect location data to provide location-based services or recommendations.

Social Media Information: If you interact with us through social media platforms, we may collect information from your social media profiles.

How We Use Your Information

We use the information we collect for the following purposes:

Providing Services: To process reservations, check-ins, and check-outs, and to provide you with the services and information you request.

Customer Support: To respond to your inquiries, requests, and feedback.

Improving Our Services: To analyze usage patterns, conduct research, and improve our website, mobile applications, and overall customer experience.

Marketing: With your consent, we may send you promotional offers, newsletters, and updates about Europrime Hotels. You can opt-out of marketing communications at any time.

Security: To protect against fraud, unauthorized access, and ensure the security of our services.

Legal Compliance: To comply with legal obligations and respond to legal requests.

Disclosure of Information

We may share your information with the following parties under certain circumstances:

Service Providers: We may share your information with third-party service providers who assist us in delivering our services, such as payment processors, IT support, and marketing agencies.

Legal Requirements: We may disclose your information when required by law, in response to a subpoena, court order, or other legal process.

Business Transfers: In the event of a merger, acquisition, or sale of all or part of our assets, your information may be transferred to the acquiring entity.

Your Rights and Choices

You have the right to access, correct, or delete your personal information. You can also choose to opt out of marketing communications or withdraw your consent for certain data processing activities. To exercise these rights or for any privacy-related inquiries, please contact us using the information provided below.

Security

We take reasonable measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction.

Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or for legal or regulatory reasons. The most recent version will always be available on our website.

Contact Us

If you have any questions or concerns about our privacy practices, please contact us at:

Europrime Hotels

Tel: 011 894 8266

Email: accounts@europrime.co.za or reception@europrime.co.za

Thank you for choosing Europrime Hotels. Your privacy is important to us, and we are dedicated to safeguarding your personal information.