

Privacy Policy

The Verve Hotel Boston Natick

We value you as our guest at The Verve Hotel Boston Natick, Tapestry Collection by Hilton. We understand the importance of privacy to you. We have prepared this Privacy Policy to explain our practices and policies. It explains what types of information we may gather about you during your stay with us. It also explains how we may use that information, and the safeguards we have in place to protect your personally identifiable information.

Information concerning your stay with us you provided through our web page provided by Hilton, as well as information you provide through Open Table or Yelp when making restaurant reservations, are not covered by this policy. Those websites are governed by their own privacy policies which are posted on the sites.

We collect personal information during registration/check-in at the Hotel, including information that we may be required to obtain by local laws. We may also request your email address at check-in or at other times during your stay with us. We may also use closed circuit television and other security measures at our properties that may capture or record images of guests and visitors in public areas, as well as information related to your location within our Hotel (via keycards and other technologies.) We may share this information with our franchisor, Hilton Hotels.

If you have provided your email address to us, it may be included in our marketing database. We will use your email address to seek input concerning your stay with us, and we may send you marketing information from time to time. You may remove your email address from our marketing database by replying to the email you receive and requesting removal, or using the unsubscribe feature.

If you made your reservation for your stay with us through our web page on the Hilton's Enterprise websites, you will be requested to provide personal

information, which Hilton will forward to us. We will use the personal information they forward to us to select and reserve your accommodations and to process and bill you in accordance with our terms. We may also use your email address to send you pre-arrival messages confirming your reservation and providing other information about the hotel, the area, events, etc., and to follow up with you following your stay.

We may also collect information if you use our wireless internet services. In these instances, information such as your country information, internet protocol ("IP") address, media access control address and other characteristics about your system or device may be automatically collected. This information may be collected for functional purposes as well as to improve your experience when using these services. This information may also be used for aggregated trend and statistical analysis, and for showing you more relevant advertisements and messages.