

**DPG06B. Client Data Retention Policy****CLEINT DATA RECORDS**

| Record Type Category | Retention Period | | Reason | Start of Retention Period | Notes |
|---|-------------------------|--|--|-------------------------------------|--|
| Electronic marketing data; non-customers | 1 year | | the person whom consented to receiving marketing material. | The original date of consent | There is an opt-out in every email sent. |
| Electronic marketing data; customers | 1 year | | The person is/was a customer during the last 1 months | From last transaction with customer | There is an opt-out in every email sent. |
| Bookings, check-in data, special requests data | 2 years | | For guest relationship | From date of booking | |
| Financial data and credit card information | 1 month | | To facilitate charge backs or additional charges. | From date of stay | |
| Loyalty scheme information | 1 year | | For guest relationship | From the joining date of the scheme | |
| Health data special requests, or in connection with gyms or spas | 1 year | | Legal | Date of commencement of membership | |
| Contact information of guest. | 3 years | | For guest relationship | Date of booking | |
| Information provided via tour operators and other 3 rd parties. (guest lists). | 3 years | | For guest relationship | From date of booking | |
| Details of current car reg number, details of driving licence and/or passport. | 1 year | | For guest relationship | From date of stay | |
| Hotel register data. | 3 years | | For guest relationship | from date of registration | |