



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	

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