

Privacy Policy

Last updated • September 2026

Grand Hôtel du Palais Royal, operated by SAS VALOIS FINANCES, an entity of the Paristory group, places particular importance on the protection of your personal data and respect for your privacy.

This Privacy Policy is intended to inform you clearly and transparently about how your personal data may be collected, used, stored and protected when you visit the Grand Hôtel du Palais Royal website, make a reservation, subscribe to our newsletter or contact our teams.

It specifies in particular the categories of data that may be collected, the purposes and legal bases for processing, the recipients of the data, retention periods, and your rights.

1. Data Controller

The controller of the personal data collected in connection with the use of www.grandhoteldupalaisroyal.com/ and the services of Grand Hotel du Palais Royal is:

SAS VALOIS FINANCES

4 rue de Valois

75001 Paris – France

SIREN: 488 922 238

SIRET: 488 922 238 00016

For any questions regarding the protection of your personal data or to exercise your rights, you may contact us:

By email: communication@paristoryhotels.com

By post : SAS VALOIS, 4 rue de Valois, 75001 Paris – France.

2. Personal Data Collected

Personal data means any information relating to an individual who may be identified, directly or indirectly.

Depending on your use of the website and the services provided, we may collect the following categories of data:

- **Identification data:** surname, first name;
- **Contact details:** email address, telephone number, postal address;
- **Information relating to your reservation and stay:** stay dates, number of guests, room category, specific requests or preferences;
- **Information necessary for managing the customer relationship;**
- **Information voluntarily provided through our contact forms;**
- **Information relating to your subscription to our communications and newsletters;**

- **Technical and browsing data:** IP address, browser type, device used, pages viewed, browsing duration and information collected through cookies or similar technologies;
- **Payment data:** when paying for or guaranteeing your reservation, certain banking data may be transmitted directly to our secure payment provider. Grand Hotel du Palais Royal does not retain your complete bank card details;
- **Where applicable, identification document:** as part of online pre-check-in, a copy of an identification document may be collected for the purpose of completing the individual police registration form;
- **Where applicable, reviews and comments:** if you post a review on the website or a partner platform, your first name and, where applicable, the first letter of your surname may be associated with the review;
- **Where applicable, loyalty programme data:** stay history, status and associated benefits.

When certain information is essential to process a reservation or respond to a request, this mandatory nature will be indicated when the data is collected.

We ask that you do not provide, in free-text fields, sensitive information that is not necessary to process your request.

3. Purposes and Legal Bases for Processing

Reservation and stay management

Data required for booking, preparing and carrying out your stay is processed in order to perform the contract entered into with you or to take pre-contractual steps at your request.

Management of contact requests

When you contact Grand Hotel du Palais Royal through a form, by email or by any other means made available to you, your data is used to respond to your request. Depending on the nature of your request, processing is based on the performance of pre-contractual measures or on Grand Hotel du Palais Royal's legitimate interest in managing and monitoring its communications.

Customer relationship management

Certain data may be used to manage our relationship with customers, improve the quality of our services and respond to their expectations. Such processing is based on the performance of the contract or, where applicable, on Grand Hotel du Palais Royal's legitimate interest in improving its services and customer relationships.

Newsletters and marketing communications

Where required, electronic marketing communications are sent on the basis of your consent. You may withdraw your consent at any time, in particular by using the unsubscribe link included in our communications.

Audience measurement and website improvement

Subject to applicable rules concerning cookies and tracking technologies, certain browsing data may be used to measure website traffic, understand how the website is used, and improve its performance and content.

Compliance with legal and regulatory obligations

Certain data may be retained or used to comply with the legal, tax, accounting or regulatory obligations to which Grand Hotel du Palais Royal is subject.

Security and prevention of abuse

Certain technical information may be processed on the basis of our legitimate interest in ensuring website security, preventing fraudulent use and protecting our IT systems.

Payment and reservation guarantee

Data required for payment or to guarantee your reservation is transmitted to our payment provider, which processes it in accordance with the security standards applicable to the banking sector (PCI-DSS standard). This processing is based on the performance of the contract.

[Where applicable] Identity verification and accommodation obligations

When online pre-check-in is offered, the identification document provided is processed in order to comply with the legal obligation applicable to tourist accommodation operators to have foreign guests complete and sign an individual police registration form upon arrival (Article R.611-42 of the French Code on the Entry and Residence of Foreigners and the Right of Asylum). This processing is based on compliance with a legal obligation.

[Where applicable] Management of guest reviews

When you publish a review of our services, it is processed for publication and, where applicable, moderation. This processing is based on your consent or on Grand Hotel du Palais Royal' legitimate interest in reporting on the perceived quality of its services.

[Where applicable] Loyalty programme

Data relating to your participation in our loyalty programme is processed to manage your status and benefits and, where applicable, to offer you personalised offers. This processing is based on the performance of the contract governing your participation in the loyalty programme.

4. Online Reservations – SynXis

Reservations made through the Grand Hotel du Palais Royal website are managed using the SynXis booking solution, published by Sabre.

When you access the booking engine, certain personal data required to search for availability, make a reservation, process payment and manage your stay may be collected and processed.

This data may include your contact details, information relating to your stay, information required to guarantee or pay for your reservation, as well as any other information you voluntarily provide as part of your reservation.

Processing carried out directly within the SynXis environment may also be subject to the terms and privacy policies applicable to this service.

5. Newsletter and Communications – LoungeUp

Grand Hotel du Palais Royal uses the LoungeUp solution in particular to manage certain communications and customer relationship activities.

When you subscribe to a newsletter or agree to receive marketing communications, your email address and, where applicable, certain information required to personalise these communications may be processed for this purpose.

You may unsubscribe at any time by using the link provided in the communications you receive. Withdrawal of your consent does not affect the lawfulness of processing carried out before such withdrawal.

6. Online Payment

Payment for or the guarantee of your reservation is processed through a third-party payment provider [to be specified], which applies the security standards in force in the banking sector (PCI-DSS standard). Grand Hotel du Palais Royal does not store complete bank card details on its own systems. Processing carried out by this provider may be subject to its own privacy policy.

7. Cookies and Tracking Technologies

When you browse our website, cookies or similar technologies may be placed on your device.

Some cookies are strictly necessary for the operation of the website and its features. Others may be used, subject to your consent where required, in particular to:

- measure website traffic and performance;
- analyse browsing behaviour and improve the user experience;
- enable certain social media-related features;
- measure the effectiveness of communication or advertising campaigns.

The website may in particular use tools such as Google Analytics and Google Tag Manager.

Where their use requires your consent, the relevant tracking technologies are only placed after you have given your consent. You may accept, refuse or modify your choices through the cookie management tool available on the website. You may withdraw your consent at any time.

8. Data Recipients

Your personal data is accessible only to people who need it in the course of their duties and to service providers acting on behalf of Grand Hotel du Palais Royal where necessary. These may include:

- authorised Grand Hotel du Palais Royal teams;
- teams responsible for reservations, reception, customer relations and communications;
- the SynXis booking engine provider;
- LoungeUp for the relevant processing activities;

- technical service providers involved in hosting, maintenance or operation of the website;
- audience measurement providers and, where you have consented, certain marketing partners;
- relevant payment service providers;
- administrative or judicial authorities where we are legally required to provide certain information.

Our service providers only have access to the information necessary to perform the tasks entrusted to them and must ensure an appropriate level of data protection. We do not sell your personal data.

9. Transfers of Data Outside the European Economic Area

Some of our service providers or their subcontractors may process data from countries located outside the European Economic Area.

Where such transfers take place, we ensure that they are carried out in accordance with applicable personal data protection regulations and are based on an appropriate legal mechanism, such as an adequacy decision by the European Commission, appropriate safeguards provided for under the GDPR, including the European Commission's standard contractual clauses, or any other transfer mechanism authorised by applicable regulations.

10. Data Retention Periods

Your personal data is retained only for as long as necessary to fulfil the purposes for which it was collected and, where necessary, archived for the periods required or permitted by applicable law.

As a general rule:

- **Data relating to reservations and the contractual relationship** is retained for the duration of the stay and customer relationship, then archived for five (5) years from the last contact for evidentiary purposes, without prejudice to longer retention periods required by our accounting and tax obligations (ten (10) years for supporting accounting documents, pursuant to the French Commercial Code) or necessary for the establishment, exercise or defence of legal claims;
- **Data used for marketing purposes** is retained for three (3) years from your last active contact or until you withdraw your consent where processing is based on consent;
- **Data relating to contact requests** is retained for three (3) years from the processing of the request, unless it results in a contractual relationship;
- **Data collected through cookies and tracking technologies** is retained for a maximum of thirteen (13) months from the date they are placed, except for audience measurement data exempt from consent, which may be retained for a maximum of 25 months, in accordance with CNIL recommendations.

At the end of the applicable retention periods, data is deleted, anonymised or archived where its retention remains necessary to comply with a legal obligation or defend our rights.

11. Data Security

Grand Hotel du Palais Royal implements appropriate technical and organisational measures to protect personal data against, in particular, loss, alteration, unauthorised disclosure, access or use.

Access to personal data is limited to persons and service providers who need to know it in the course of their duties.

Security measures are adapted to the nature of the data processed and to the technical resources available and implemented.

12. Your Rights

In accordance with applicable personal data protection regulations, depending on the processing concerned, you have:

- the right to access your personal data;
- the right to rectify inaccurate or incomplete data;
- the right to have your data erased where the legal conditions are met;
- the right to restrict processing;
- the right to object to certain processing activities;
- the right to data portability where applicable;
- the right to withdraw your consent at any time where processing is based on consent.

To exercise your rights or ask a question regarding the use of your personal data, you may contact us by email at communication@paristoryhotels.com or by mail at SAS VALOIS, 4 Rue de Valois, 75001 – PARIS

Where required by applicable regulations, we may ask you for additional information necessary to verify your identity before responding to a request relating to your personal data.

You also have the right to lodge a complaint with the Commission Nationale de l'Informatique et des Libertés (CNIL) if you believe that the processing of your personal data does not comply with applicable regulations (www.cnil.fr).

13. Links and Third-Party Services

The Grand Hotel du Palais Royal website may contain links to websites, social media platforms or services offered by third parties.

When you use these links or services, you leave the Grand Hotel du Palais Royal website.

The processing of personal data carried out by these third parties is subject to their own privacy policies and terms of use.

We encourage you to review these policies to understand their practices regarding personal data.

This Privacy Policy does not govern processing carried out directly by these third parties for their own purposes.

14. Changes to the Privacy Policy

This Privacy Policy may be amended to take account of legislative or regulatory developments, recommendations from competent authorities, changes to our services or changes to the tools used on our website.

The applicable version is the version published on the Grand Hotel du Palais Royal website.

The date of the latest update is shown at the top of this Privacy Policy.

The Grand Hotel du Palais Royal website is available in French, English and Spanish. This Privacy Policy is therefore also available in French, English and Spanish. However, in the event of any discrepancy in interpretation between the different versions, the French version shall prevail.