

Agoda Privacy Policy for Business Partners

Last Updated: September 2026

Introduction

This Privacy Policy describes how Agoda Company Pte. Ltd., RocketTravel, Inc., and/or the Agoda affiliated group companies with whom you engage in a business relationship ("**Agoda**," "**we**," "**us**," "**our**") collect, use, and share personal data about (potential, existing or former) owners, staff, representatives, hosts or other individuals connected with our (i) business partners including but not limited to trip providers (accommodation, flights, activities, non-hotel accommodation); (ii) travel agencies; (iii) connectivity providers; (iv) other business partners offering travel product bookings through Agoda platforms, their own websites/apps, or other means; (v) our service providers and vendors and (vi) any other natural or legal persons maintaining a business relationship with us ("**Business Partner**", "**you**", "**your**"). It also describes your data protection rights, including the right to object to some of the processing which we carry out where available under applicable law.

This Privacy Policy applies to personal data we obtain from and about you when you:

- visit, access and interact with us on any Agoda-managed platform, website, app and channel including on YCS- the Agoda Partner Portal (known as the "Extranet" in our General Terms and Conditions), Host Manage, Partner Centre, Partner Hub, Agoda Connectivity Partner Portal, Affiliate Portal, Agoda Advertising Solutions on our website at www.agoda.com or other websites which link to this Privacy Policy (mobile and desktop), our mobile app, our Agoda Supplier Portal for vendor registration, our social media pages, advertisements and campaigns (collectively "**the Platforms**");
- communicate with us via email, chat, telephone or other available channels;
- participate in our partner events and demonstrations; or
- visit our offices.

Our full Privacy Policy is available below, or you can click the links on any of the points detailed in the summary table for further details.

We also may provide you with additional information when we collect personal data, where we determine it would be helpful to provide such additional relevant and timely information.

<u>1. Personal data we collect about you</u>	We may collect personal data about you when you engage with us or interact with us and our Platforms, such as your name, business contact details, and Agoda username and password.
<u>2. How we use your personal data and our legal basis for processing</u>	We may use your personal data to provide or receive the requested services (e.g., creating a user account, setting and updating accommodation rates, setting promotions, changing accommodation details, other portal services), to provide you with additional information about Agoda or partner products, services or events and to maintain, improve, secure and tailor our Platforms.

<u>3. Sharing of your personal data</u>	We may share your personal data with others including service providers, business partners and our affiliates.
<u>4. Cross border transfer of your data</u>	We maintain appropriate protections for cross-border transfers as required by law for international data transfers.
<u>5. How do we protect your personal data</u>	We maintain reasonable security measures to protect your personal data and require our service providers to do the same.
<u>6. How long do we retain your personal data</u>	We retain your personal data for specified time periods depending on the purpose of processing.
<u>7. Your rights pertaining to the personal data we collect about you (DSRR)</u>	Depending on the data protection law applicable to our processing, you may have certain data subject rights.
<u>8. Cookies</u>	We use cookies and similar tools on our website to help the site work and improve your experience.
<u>9. Additional Considerations</u>	We do not expect to engage with a business partner who is a minor, and any communication will be handled by our support team or on our platform in accordance with this Privacy Policy.
<u>10. About this Privacy Policy</u>	We will notify you of any material changes by posting the updated version of this Privacy Policy and taking other steps as needed.
<u>11. Who is responsible for the processing of your personal data and how to contact us</u>	Please contact us with any questions about this Privacy Policy or our privacy practices as detailed below.
<u>12. Country-Specific provisions</u>	Please see the relevant local country annex for more information about certain processing activities in your country.

1. Personal data we collect about you

The personal data we collect depends on the context of the business relationship and interaction with Agoda, the choices made by a Business Partner and the products, services and features used. Depending on the specific situation, some personal data listed in the section below may not be considered “personal data” because they may relate to a business instead of an individual, but we have included it for completeness.

We collect and process personal data about you when you contract or interact with us and/or our Platforms. This includes:

Directly collected personal data

Type of Data	Description
Contact Data	Your name, position or title, contact details (such as business email addresses, telephone, and fax numbers) and preferences as well as business interests.
Identification and Account Data	Your name, position or title, contact details, photograph, relevant Agoda username and password.
Verification Data	Company registration documents, bank account information, a copy of your government-issued identification information, date of birth, tax information or other relevant information necessary for Agoda to verify your authenticity as a contact or representative of the Business Partner, for fraud prevention and/or to comply with applicable legal requirements including for anti-money laundering and anti-terrorism.
Financial Data	Your credit card information or bank account information, VAT number and other information needed for invoicing, credit and reconciliation purposes.
Communication Data	Information about your communications with Agoda (including telephone, email, chat, social media, and other communication tools), communications about upcoming reservations and responses to authorities' requests and other legal demands. During calls with our support centre, live listening may be conducted, and calls may be recorded (see section 10 for further details).
Agoda Program or Service Data	If you participate in an Agoda program or service, there may be limited additional personal data that we may collect for that program or service as well.
Non-Hotel Accommodation Data	If you provide non-hotel accommodation, we will also process personal data about the non-hotel accommodation that you offer on our Platforms such as its address, description of availability, photographs, video content, your location data and metadata.

Device and Usage Data	When you access and interact with our Platforms, we (or authorised third parties) will automatically collect device and usage information, such as your IP address, geographic data, country, browser, and information about your device's operating system, application version, language settings, screen recording (for troubleshooting/support purposes) and pages that have been shown to you or that you have interacted with. If you are using a mobile device to access our mobile app or mobile optimised website, we might also collect information that identifies your mobile device, such as the device ID, location of the device (with your consent, where applicable), and device-specific settings and characteristics. Some of this information is collected using cookies, tags and related technologies as detailed in the Cookie section below.
------------------------------	---

Personal data you give us about others

By sharing other individuals' personal data in relation to your property listing or business (for example of your staff members or co-hosts), you confirm that these individuals have been informed about the use of their personal data by Agoda in accordance with this Privacy Policy and provided any necessary consents, as required by the laws and regulations applicable to you.

Indirectly collected personal data

Sometimes, we receive personal data about you from third parties. In particular:

Group Companies	We may receive personal data about you from our Agoda affiliated group companies , as well as our parent corporation, Booking Holdings Inc., and its other subsidiaries to help us meet our tax or other legal obligations, for vendor procurement purposes, to facilitate integrated services, to support or perform the service requested by you (including support services), for quality, analytical and product improvement purposes, to personalise the online services and for marketing, to detect, prevent, and investigate fraudulent transactions and/or activities, other illegal activities, security incidents and data breaches, for internal (audit/compliance) investigations, for the administration and management of our Agoda programmes, for partner outreach programmes, for other business operational purposes or as otherwise required or permitted by applicable law, for example to conduct verification and sanctions checks for compliance with applicable laws that apply to us. This includes: name, legal name, main residence/business address, date of birth, place of birth, tax identification number and VAT number, and other business-related information as necessary for
------------------------	---

	the purposes described above.
Data from Other Sources	We may receive personal data about you from third party service providers, vendors, other Business Partners or other sources such as insolvency administrators, courts, law enforcement, tax authorities or other public authorities that contact Agoda in case of insolvency matters, investigations, or such other purposes as described in the “Sharing and disclosure of your personal data” section, as permitted by applicable laws and subject to any contractual terms or sharing conditions as may exist between such third party and us.

2. How we use your personal data and our legal basis for processing

Where required by law, we rely on the following legal bases to process personal data:

Purpose	Legal Basis
Provide you with the requested services, including creating a user account, verify your account and authenticity as contact or representative of the Business Partner, and communicating with you when you access our Platforms on behalf of a Business Partner. This includes onboarding you and managing your account as our vendor (including conducting the necessary vendor-related due diligence checks), setting and updating accommodation rates, setting promotions, changing accommodation details, and providing portal services and for non-hotel accommodation, processing requests to reserve your non-hotel accommodation, confirming reservations, and communicating with you about upcoming reservations.	It is necessary for us to process your personal data in order to perform our contract with you, or to take steps at your request prior to entering into a contract with you.
Conduct business with the Business Partner, including communicating about Agoda's or Business Partner's products and services (including via email and push notifications) and provide you with support services and to investigate any complaints about our Platforms.	It is necessary for us to process your personal data in order to perform our contract with you, or to take steps at your request prior to entering into a contract with you.
Make and receive payments, including for reconciliation and invoicing purposes	It is necessary for us to process your personal data in order to perform our contract with you. We have a legal obligation to comply with relevant laws and regulatory requirements (e.g., tax obligations).

Provide you with information about our services, including notifications of availability, and system/product updates	We have a legitimate interest in managing our business and providing services to our clients.
Verify your identity for fraud prevention and to comply with applicable legal or other internal compliance requirements including for anti-money laundering, sanctions screening and anti-terrorism.	We have a legitimate interest in ensuring the security of our services We have a legal obligation under applicable anti-money laundering and counter-terrorism legislation.
Conduct surveys, invite you to participate in referral programs or competitions, attend and host events we believe may be of relevance to you, or offer and host online forums to enable you to find answers to commonly asked questions on the usage of Agoda's or a Business Partner's products and services, send you reminders to finalise the registration for some of our Platforms where these have been partially completed, follow up with you when you show an interest in our services.	Your consent (where this is required by applicable laws). We have a legitimate interest in managing our business and providing services to our clients.
Send you email marketing communications or push notifications about products and services that may be relevant to you and provide you with tailored content and ads on our Platforms and other sites, apps or social media platforms based on your interactions with our Platforms and other sites or apps or social media platforms (including measuring the effectiveness of our advertising campaigns). When we use personal data for direct marketing messages in electronic form, Agoda will include a link to unsubscribe in each message.	Your consent (where this is required by applicable laws). We have a legitimate interest in promoting our services to our clients.
Maintain and improve the Platforms, understand, analyse, enhance and tailor the user experience, and for internal corporate reporting and training purposes.	Your consent (where required by applicable laws) We have a legitimate interest in operating our Platforms and improving their operation.
Protect your security and that of the Platforms, including investigating, detecting and preventing fraudulent and other illegal activities, and to send you security alerts	Your consent (where required by applicable laws). We have a legitimate interest in ensuring the security of our services and data, and in investigating, preventing and detecting fraud and other illegal activities.

Comply with applicable legal requirements including for tax, anti-money laundering, sanctions screening and anti-terrorism, risk management and compliance and exercising a right or obligation conferred or imposed by law, including responding to authorities' requests, in case of an emergency, criminal/civil investigation, or formal inquiry	We have a legal obligation under tax and anti-money laundering laws. We have a legitimate interest in protecting and defending our legal rights.
Algorithms and Artificial Intelligence (AI): We may deploy tools that utilize algorithms and AI to provide, improve, and develop our services. These tools may make use of your information, including personal data, to help us deliver, personalize, and enhance your experience. This may include, for example, generating personalized content, promotions or recommendations, tailoring the customer support experience and support to you, and identifying potentially suspicious transactions to help prevent fraudulent use of our services.	Your consent (where required by applicable laws). We have a legitimate interest in deploying these tools to make use of your information to help us deliver, personalise and enhance the service we provide to our clients.
To process your personal data in emergency situations where necessary to protect vital interests.	It is necessary to protect your vital interests or that of another person (for example, in medical emergencies or situations involving threats to health or safety).

3. Sharing of your personal data

In connection with your visit to our Platforms and/or in furtherance of our business relationship, we may share your personal data as follows:

Third Party Service Providers and Vendors:

Such as web hosting, data analysis, customer relationship management, payment processing, business analytics, marketing or distribution of surveys, search redirection, and other companies that facilitate the delivery of online services and, if applicable, advertising tailored to your interests, identity and KYC/AML verification and/or fraud prevention, risk management and compliance, user support, and other add-on service providers we appoint to perform services on our behalf.

Other Business Partners acting as independent controllers:

With whom we may integrate our travel products or services, or whose products or services may be offered on our Platforms. If you choose to access these optional services, we may on occasion share your personal data with those partners.

Our Affiliated Group Companies:

We may share personal data about you with our Agoda affiliated group companies, as well as with our parent corporation, Booking Holdings Inc., and its other subsidiaries, and we may receive personal data

about you from them including for any services that they may provide to us in order to: meet our tax or other legal obligations, to assist/manage vendor procurement purposes, support or perform the service requested by you (including support services); for quality, analytical and product improvement purposes; personalize the online services and for marketing; detect, prevent, and investigate fraudulent transactions and/or activities, other illegal activities, security incidents and data breaches; for internal (audit/compliance) investigations; for the administration and management of our Agoda programmes; for partner outreach programmes; or as otherwise required or permitted by applicable law, for example to conduct verification and sanctions list checks for compliance with applicable laws that apply to us.

Guests and site users:

When you as a host of a non-hotel accommodation have a confirmed booking, certain personal data is shared with the guest to coordinate the booking, such as your full name, contact information (email, phone number), and accommodation address. After completing a booking, guests and hosts may write reviews and rate each other. Information on hosts and offerings will also be publicly visible on our Platforms.

Law Enforcement Authorities and Legal Advisors (Where Required or Permitted by Law):

We may share your personal data to protect ourselves against liability, to respond to subpoenas, judicial processes, legitimate requests, warrants or equivalent by law enforcement officials or authorities, relevant tax authorities where legally permissible according to applicable law, government and local government authorities in jurisdictions where a registration, notification, permit, or license is required with a local governmental authority to list accommodation on sites such as ours in accordance with local law, to investigate fraud or other wrongdoing or as otherwise required or necessary in order to comply with applicable law, protect our legitimate interests or to the purchasers in connection with any sale, assignment, or other transfer of all or a part of our business or company. We may also, in compliance with applicable law, disclose your personal data to enforce or apply the terms and conditions applicable to our services or to protect the rights, property, or safety of Agoda, our users, or others.

Any other third party in case of Business Reorganization:

Such as part of any sale, assignment or other transfer of our business, or transition of service to another provider. We will ask for your consent if required by applicable law.

We may also share personal data in aggregate form and/or in a form which does not enable the recipient of such personal data to identify you, with third parties, for example for industry analysis and demographic profiling.

4. Cross border transfer of your data

In connection with the purposes described above, your personal data may be stored in locations outside of your home country, which may have different standards of data protection than your home country. We maintain the confidentiality of your personal data, ensure appropriate contractual, organizational and

technical protections, and comply with the relevant international data transfer requirements as described in this Privacy Policy and as required by applicable law.

Where required, we may rely on your consent, prescribed model clauses or standard contractual clauses and/or the need to process your personal data in order to provide the requested services or to perform our contract with you, to transfer your personal data.

As permitted by applicable law, you may request details about the suitable safeguards we have in place by contacting us as detailed below.

5. How do we protect your personal data?

We maintain reasonable physical, electronic, and organizational security measures to protect your personal data against accidental or unlawful destruction or accidental loss, alteration, or unauthorized disclosure or access.

6. How long do we retain your personal data?

We will retain your personal data for as long as necessary to provide, administer, and secure our Platforms and services, to exercise our legal rights, to resolve disputes and legal claims, protect our or other's interests, comply with our legal or regulatory obligations, and fulfil the purposes outlined in this Privacy Policy and internal company policies. When we no longer require your personal data, we will remove it from our systems and records and/or take other reasonable steps to depersonalize it so that you can no longer be identified from it.

7. Your rights pertaining to the personal data we collect about you (DSRR)

Some data protection laws provide individuals with data subject rights. Depending on which law applies, you may have the following rights. Please note that to protect your privacy and security, we will verify your identity before responding to such requests, and your request will be answered within a reasonable timeframe.

- **Access** - You may be entitled at any time to obtain information about your personal data that we store, in accordance with applicable law and without any fee. However, in exceptional cases and where so permitted by applicable law, we may ask you to pay reasonable fees before we provide the information.
- **Rectification** - You may request that we rectify any of your personal data that is incomplete or incorrect.
- **Deletion** - You may request that we delete your personal data. Please note, we may not be able to honour your request for deletion or rectification of your personal data if you have future/ongoing transactions with us or due to legal requirements, especially those affecting our accounting processes, processing or defence of claims, for fraud detection or prevention purposes, and mandatory data retention, which may prohibit deletion or anonymization.
- **Restriction of Processing** - You may ask us to cease processing of your personal data, for example if you have objected to the processing and the existence of legitimate grounds is still under consideration.
- **Objection** - You may object to our processing of your personal data on the basis of our legitimate interests (or those of a third party), including processing for direct marketing purposes or profiling for purposes of direct marketing, or where we are performing a task in the public interest - your

objection will be upheld, and we will cease processing your personal data, unless the processing is based on compelling legitimate grounds or is needed for the exercise or defence of legal claims that may be brought by or against us.

- **Right to Revoke Consent:** Where processing of your personal data is based on your consent, you have the right to withdraw your consent at any time, without affecting the lawfulness of our processing based on such consent before it was withdrawn.
- **Data portability** - If applicable, you may request that we send you your personal data which we store, in a commonly used and machine-readable format (which shall be decided at our sole discretion.)
- **Right to opt-out of profiling/ automated decision making:** You may have the right to opt out of processing of your personal data for purposes of profiling or automated decision making that produce legal or significant effects on your freedom.

For other country specific rights please see “Country-specific privacy rights” section below.

If you have unresolved concerns, you have the right to make a complaint to the data protection authority in the country in which you reside or, the country of your place of work or the country where the alleged infringement took place.

In order for you to be able to contract with us and interact with some of our Platforms and services, the provision of your Contact Data, Identification and Account Data, Verification Data and Financial Data is mandatory: if relevant data is not provided, then we will not be able to provide all our Platforms or services to you. The provision of all other information is optional. If you do not provide this, it may affect our ability to offer you certain features or make the most of our business relationship with you.

If you wish to update your personal data, or in certain circumstances exercise such rights as may be granted to you under applicable laws or make a complaint in connection with our processing of your personal data, please contact us by sending an email to:

- Accommodation Business Partners: ps-privacy@agoda.com
- Affiliate Partners: ‘Contact Support’ section on the affiliate website <https://affiliates.support.agoda.com/>
- Other Business Partners: privacy@agoda.com

8. Cookies

Our Platforms use and allow third parties to place cookies (session and persistent), pixels/tags, SDKs, application program interfaces ("**APIs**"), and other technologies (collectively, "**Cookies**") on our Platforms that collect and store certain information about you.

What Cookies do we use?

You can find more information about the types of Cookies we use and the purposes for which we use them in the table below:

Type of cookie	Purpose	Duration until expiry
----------------	---------	-----------------------

Functional Cookies	These cookies are set to provide the service, application, or resource requested. Without these cookies, your request cannot be delivered appropriately, and our website may not function as expected or in a secure way. These trackers are set to manage essential actions, such as requesting website visual elements, page resources, or due to user login/logoff. We can also use these cookies to set up essential functionalities to guarantee the security and efficiency of the service requested, like authentication and load balancer requests.	Up to 1 year
Performance Cookies	Performance cookies help us understand how visitors use our website by collecting aggregated information about page visits, navigation patterns, and interactions. This enables us to monitor website performance, identify issues, and improve functionality and user experience. These cookies do not directly identify users but provide statistical insights into website usage.	Up to 2 years

Third Parties:

Your use of the Platform may result in some Cookies being stored that are not controlled by us. This may occur when the part of the Platform you are visiting makes use of third-party analytics. You should review the privacy and Cookie policies of these services to find out how these third parties use Cookies and whether your Cookie data will be transferred to a third country. The list of third parties who place Cookies on our Platform is available in our cookie banner (see more in section “4. Who do we share your personal data with?”)

Local Storage:

In addition to Cookies, our Platform uses local storage technologies like HTML5 local storage, session storage, and similar technologies to enhance your experience. Local storage allows us to store information directly on your device without expiration until explicitly deleted, whereas session storage is deleted automatically once the browsing session ends or when the app is closed. This data helps us remember your preferences, optimize performance, and provide enhanced functionalities.

You have full control over the data stored in local storage. To manage or delete the data, you can use your browser's built-in developer tools or your app's storage settings.

Your Choices:

Cookie management options, including choices about types of cookies used, are provided in accordance with the laws and regulations of your region. To review or adjust your Cookie preferences, please follow the instructions shown in the cookie banner, your account settings or your browser.

Please review your Internet browser settings, typically under the sections "Help" or "Internet Options," to exercise choices you have for certain Cookies. If you disable or delete certain Cookies in your Internet browser settings, you might not be able to access or use important functions or features of this Platform, and you may be required to re-enter your log-in details.

Please also visit the following third parties' websites to exercise certain opt-out choices over Cookies and other use of your data by these parties:

- Google Analytics - <https://tools.google.com/dlpage/gaoptout?hl=en>
- HubSpot - <https://www.hubspot.com/hubspot-privacy-preferences>

You may need to make such choices on each browser and device you may use to exercise choice regarding certain Cookies.

Links to Third Party Websites

On our Sites, we may provide links to other websites that are not owned or operated by us ("**Third Party Websites**"). When you use a link online to visit a Third Party Website, you will be subject to that website's privacy and security practices, which may differ from ours. You should familiarize yourself with the Privacy Policy, terms of use and security practices of the linked Third Party Website before providing any information on that website.

9. Additional Considerations

A Special Note About Minors

None of our arrangements with Business Partners are expected to involve us engaging with a Business Partner, or a representative or worker of a Business Partner, who is a minor.

Call recordings

When you are communicating with our support team, live listening may be done, or the interaction may be recorded or transcribed for quality and reference purposes, which include the use of the recordings or the transcripts for claims handling, training, fraud detection, general reference, follow-ups and business analytics. If you would prefer that your call not be recorded, you can opt out by terminating the call or inform our support team. Recordings are kept for a limited amount of time and automatically deleted thereafter, unless Agoda has a legitimate interest to keep such recordings for a longer period, including for fraud investigation, compliance and legal purposes.

Use of Communications Data

We may access communications and may use automated systems to review, scan, track and analyse communications for security purposes; fraud prevention; compliance with legal and regulatory requirements; investigations of potential misconduct; product development and improvement; research; optimising communications with you and general or technical support. We reserve the right to block the delivery of communications that we, in our sole discretion, believe may contain malicious content, spam or pose a risk to you, customers/guests, us or others. Note that all communications sent or received using the Platforms' communication tools will be received and stored by us.

10. About this Privacy Policy

On occasion, Agoda may revise this Privacy Policy to reflect changes in the law, our information collection and use practices, the features of our Site, or advances in technology. If we make revisions that change the way we collect or use your personal data, those changes will be posted in this Privacy Policy and the effective date will be noted at the beginning of this Privacy Policy. Therefore, you should review this Privacy Policy periodically so that you are up to date on our most current policies and practices. We have drafted this Privacy Policy in English, but certain translations are available for your convenience.

11. Who is responsible for the processing of your personal data and how to contact us?

Depending on the Agoda entity with whom you have a business relationship, the contact details of the relevant Agoda entity responsible for processing your personal data may be specified in the applicable General Terms and Conditions, or the contract you have entered into with us.

If you have any questions or complaints about this Privacy Policy or our privacy practices, please contact our Agoda Data Protection Officer by email at privacy@agoda.com, or by sending a registered letter to the address at:

Agoda Company Pte. Ltd.
c/o Data Protection Officer
36 Robinson Road
#20-01 City House
Singapore 068877

If you reside in the UK, you may also contact our local representative, Agoda International Pte. Ltd. (UK Branch) 9th Floor North, The Metro Building, 1 Butterwick, Hammersmith, London W6 8DL, United Kingdom, or your local data protection authority with any questions or complaints about our privacy practices.

If you reside in the EU, you may also contact our local representative, Agoda International Spain, S.L., Gran Via de les Corts Catalanes, 639, Eixample, 08010 Barcelona, Spain, or your local data protection authority with any questions or complaints about our privacy practices.

If you reside in Thailand, you may also contact our local representative, Agoda Services Co., Ltd. (Head Office) 999/9 Rama 1 Road The Offices at Central World, Patumwan, Bangkok 10330, Thailand or your local data protection authority with any questions or complaints about our privacy practices.

If you reside in Türkiye, you may also contact our data controller representative, Esin Avukatlık Ortaklığı, resident at Akat Mahallesi, Gül Sokak No:2/1 Beşiktaş / İSTANBUL. Please note that Esin Attorney

Partnership only represents us for your requests within the scope of this Privacy Policy and the Law on Protection of Personal Data No. 6698. Therefore, we kindly ask you to reach out to Esin Attorney Partnership only for your questions and complaints regarding the protection of your personal data.

Domestic Representative in Korea: Pursuant to the Personal Information Protection Act and the Act on the Promotion of the Use of the Information Network and Information Protection, information regarding the domestic agent is as follows:

Agoda Payments Korea LLC (Representative: Joon Hwan Lee) Address, phone number, and email address: (Eulji-ro 2-ga, Pine Avenue Tower A) 9F, 100 Eulji-ro, Jung-gu, Seoul 04542, +82 2 3404 0105, privacy@agoda.com.

12. Country-Specific Provisions

South Korea Privacy Rights

Legal Basis for Processing

Where “your consent” is not listed as the legal basis in “2. How we use your personal data and our legal basis for processing”, the relevant processing activities are conducted pursuant to the applicable provisions of the Korean Personal Information Protection Act (“PIPA”) as follows:

- Where the legal basis is stated as “to perform our contract with you and/or to take steps at your request prior to entering into a contract with you”: Article 15(1)(4) of PIPA
- Where the legal basis is stated as “legal obligation to comply with relevant laws and regulatory requirements”: Article 15(1)(2) of PIPA
- Where the legal basis is stated as “legitimate interests”: Article 15(1)(6) of PIPA
- Where the legal basis is stated as “necessary to protect the vital interests of you or another person”: Article 15(1)(5) of PIPA

Third-party Provision, Data Processing Entrustment and Cross-Border Transfer

To provide you with our services, we directly collect and process your personal data overseas in Singapore.

Additionally, we may share certain categories of your information with third parties as detailed above under “3. Sharing and disclosure of your personal data”.

Third-party Provision:

We may share personal data with third parties in accordance with applicable laws:

We may share your personal data to protect ourselves against liability, to respond to subpoenas, judicial processes, legitimate requests, warrants or equivalent by law enforcement officials or authorities, and various relevant tax authorities where legally required according to applicable law.

Data Processing Entrustment:

We entrust the processing of your personal data described in the “1. Personal data we collect” section to parties located both within and outside South Korea, as provided below, and we implement contractual safeguards to protect your personal data in connection with such entrustment. In the course of providing our services, your personal data may be transferred via internet network transmission to such entrusted parties at or around the time you use our services (pursuant to Article 28-8(1)(3) of the PIPA, where necessary for the performance of a contract):

Third party Trustees	Information Provided	Purpose of Provision	Retention Period
Communications Platform Trustees [View List]	Contact Data such as name, company, address, phone number, email,	To communicate with partners about Agoda’s or Business Partner’s product and services	They will retain your information for the period necessary to

	username, password; Device and Usage Data such as cookies, IP address, location information, domain name.	and to provide you with support services.	perform the entrusted function.
Fraud prevention Trustees [View List]	Names, phone number, addresses, email address, and IP address, username and password, billing and shipping address, and transaction information	For Fraud prevention and to comply with applicable legal or internal compliance requirements.	
Payment Trustees [View List]	Contact Data such as Full Name, email Address, Business Address, Identification and Account Data, Financial Data such as Account and bank details, Verification Data such as government identifiers, country of residence, date of birth, nationality.	To make and receive payments, including for reconciliation and invoicing purposes	
Agreement management and e-signature solution trustees [View List]	Contact Data such as Name, Business Email Address and Identification and Account Data, Signature	Agreement management and e-signature providers to facilitate contract execution and storage.	
Event Management Trustees [View List]	Contact Data such as name, business email address and other attendee information	Event management services for registration, participation management, and event operations.	

You may refuse such transfer by contacting us using the contact details provided in the “12. Who is responsible for the processing of your personal data and how to contact us” section. However, if you refuse such data transfer, all or part of the services may be restricted.

Measures to Ensure the Security of Your Personal Data

We take the following measures to ensure the security of your personal data from leakage, loss, misuse or inadvertent destruction:

- Administrative Measures: Establishment and implementation of an internal management plan, operation of a dedicated organization, and regular employee training
- Technical Measures: Management of access rights to personal data processing systems, installation of access control systems, encryption of personal data, and installation and updates of security programs
- Physical Measures: Access control for computer rooms and data storage facilities

We retain your personal data as described in “6. How long do we retain your personal data?”. When we no longer need to keep your personal data, we will remove it from our IT systems and records where feasible, and/or deactivate it or take other reasonable steps to depersonalize it so that you can no longer be identified from it.

Your Rights

As described in more detail under section “7. Your rights pertaining to the personal data we collect about you (DSRR),” you may exercise your rights of access, rectification, deletion, suspension of processing, withdrawal of consent, data portability, and the right to opt out of automated decision-making, to the extent provided under the PIPA. In addition, you may have the right to request an explanation regarding the processing of your personal data where it involves solely automated decision-making that produces final decisions significantly affecting your rights or obligations.

For further information, please contact us using the contact details provided in the “12. Who is responsible for the processing of your personal data and how to contact us” section with "South Korean Privacy Matter" in the subject line to request such further information.

You may also contact your local authorities (local numbers provided):

- Privacy Invasion Reporting Center (privacy.kisa.or.kr / dial 118)
- High-Tech Crime Investigation Division, Supreme Prosecutors’ Office (www.spo.go.kr / dial 1301)
- Korean National Police Agency Cyber Bureau (www.cyberbureau.police.go.kr / dial 182)

However, please note that Agoda Company Pte. Ltd. in Singapore provides the reservation services, and there is currently no entity in South Korea providing reservation services to South Korean residents.

China Privacy Notice

If you are a Chinese resident, please note the following regarding the cross-border transfer/sharing of your information.

Disclosure / Transfer of Information: We will maintain the confidentiality of your information, but may provide or transfer your information to third parties as detailed above under "3. Sharing and disclosure of your personal data," which may include transferring your information to persons to whom we are required to make disclosures to under applicable law within or outside the PRC.

Transfer of Information Overseas: Typically, we store and process your information on servers/data centers within and/or outside of PRC (depending on the IP address from which you access our platform). However, we may transfer your information to third parties mentioned above who may be located outside the PRC.

If you are a Chinese resident using our Platform, you authorize us to share your information with the Chinese authorities, including the State Tax Administration, either directly or through our affiliated group companies or service providers, in response to an information request or reporting requirement under Chinese laws. We may require you to furnish us with such additional information as the Chinese authorities may require, from time to time, in order to satisfy such information request or reporting requirement.

India Privacy Notice

Under Indian law, we must collect, process and store PAN numbers (tax IDs) of Indian nationals or residents in relation to any overseas payments made on our Site. The value of your transaction with us and your PAN number will be shared with our external payment processor for disclosure to the authorised dealer bank. We will otherwise retain your PAN number for the duration mentioned in this Privacy Policy and collect and process your information respecting Indian law. By proceeding with partner registration and accepting our Privacy Policy you express your consent to the treatment of your personal data for the determined purposes.

Japan Privacy Notice

Under Japanese privacy law, you may have the right to request further information about our personal information processing, for example, requesting further information about our security control measures, the procedures for exercising your privacy rights and our representative details. If you would like to request this information, please reach out to privacy@agoda.com with “Japan Privacy Request” in the subject line.

Turkey Privacy Notice

If you are a Turkish resident, the processing of your personal data will be subject to Law No. 6698 on Protection of Personal Data of Turkey (“Turkish Data Protection Law”). In this regard, the following terms apply to you, and in the event of any conflict between the following additional terms and the provisions of the rest of the Statement, the following terms shall prevail.

Your rights: According to Article 11 of the Turkish Data Protection Law, you have the following rights with respect to your personal data:

- the right to learn whether we process your personal data
- the right to request information with regard to such processing, if we process your personal data
- the right to learn the purposes of the processing and whether they are used for such purpose or not
- the right to know the third parties within or outside the country, to whom we transfer your personal data
- the right to request correction of incomplete or inaccurate personal data
- the right to request deletion or destruction of your personal data under the conditions set forth in Article 7 of the Turkish Data Protection Law
- the right to request that we notify the third parties, to whom we transferred your personal data, about the correction, deletion and/or destruction of your personal data per your request within the scope of the foregoing two items
- the right to object to the negative results about you that are due to the analysis of your personal data processed solely by automated means
- the right to claim indemnification for damages incurred due to illegal processing of your personal data

Special Categories of Personal Information: We rely on your explicit consent to process your special categories of personal information as defined under Turkish Data Protection Law in the absence of other applicable legal grounds.

Marketing Communications: Under E-Commerce Law No. 6563 and secondary legislation, as a service provider, we rely on your explicit consent (opt-in consent) when sending marketing communications to you.

International Data Transfers: In the event that we transfer your personal data to third parties in countries other than Turkey, we will comply with the requirements under the Turkish Data Protection Law, including obtaining your explicit consent, where and if necessary.

Kingdom of Saudi Arabia Privacy Notice

Cross border data transfer: We may transfer personal data outside of the Kingdom of Saudi Arabia. In such cases, transfers are in reference to applicable data protection laws, including the Personal Data Protection Law in the Kingdom of Saudi Arabia, promulgated by Royal Decree No. M/19 of 9/2/1443H.

Complaint to the SDAIA: If you are not satisfied with how we process your complaint, or if we fail to respond, you can file a complaint to the Saudi Data and Artificial Intelligence Authority (SDAIA). The contact details of the SDAIA can be found on their website (www.sdaia.gov.sa) and on the National Data Governance Platform (dgp.sdaia.gov.sa).

Russia Privacy Notice

If you are a Russian resident, we record, systematize, accumulate, store, clarify (update, change), extract your personal data using databases located on the territory of Russia. For this purpose, we use a third-party service Yandex Cloud. Its provider (IRON HIVE DOO BEOGRAD (Bulevar Vojvode Bojovica 12 11000 Stari Grad, Belgrade, Serbia) does not have access to your personal data, but acts as a data controller as it carries our storage of personal data on its facilities.