

Privacy Policy

The Best Western Plus Inntowner and The Highland Club (“We” or the “Hotel”) recognizes the importance of protecting the privacy and security of all information provided by users of this website (the “Site”). We collect and use information throughout our Site only as disclosed in this Privacy and Security Statement (the “Statement”). This Statement applies solely to information collected by our Site. We reserve the right change this Statement at any time.

How Information is Collected

We may collect and use personal information that you submit on the Site in any manner that is consistent with the uses stated in this Statement or disclosed elsewhere on the Site at the point you submit personal information or make a request. At the time you submit personal information or make a request, the intended use of the information you submit will be apparent in the context with the uses stated in this Statement or elsewhere disclosed at the Site at the point you submit personal information. Such consent will be presumed by the Hotel, unless you state otherwise at the time you submit the personal information.

How Information is Used

- To reserve and/or purchase hotel accommodations
- To send marketing communications or surveys to you
- To respond to your questions or suggestions
- To improve the quality of your visit to our site
- To aggregate personal information for various purposes in such manner that the end-product does not personally identify you or any other user of the Site (e.g., determining percentage of users from a particular geographic location).

The Hotel will not disclose, share, sell, or divulge any personal information, such as address, email, and telephone and fax numbers, to third parties unless we have informed you, been authorized by you, or are required to do so by law.

Choice/Opt-Out

In addition to reservation confirmation emails, we may periodically send out email newsletters and other notifications to our guest and users about new offers, services, products, or other news using email address provided during the online reservation, email list subscription, or other process. Each email you receive from us will contain an “opt-out” list removal link. To have your email address removed from our list, simply click on the link provided in the email, and your address will be removed automatically from our system.

Secure Reservations

If you decide to make an online reservation at the Site, you will be linked to a reservation interface and a third-party booking engine (“Booking Engine”) provided by a third-party reservation software vendor - MSI Web Solutions. While it appears to be part of our Site, the Booking Engine is in fact provided by a third party and is governed by www.msisolutions.com

It is the responsibility of the Booking Engine to maintain compliance with Payment Card Industry Data Security Standards (PCI-DSS) in processing or accepting reservation transactions. We understand that security remains the primary concern of online consumers, and we have chosen the Booking Engine Vendor carefully. Please visit the Booking Engine Vendor's site for information on its privacy practices and policies before completing any transaction.

Protecting Information

We are committed to protecting the information we collect. Accordingly, the Site is configured with data encryption, or scrambling, technologies, and industry-standard firewalls. When you enter personal information during the reservation process or otherwise at the Site, your data is protected by Secure Socket Layer (SSL) technology to ensure its safe transmission.

Children's Privacy & Parent Consent

We do not collect, process, or use on our website any information relation to an individual whom we know to be under 13 years old, without the prior, verifiable consent of his or her legal representative. We do not give children the ability to post or distribute personal information without prior consent.

IP Address

Your IP Address is a number that is automatically assigned to the computer that you are using by your Internet Service Provider (ISP). This number is identified and logged automatically in our server log files whenever users visit the Site, along with the time(s) of such visit(s) and the page(s) that were visited. Collecting IP Addresses is standard practice on the Internet and is done automatically by many web sites. We use IP Addresses for purposes such as calculating Site usage levels, helping diagnose server problems, and administering the Site. Please note that we treat IP Addresses, server log files, and related information as non-personal information, except when we are required to do otherwise under applicable law. We may utilize sources such as "cookies" and so-called "pixel tags," "web beacons," "clear GIFs," and other similar technologies to collect non-personal information from your use of our Site. To learn more about cookies, please visit <http://www.allaboutcookies.org/>.

Links

This Site may provide links to third-party web sites. However, those web sites may not follow the same privacy policies as the Hotel. These linked sites, including those of any Booking Engine Vendor, are not under the Hotel's control, and we are not responsible for the privacy practices or the contents of any such linked site, or any link contained in any linked site. We provide such links only as a convenience, and the inclusion of a link on the Site does not imply endorsement of the linked site by the Hotel. If you provide any personal or credit card information through any third-party web site, your transaction will occur on said third-party's web site (not the Site) and the information you provide will be collected and controlled by the privacy policy of that third party.

Notice

Each Best Western® branded hotel, including our own, is independently owned and operated. Best Western International, Inc. does not manage or control this Site or any third-party web site. Any guest data provided to Best Western International, Inc. will be consistent with Best Western International's [corporate privacy policy](#).

Contacting Us

If you have any questions about our privacy and security statement or the practices of our Site, you may write to us at the following postal address:

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2424 University Avenue
Madison, WI 53726