

Guest Privacy Notice

KAUST Hotel

1. Introduction

The KAUST, referred to in this Privacy Notice as “we”, “us”, “our”, or “the Hotel”, is committed to protecting the privacy and personal data of our guests in accordance with the Personal Data Protection Law of the Kingdom of Saudi Arabia, issued by Royal Decree No. M/19 and amended by Royal Decree No. M/148, together with its Implementing Regulations issued by the Saudi Data and Artificial Intelligence Authority.

This Guest Privacy Notice explains how we collect, use, disclose, store, transfer, and protect your personal data when you make a reservation, stay at our hotel, use our facilities or services, communicate with us, or otherwise interact with us as a guest. It also explains your rights under the Saudi Personal Data Protection Law and how you may exercise those rights.

2. Data Controller

The KAUST Hotel is the Data Controller responsible for determining the purposes and means of processing your personal data in connection with your reservation, stay, guest services, payments, communications, security, and related hotel operations.

3. Personal Data We Collect

We may collect contact information such as your full name, personal email address, business email address, mobile number, landline number, mailing or residential address, and city.

We may also collect identification data such as your date of birth, gender, marital status, nationality, passport number, Iqama number, and national ID number, where required for guest registration, verification, legal, operational, or security purposes.

For payment and billing purposes, we may collect financial information such as bank account details for bank transfer payments, credit or debit card details, and payment receipts. Credit and debit card details are processed securely and deleted immediately upon completion of the payment transaction, unless retention is required for a lawful or regulatory purpose.

In connection with your reservation and stay, we may collect details such as your room number, booking reference, check-in and check-out dates, property details, and flight details where airport transfer or transportation arrangements are requested.

Where you voluntarily provide such information, we may collect health or medical-related information, including allergy information, dietary requirements, accessibility needs, or medical conditions disclosed to us for your safety, comfort, or service requirements.

We may also collect information relating to your special requests and preferences, such as room type preferences, housekeeping schedules, minibar preferences, VIP arrangements, or other guest service preferences.

4. How We Collect Your Personal Data

We collect personal data directly from you when you make a reservation, complete guest registration, check in, enrol for recreation membership, request hotel services, make special requests, or communicate with us through our official channels.

- We may also receive your booking and reservation information from Online Travel Agencies or other third-party booking platforms when you make a reservation through such channels.
- Reservation and guest profile information may be processed through our Property Management System, which is used to manage booking, stay, and guest service information.
- Where you contact us by telephone, call-related information or recordings may be processed through our systems for call handling, service quality, operational follow-up, and guest communication purposes.
- Where you voluntarily provide health, allergy, dietary, accessibility, or medical-related information, such information may be collected through consent forms or other guest service request forms.

5. Purposes of Processing and Legal Basis

We process your personal data to confirm and manage your reservation, including creating or updating your booking, communicating booking details, and fulfilling the accommodation contract between you and the Hotel.

- We process your personal data for guest check-in, identity verification, room assignment, and guest registration, where such processing is necessary for the performance of hotel accommodation services and applicable legal or operational requirements.
- We use your personal data to provide accommodation and related hotel services, including food and beverage services, housekeeping, laundry, recreation, guest assistance, and other services requested during your stay.
- We process financial and payment information to collect and manage payments for accommodation, facilities, and services provided to you.
- Where you request transportation support, we may process and share your name, contact details, and flight details with our third-party transportation provider, based on your consent and for the purpose of arranging pick-up or drop-off services.

Where you request guest Wi-Fi access, we may process your contact details and related access information to provide internet access during your stay, based on your consent or applicable service requirements.

Where you voluntarily disclose health, allergy, dietary, accessibility, or medical-related information, we process such information based on your explicit consent and only for the purpose of ensuring your safety, comfort, and appropriate service delivery.

We may collect guest feedback through third party platforms, for service improvement, complaint handling, quality monitoring, and guest experience management, based on your consent or participation.

Where you have agreed to receive marketing communications, we may process your contact details, preferences, and guest profile information through similar customer relationship management platforms to send promotional offers, updates, and service-related communications. You may unsubscribe or withdraw consent at any time.

We may use CCTV surveillance in and around hotel premises for security, safety, incident prevention, investigation, and protection of guests, staff, visitors, and property. This processing is carried out based on the Hotel's legitimate operational and security interests, subject to appropriate safeguards.

We may also process your personal data for lost and found management, including recording lost items, identifying rightful owners, communicating with guests, and arranging return of property where applicable.

6. Sensitive Personal Data

Health and medical-related information, including allergies, chronic conditions, accessibility needs, and other health information voluntarily disclosed by you, is treated as Sensitive Personal Data under the Saudi Personal Data Protection Law and its Implementing Regulations.

We process such data only where it is necessary for your safety, comfort, or specific service request, and only with your explicit, separate, and voluntary consent. You are not required to provide this information, and declining to provide it will not affect your ability to stay at the Hotel. However, where such information is not provided, we may not be able to accommodate certain health, allergy, dietary, accessibility, or safety-related requests.

7. Data Sharing and Recipients

We may share your personal data with Online Travel Agencies and booking platforms for reservation management, booking confirmation, amendments, cancellations, and related guest communication.

Where you request transportation services, we may share your name, contact number, and flight details with PEAX or other approved transportation providers to arrange airport transfers or guest transportation.

For payment processing, we may share payment-related data with Saudi Awwal Bank or other approved payment service providers. Payment card information is processed securely and is deleted after completion of the transaction, unless retention is required by law or payment processing rules.

We may share guest feedback information, such as your name, email address, room number, and feedback content, for guest satisfaction, review management, and service improvement purposes.

Where you have consented to marketing or promotional communication, we may use customer relationship management platforms to process your email address, contact details, guest preferences, and marketing communication preferences.

Your personal data may also be shared internally with relevant departments of the Hotel, including Finance, Food and Beverage, Housekeeping, Security, IT, Recreation, and Front Office, strictly on a need-to-know basis and only to the extent necessary for each department's function.

Where visitor access or gate pass arrangements are required, we may share relevant visitor identification data with KAEC City Security or other authorised security parties, where applicable.

We may also disclose personal data to law enforcement authorities, courts, regulators, government bodies, or other competent authorities where we are legally required or permitted to do so.

We do not sell your personal data to any third party.

8. Cross-Border Data Transfer

Certain service providers, may process or access personal data outside the Kingdom of Saudi Arabia.

Where cross-border transfer or remote access to personal data occurs, we will take appropriate steps to ensure compliance with Saudi PDPL requirements. This includes conducting a Transfer Risk Assessment where required, implementing appropriate contractual and organisational safeguards such as Standard Contractual Clauses or equivalent transfer safeguards, and limiting the transfer to the minimum personal data necessary for the relevant service.

The applicable Transfer Risk Assessment reference shall be documented and maintained by the Hotel.

9. Retention Periods

We retain personal data only for as long as necessary to fulfil the purpose for which it was collected, or as required by applicable legal, regulatory, contractual, accounting, security, or operational requirements.

- Contact and identification data will be retained in accordance with the Hotel's approved retention . As a working recommendation, routine guest records may be retained for the duration of the stay and a defined period thereafter, such as 90 days, unless a longer retention period is required for legal, regulatory, accounting, dispute resolution, or security purposes.
- Credit and debit card details are deleted immediately upon completion of the payment transaction, unless retention is legally required or necessary for payment dispute handling in accordance with applicable payment processing rules.
- Health, allergy, accessibility, and medical-related information will be retained only for the period necessary to fulfil the guest service, safety, or recreation-related purpose for which it was provided. For guest-specific requests, this may be limited to the duration of the stay. For recreation memberships, a separate retention period may apply and should be defined in the relevant recreation privacy notice or retention schedule.
- CCTV surveillance footage is retained for 90 days, unless a longer period is required for incident investigation, legal hold, law enforcement request, dispute handling, or security purposes.
- Lost and found records will be retained for a defined period in accordance with the Hotel's internal procedure. As a working recommendation, such records may be retained for 90 days before secure disposal, unless longer retention is required.

- Reservation records will be retained in accordance with accounting, tax, operational, and legal requirements. As a working recommendation, reservation records may be retained for two years, subject to confirmation in the approved retention schedule.

10. Data Security Measures

We implement appropriate organisational, administrative, physical, and technical measures to protect your personal data against unauthorised access, disclosure, alteration, loss, misuse, or destruction.

These measures include role-based access control to ensure that only authorised personnel can access personal data on a need-to-know basis. We also apply encryption for data in transit and, where applicable, data at rest.

Our IT Department manages secure network infrastructure and related technical controls to protect systems used for reservation, guest services, payment, communications, and other hotel operations.

We maintain physical security controls, including CCTV surveillance, access control, and restricted access to areas where personal data or guest records may be stored or processed.

We conduct regular security assessments, provide staff training, and apply internal procedures to support secure handling of personal data. Physical records containing personal data are securely destroyed through shredding or other approved destruction methods when no longer required.

11. Your Rights Under PDPL

As a data subject, you have the right to be informed about how your personal data is collected, used, shared, stored, and protected. This Privacy Notice is intended to support that right.

You have the right to request access to the personal data we hold about you, subject to applicable legal limitations.

You may request correction of inaccurate, incomplete, or outdated personal data.

You may request destruction or deletion of your personal data where the data is no longer required, where processing is no longer lawful, or where deletion is otherwise permitted under applicable law. Such requests may be subject to legal, regulatory, accounting, security, or operational retention obligations.

Where processing is based on consent, you have the right to withdraw your consent at any time. Withdrawal of consent will not affect the lawfulness of processing carried out before the withdrawal.

You also have the right to lodge a complaint with SDAIA if you believe that your personal data rights have been violated or that your personal data has been processed in a manner inconsistent with the PDPL.

12. How to Exercise Your Rights

To exercise your rights, please contact us using the contact details provided in this Privacy Notice.

We will respond to your request within 30 days of receiving it, unless an extension is permitted under applicable law due to the complexity or volume of the request. Where we are unable to fulfil your request, we will provide an explanation for the refusal, subject to applicable legal requirements.

13. Withdrawal of Consent

You may withdraw your consent for any consent-based processing at any time by contacting the Data Protection Officer.

Withdrawal of consent will not affect the lawfulness of processing carried out before the withdrawal. Please note that withdrawing consent for optional services may affect our ability to provide those specific services. For example, withdrawal of consent for transportation arrangements, Wi-Fi access, marketing communications, or processing of allergy information may limit our ability to provide those related services.

Certain processing activities, such as identity verification, guest registration, payment processing, and compliance with legal obligations, may be necessary for your stay or required by law. Withdrawal of consent may not apply where processing is based on another lawful basis.

14. Children's Data

For guests under the age of 18 who participate in recreation programs, including Swimming Academy, Bowling Academy, Summer Camp, or similar activities, consent is obtained from the parent or legal guardian.

A separate Recreation Programs Privacy Notice applies to such processing. Please refer to that notice for further details on the personal data collected, purposes of processing, retention periods, safeguarding measures, and rights relating to children's data.

15. Changes to This Privacy Notice

We may update this Privacy Notice from time to time to reflect changes in our processing activities, hotel operations, legal requirements, regulatory guidance, or internal privacy practices.

The updated version will be published on our website and made available at the Front Office. The effective date shown at the top of the notice indicates when the Privacy Notice was last revised.

16. Contact Us

If you have any questions, concerns, complaints, or requests regarding this Privacy Notice or the processing of your personal data, please contact:

Data Protection Officer: [To be updated]

Email: [To be updated]

Telephone: [To be updated]

Address: [To be updated]