

# Privacy Policy

**Effective Date:** August 18, 2025

This Privacy Policy describes how **The Reserve NYC** and **Reserve Management LLC** (“Company,” “we,” “us,” or “our”) collect, use, disclose, and safeguard your information when you visit our websites, use our services, or otherwise interact with us.

We are committed to protecting your personal information and your right to privacy. If you have any questions or concerns about this policy or our practices, please contact us at [info@thereservenyc.com](mailto:info@thereservenyc.com).

---

## 1. Information We Collect

We may collect the following categories of personal information:

### a. Information You Provide to Us

- Name, email address, phone number, and mailing address
- Payment or billing information
- Preferences and interests related to our services
- Communications, inquiries, and feedback

### b. Information We Collect Automatically

When you use our website or services, we may automatically collect:

- IP address and browser type
- Device information and usage data
- Cookies and tracking technologies (see Section 6)

### c. Information from Third Parties

We may receive personal data from:

- Business partners
  - Booking platforms or property management systems
  - Public databases and social media platforms (as permitted by law)
- 

## **2. How We Use Your Information**

We may use your information to:

- Provide, operate, and maintain our services
  - Process payments and reservations
  - Communicate with you, including customer service and marketing
  - Improve our website and services
  - Comply with legal obligations
- 

## **3. Sharing of Your Information**

We do not sell your personal information. We may share your data with:

- Service providers and vendors that assist in business operations
  - Legal authorities when required to comply with laws
  - Successors in the event of a merger, acquisition, or reorganization
- 

## **4. Your Privacy Rights**

Depending on your location, you may have rights including:

- Accessing and correcting your personal data
- Requesting deletion of your information
- Objecting to or restricting data processing
- Opting out of marketing communications

To exercise these rights, contact us at [info@thereservenyc.com](mailto:info@thereservenyc.com).

---

## 5. Data Security

We implement reasonable security measures to protect your data. However, no system is 100% secure, and we cannot guarantee absolute security.

---

## 6. Cookies and Tracking Technologies

We use cookies and similar technologies to enhance your experience and analyze site traffic. You can adjust your browser settings to refuse cookies, but some site features may not work properly as a result.

---

## 7. Children's Privacy

Our services are not directed to individuals under 13 (or under 16 in some jurisdictions). We do not knowingly collect data from children. If we become aware, we will delete such data.

---

## 8. International Users

If you are accessing our services from outside the United States, your data may be transferred to and processed in the U.S., where privacy laws may differ.

---

## 9. Changes to This Policy

We may update this Privacy Policy from time to time. The updated version will be indicated by an updated “Effective Date.” Continued use of our services after changes constitutes your acceptance.

---

## 10. Contact Us

If you have any questions about this Privacy Policy or our practices, please contact us at:

**Reserve Management LLC / The Reserve NYC**

Email: [info@thereservenyc.com](mailto:info@thereservenyc.com)

---