

THE BOOKEND HOTEL

Privacy Policy

Republic Properties LLC dba The Bookend Hotel · Effective October 1, 2026 · Version 1.0

The short version

- We collect what we need to take your reservation, host your stay, and bill you correctly.
- We never see or store your full card number. Our payment processor handles that.
- We look at your ID at check-in to confirm it matches the reservation. We do not photocopy or scan it.
- We do not sell your personal information. We do use advertising and measurement tools from Google and Meta on our website, which share limited information with them; Section 5 explains what that means and how to turn it off.
- You can ask us what we have, ask us to fix it, or ask us to delete it, by writing to hello@thebookendhotel.com.
- Marketing email and text messages are opt-in, and you can leave at any time.

The rest of this policy says all of that more precisely.

1. Who we are

The Bookend Hotel is owned and operated by **Republic Properties LLC**, an Oklahoma limited liability company, 206 West 6th Avenue, Stillwater, Oklahoma 74074. In this policy, “we,” “us,” and “the Hotel” mean Republic Properties LLC.

The bar on the premises is operated by **Bookend Bar LLC** dba The Bar at The Bookend Hotel (“the Bar”), a separate company operating under a concession agreement with the Hotel. The Bar has adopted this policy as its own. The two companies share information with each other only as described in Section 6.

This policy covers our website at thebookendhotel.com, our booking engine, reservations made by phone or email, your stay with us, and purchases at the Bar and in the shop, which are rung up on the Mews point of sale in the building.

2. Information we collect

Information you give us

Category	Examples
Reservation details	Name, email, telephone, mailing address, arrival and departure dates, room and rate selected, number of guests, special requests
Stay details	Room assignment, charges posted to your bill, items purchased, arrival and departure times, preferences you share with us

Category	Examples
Payment information	Cardholder name, billing address, and a secure token from Mews Payments, our payment processor. We do not receive or store full card numbers
Identification	We view government-issued photo ID at check-in to confirm it matches the reservation. We do not photocopy, scan, or retain it
Communications	Emails, text messages, voicemails, and notes from conversations with our staff
Marketing preferences	Whether you have asked to receive email or text messages from us, and what you open or click
Accessibility requests	Information you choose to share so we can accommodate a disability. We use it only for that purpose
Event and group details	Contact and billing information for buyouts, meetings, and private events

Information we collect automatically

- Website usage — pages viewed, time on site, referring page, approximate location from IP address, device and browser type.
- Cookies and similar technologies, described in Section 5.
- Video from security cameras in public areas of the hotel and in guest corridors. Cameras are never placed in guest rooms or restrooms. Recordings are kept for six months and are reviewed only in connection with a safety or security incident, a damage claim, or a request from law enforcement acting under lawful authority.
- Guest Wi-Fi connection information. We do not monitor or record what you browse. Our network equipment and our internet provider may keep technical records such as device identifiers, connection times, and the amount of data transferred, which are used only to operate and secure the network.

Information we receive from others

- Booking channels such as Booking.com or Expedia, when you reserve through them.
- Our property management system, Mews, which operates the booking engine and stores reservation records on our behalf.
- Mews Payments, our payment processor, which confirms payment results and provides card tokens.
- The person who booked your room, if someone else made the reservation for you.

3. How we use information

- To take, confirm, modify, and honor your reservation.
- To host your stay, assign a room, respond to requests, and provide services you ask for.
- To process payments, place authorization holds if we use them, and resolve billing questions and disputes.

- To keep the property, our guests, and our staff safe and secure.
- To meet legal and tax obligations, including lodging and sales tax records.
- To send you service messages about a reservation you have made — confirmations, changes, arrival information, and receipts.
- To send marketing, only if you have asked us to.
- To understand how our website is used so we can improve it.
- To measure whether our advertising works, and to show our ads to people who have visited our website.
- To enforce our Guest Policies and Reservation Terms, and to establish or defend legal claims.

We do not use automated decision-making or profiling that produces legal or similarly significant effects.

4. Email and text messages

Service messages about a reservation you have made are part of providing the stay, and you receive them whether or not you have opted into marketing.

Marketing email is sent only if you have asked for it, and every message includes an unsubscribe link that works. Text messages are sent only if you opt in; message and data rates may apply, and you can reply STOP at any time to stop them or HELP for assistance. Opting out of marketing does not affect messages about a reservation you already hold.

5. Cookies, analytics, and advertising

Our website uses cookies and similar technologies to keep the site working, remember your preferences, and understand how the site is used.

- Essential cookies keep the booking engine and site functioning. These cannot be switched off.
- Analytics cookies tell us how people find and use the site — which pages they read, where they arrived from, and where they stop. We expect to use Google Analytics 4 for this, on the same consent basis.
- Advertising cookies and pixels let us measure whether our advertising works and show our ads to people who have visited our site. We intend to use the Meta pixel and Google Ads tags. They are not active as of the effective date of this policy, and when they are switched on they will load only after you accept advertising cookies in our banner — so none of what follows happens unless you say yes. This means Meta and Google receive information about your visit, including pages viewed, actions such as starting or completing a booking, your IP address, and cookie or device identifiers. They use that information under their own privacy policies.

Our booking engine is provided by Mews and is protected by reCAPTCHA, which is subject to Google's privacy policy and terms of service.

Your choices about advertising

- Use the cookie banner on our site to accept or decline analytics and advertising cookies. Your choice is remembered, and you can change it at any time from the “Cookie settings” link in our website footer. Until that banner is live, we run no advertising or analytics cookies at all.
- If your browser or an extension sends a Global Privacy Control signal, we treat it as an opt-out of advertising cookies.
- You can control ad personalization directly with the companies involved, through your Meta account settings and through Google’s Ads Settings.
- Most browsers also let you block or delete cookies entirely. Our booking engine will still work.

We do not send advertising companies the content of your special requests, any accessibility need you tell us about, or which specific room you booked. Our advertising tags are configured to report that a booking happened and its value — not who you are or what you asked us for.

6. How we share information

We share personal information only as described here.

Who	Why
Service providers	Companies that run systems for us — our property management system and point of sale (Mews), our payment processor (Mews Payments), our email marketing platform (Kit), our business email and document systems (Google Workspace), and our website host. They may use the information only to provide services to us.
The Bar	If you authorize Bar purchases to be charged to your room, the Hotel and the Bar share the information needed to post and collect that charge under a written agreement between them.
Booking channels	When you reserve through a travel site, that site sends us your reservation details and receives confirmation information back. Their own privacy policy governs what they do with your information.
Advertising and measurement partners	Google and Meta receive limited information about visits to our website through the cookies and pixels described in Section 5, so that we can measure our advertising and show ads to people who have visited us. Some state privacy laws treat this as “sharing for targeted advertising,” which is why we offer the opt-out in Section 5.
Professional advisors	Our accountants, auditors, and attorneys, under duties of confidentiality.
Authorities	Law enforcement or government agencies when required by law, subpoena, or court order, or to protect the safety of a person.
A future owner	If the Hotel is sold or merged, guest records would transfer as part of the business. We would require the buyer to honor this policy for information collected under it.

We do not sell your personal information for money, and we never give your contact details to anyone for their own marketing. Some state privacy laws define “sale” or “share” broadly enough to include the advertising cookies described in Section 5. We disclose those plainly and give you a way to switch them off.

7. How long we keep information

Type of record	Kept for
Reservation and billing records	7 years, to meet tax and accounting requirements
Payment card tokens	Until the reservation is complete and any dispute window has closed
Marketing contacts	Until you unsubscribe, and then a suppression record so we do not contact you again
Text message consent records	4 years
Correspondence with guests	3 years
Video recordings	6 months, unless retained longer for a specific incident
Lost and found records	30 days, per our Guest Policies

8. Your choices and your rights

Whatever state you live in, you may ask us to:

- Tell you what personal information we hold about you and how we use it.
- Correct information that is wrong.
- Delete information we no longer need to keep.
- Send you a copy of your information in a portable format.
- Stop sending you marketing.

Write to hello@thebookendhotel.com or to the address in Section 12. We will confirm your identity before acting — usually by matching your request to a reservation — and respond within 45 days, or tell you if we need more time. There is no charge unless a request is excessive or repetitive. If we decline a request, we will tell you why, and you may appeal by replying to our response.

We will not treat you differently for exercising these rights. We may need to keep some records even after a deletion request — tax records, for example, or information about an unresolved dispute — and we will explain if that applies.

A note on state privacy laws

Several states have comprehensive privacy laws with thresholds based on the number of consumers whose data a business handles. Oklahoma enacted its own Consumer Data Privacy Act in 2026, effective January 1, 2027, which applies to businesses that handle the personal data of at least 100,000 consumers in a year, or 25,000 consumers where more than half of revenue

comes from selling personal data. A hotel of our size falls well below those thresholds, so those statutes do not require us to do any of this. We offer these rights anyway, because they are how we would want our own information handled.

9. Children

Our website and booking engine are intended for adults. We do not knowingly collect personal information online from children under 13. Children stay with us as guests, of course, and any information about them comes from the adult who books and accompanies them. If you believe a child has given us information online, write to hello@thebookendhotel.com and we will delete it.

10. How we protect information

- Our website and booking engine use encrypted connections.
- Card data is tokenized by our payment processor. We never see or store full card numbers, and our systems are configured so staff cannot retrieve them.
- Access to guest records is limited to staff who need it, under individual accounts.
- We do not retain copies of identification documents.

No system is perfectly secure, and we cannot guarantee absolute security. If a breach affects your personal information, we will notify you and any regulator as required by Oklahoma law.

11. Guests from outside the United States

We operate in the United States, and information you give us is processed and stored here. Privacy laws in your country may differ from those in the United States. If you book with us from abroad, you understand that your information will be handled as described in this policy.

12. Changes and how to reach us

We may update this policy. The version posted at www.thebookendhotel.com/privacy-policy, with its effective date, is the one that applies. If we make a material change we will say so on our website, and we will not apply a change retroactively to information already collected in a way that conflicts with the policy in force when you gave it to us.

What we remember about your preferences

If you stay with us, we keep a short note of the things that make a return visit better — the room you liked, whether you prefer the quiet side of the building, a dietary restriction, and what you ordered at the Bar. If you had an espresso martini last time, we may know that, and it may be waiting for you.

We are deliberate about the limits on this:

- We keep these notes only for Hotel guests. If you visit the Bar without staying with us, your order is a transaction and nothing more — we do not build a preference profile for Bar-only guests.
- We use them only to look after you on a future stay, and only within the Hotel and the Bar. We do not sell them and we do not share them with anyone outside the two companies.
- We do not use them to set your room rate. Our rates are set by date and demand, not by who you are.
- If you would rather we did not keep them, write to hello@thebookendhotel.com and we will delete them. You will not be treated any differently for asking.

These notes live in the property management and point-of-sale system (Mews) that both companies use. That shared system is the only reason the Bar's records and the Hotel's records meet.

Contact

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