



AI-Use Policy



CENDYN AI-USE POLICY

Effective Date: July 14, 2025

Cendyn Group, LLC, and its subsidiaries (“Cendyn”), understand that using artificial intelligence (“AI”) within business workflows and our products and services requires trust, transparency, and accountability. We use AI is to enhance our customers’ experiences without compromising privacy, security, or integrity.

1. AI USAGE AT CENDYN

1.1. **Personally Identifiable Information & Confidential Information.** Protecting Customer data, including personally identifiable information (“PII”) and confidential information is central to everything we do. Our use of AI is designed with privacy-first safeguards to protect such data (“Sensitive Data”).

- (a) We never input, process, or expose Sensitive Data into any free or open AI tools.
- (b) We do not, unless specifically needed for a functionality or task, input, process, or expose Sensitive Data to any purchased or closed AI tools.

1.2 **Information Exposed to AI Tools.** At Cendyn we only expose data to AI tools where:

- (a) a human has determined that such exposure is necessary and permissible for the task;
- (b) we have a specific need to expose Sensitive Data to complete a functionality or task and such data is provided only to purchased or closed AI tools for the limited purpose of completing such functionality or task;
- (c) data provided is publicly available information;
- (d) data is anonymized contextual information, such as geography, industry segments, hotel categories, and market identifiers; and
- (e) the end user or Customer has provided and entered the information to the AI tool.

1.3. **Customer Use of Cendyn AI Tools.** End users and customers may interact with our AI tools to provide information to Cendyn or seek information from Cendyn. In such circumstances, after the data exchange and interaction has ceased, Cendyn may keep user input and the results in our databases for analysis, performance measurement, and enhancement of our services. We also understand that if a Customer or end user provides Sensitive Data to an AI tool, that they are consenting to the AI tool having, processing, and retaining that information.

2. AI TOOLS AT CENDYN

2.1 While not an exhaustive list, Cendyn uses the following AI tools:

- (a) ChatGPT from OpenAI
- (b) Claude AI from Anthropic
- (c) Zendesk AI
- (d) Microsoft CoPilot

2.2 We will incorporate other comparable tools over time as needed to support innovation, efficiency, performance, and Customer experience.



2.3 Cendyn has an AI Council, comprised of cross-functional departments (including Legal and Security), that monitors and vets Cendyn’s use of AI tools. All AI tools are subject to the same internal vetting, security, and compliance standards.

By using Cendyn’s services and software, and by interacting with Cendyn’s website, you acknowledge this AI policy and consent to the use of AI in accordance with its terms.