

ATOUR LIFESTYLE HOLDINGS LIMITED
(the “Company”)

User Privacy Protection Policy

Purpose of the Policy

Protecting user privacy is not only a legal requirement but also a core principle consistently upheld by ATOUR Group (hereinafter referred to as "we" or "the Company"). The Company fully recognizes the importance of personal information security and privacy protection to users and is committed to strictly complying with relevant laws and regulations to effectively safeguard the security of users' personal information. Unless otherwise stipulated by law, the Company will fulfill clear notification obligations and obtain user consent before processing their personal information.

The " User Privacy Protection Policy" (hereinafter referred to as "this Policy") aims to explain how the Company collects, uses, stores, shares, transfers, publicly discloses, and protects users' personal information, and to clarify the relevant rights of users.

Organizational and Management Framework for User Privacy Protection

The Company attaches great importance to user privacy protection. We have established a comprehensive personal information protection management system to effectively implement user privacy protection requirements, better safeguard the security of users' personal information, ensure the security of personal information transmission, storage, and processing, prevent and respond to security incidents, and reduce the risks of data breaches and non-compliant personal information processing activities. In accordance with relevant laws and regulations, we have also appointed a Personal Information Protection Officer, whom users may contact at [4000606606](tel:4000606606).

How We Collect and Use Users' Personal Information

In the process of using the following various business functions, we need to collect users' personal information to provide services to users, improve service quality, ensure the security of user accounts, and comply with national laws, regulations, and regulatory requirements:

1. Information Necessary for Basic Product or Service Functions: This type of information is essential for the normal operation of our basic products and services. When using our products, users need to authorize us to collect and use this information by agreeing to the User Agreement and Privacy Policy. If users do not agree to the relevant agreement and policy, we will be unable to provide basic business services.
2. Information Possibly Required for Additional Product or Service Functions: This type of

information is required for non-basic business functions. Users can choose whether to authorize us to collect it. If users refuse to provide this information, additional business functions may be unavailable or may not achieve the intended additional effect, but this will not affect the user's normal use of the Company's basic business functions.

The specific types of personal information collected for the aforementioned functions, the corresponding purposes of processing, processing methods, and retention periods can be understood by users through the Privacy Policy before using relevant features of the ATOUR Hotel APP or ATOUR Hotel WeChat/Alipay Mini Programs.

If we need to use user information for other purposes not mentioned above, we will inform users again and obtain their consent, unless otherwise stipulated by laws and regulations.

How We Share, Transfer, and Publicly Disclose Users' Personal Information

1. Sharing

The Company may share users' order information, account information, contact details, and other information with third parties such as partners in accordance with applicable laws to ensure the smooth completion of products or services provided to users. However, the Company will only share users' personal information for lawful, legitimate, necessary, specific, and clear purposes, and will only share personal information necessary for providing products or services.

2. Transfer

We will not transfer users' personal information to any other company, organization, or individual, except in the following circumstances:

- 1) Prior explicit authorization has been obtained from the user;
- 2) The transfer is required by applicable laws and regulations, legal proceedings, or mandatory administrative or judicial orders;
- 3) In cases involving mergers, divisions, acquisitions, asset transfers, or similar transactions resulting in the transfer of personal information, we will require the new company or organization holding the user's personal information to continue to be bound by this Policy. Otherwise, we will require that company, organization, or individual to re-seek user authorization and consent.

3. Public Disclosure

We will only publicly disclose personal information under the following circumstances:

- 1) Prior explicit authorization has been obtained from the user;
- 2) Such disclosure is required by applicable laws and regulations, legal proceedings, or mandatory administrative or judicial orders.

How We Store and Delete User Information

We will store your personal information within the territory of the People's Republic of China, unless otherwise stipulated by laws and regulations. We will retain your personal information only for the period necessary to achieve the purposes described in this Policy or as required

by laws and regulations. After the necessary period has expired, we will delete or anonymize your personal information, unless laws and regulations require continued retention.

In the following circumstances, we will take the initiative to delete or anonymize your personal information:

1. The purpose of processing has been achieved, cannot be achieved, or is no longer necessary for achieving the processing purpose;
2. We cease providing products or services;
3. Users exercise their right to deletion;
4. Other circumstances stipulated by laws and administrative regulations.

How We Protect Users' Personal Information

We have adopted reasonable and feasible security protection measures in line with industry standards to protect user information, preventing personal information from unauthorized access, public disclosure, use, modification, damage, or loss. We use encryption technology to enhance the security of personal information; we employ trusted protection mechanisms to prevent personal information from malicious attacks; we deploy access control mechanisms to endeavor to ensure that only authorized personnel can access personal information; and we conduct security and privacy protection training courses to enhance employees' awareness of the importance of protecting personal information.

We will take reasonable and feasible measures to endeavor to avoid collecting irrelevant personal information. We will only retain your personal information for the period necessary to achieve the purposes described in this Policy, unless there is a mandatory retention requirement by law.

In the event of a personal information security incident, we will also, in accordance with legal requirements, notify users of the basic circumstances and potential impact of the security incident, the measures we have taken or will take, recommendations for users to independently prevent and reduce risks, and remedial measures for users. We will notify users via SMS, phone calls, push notifications, and other reasonable channels. If it is difficult to notify each user individually, we will issue announcements in a reasonable and effective manner. Simultaneously, we will report the handling of personal information security incidents to regulatory authorities as required.

If users have any questions, opinions, or complaints regarding this Policy or the protection of their personal information, they may contact us via: Phone: [4000606606](tel:4000606606),

Email: atourservice@yaduo.com.

Protection of Minors

The Company values the protection of minors' information. If any of our products or services involve the processing of minors' personal information, we will protect it in accordance with applicable laws and regulations. If a user provides information of minors for purposes such as booking, we will require the user to obtain the prior consent of the minor's guardian. We will collect, store, use, transfer, disclose, and process the personal information of minors in accordance with applicable laws and regulations, following the principles of legality and

necessity, informed consent, clear purpose, security assurance, and lawful utilization.

We attach great importance to the protection of minors' personal information.

If a user is a minor under the age of 14, the user must obtain prior written consent from their parent or legal guardian before using the services, and may only use our services under the guidance of said guardian to ensure the safety of the user when utilizing our services and conducting transactions. At the same time, we have established strict rules for the collection and use of minors' information to protect the personal information security of children (under 14 years old) and adolescents (14 years old or above but under 18 years old).

If we discover that we have collected a child's personal information without prior verifiable parental consent, we will endeavor to delete the relevant data as soon as possible.

Users' Personal Information Rights and How to Exercise Them

We fully respect and safeguard users' legal rights regarding their personal information. In accordance with the "Personal Information Protection Law of the People's Republic of China" and other relevant laws and regulations, users have the following rights regarding their personal information:

1. User Rights

- 1) **Right to Access and Copy:** Users have the right to access and copy their personal information held by us.
- 2) **Right to Correction and Supplementation:** If users find that the information we process about them is inaccurate or incomplete, they have the right to request us to correct or supplement it.
- 3) **Right to Deletion:** Under specific circumstances (e.g., our processing purpose has been achieved, the user withdraws consent, etc.), users may request us to delete their personal information.
- 4) **Right to Withdraw Consent:** For personal information processing based on user consent, users have the right to withdraw that consent at any time. The withdrawal does not affect the validity of processing already conducted based on consent prior to the withdrawal.
- 5) **Right to Account Cancellation:** Users can apply to cancel their account through our product features or by contacting us. Under eligible circumstances, we will assist users in completing the cancellation.
- 6) **Right to Obtain a Copy of Personal Information:** Users have the right to request us to transfer their personal information to a personal information processor designated by the user.

2. How to Exercise User Rights

You may exercise the above rights through the following channels:

- 1) **Online Channels:** Users can log in to the ATOUR APP or ATOUR WeChat/Alipay Mini Program to submit applications independently.
- 2) **Customer Service Channel:** Call our customer service hotline at [4000606606](tel:4000606606) for inquiries and applications.

To ensure security, users may need to provide a written request or otherwise prove their identity. We may first request users to verify their identity before processing their request. We

will respond within 15 days. If users are not satisfied, they may also file a complaint through ATOUR customer service.

Entrusted Processing, Joint Processing, and Third-Party Management

To provide and optimize our services, we may entrust third parties (such as technical service providers) to process your personal information. We will require entrusted parties through contracts and other means to strictly comply with our requirements when processing personal information, adopt sufficient security measures, and prohibit them from using the information for any other purpose.

The Company encourages suppliers to implement user privacy protection measures according to our standards, adhering to the principles of minimization and necessity to protect user privacy.