

Data protection

Holiday Inn Express

Lucerne-Kriens

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This document is a standard template taking into account the applicable law and the requirements of the revised Swiss Data Protection Act known up to and including August 2022. The download does not constitute an attorney-client relationship with MLL Meyerlustenberger Lachenal Froriep AG. Use this default template at your own risk. This document captures the basic data protection requirements of an average member of HotellerieSuisse, which is why individual adaptation combined with advice before use is strongly recommended. Furthermore, the use of an individual or

Privacy policy Holiday Inn Express Lucerne-Kriens

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A. Cross-channel notices

1. Person responsible and content of this data protection declaration

We, Säntis Home Mattenhof AG, St.-Jakob-Strasse 87, 9008 St. Gallen, are the operators of the Holiday Inn Express Luzern-Kriens (hereinafter "Hotel") and the website www.hiex-luzern.ch (hereinafter "Website ") and are, Unless otherwise stated, responsible for the data processing listed in this data protection declaration.

So that you are aware of what personal data we collect from you and for what purposes we use it, please note the information below. When it comes to data protection, we focus primarily on the legal requirements of Swiss data protection law, in particular the Federal Data Protection Act (DSG), as well as the EU GDPR, the provisions of which may be applicable in individual cases.

Please note that the information below is reviewed and changed from time to time. We therefore recommend that you view this data protection declaration regularly. Furthermore, other companies are responsible under data protection law or are jointly responsible with us for individual data processing operations listed below, so that the information from these providers is also relevant in these cases.

2. Contact person for data protection

If you have any questions about data protection or would like to exercise your rights, please contact our data protection contact person by sending an email to the following address:
gm@hiex-luzern.ch

You can contact our EU data protection representative at:
gm@hiex-luzern.ch

3. Your rights

Provided the legal requirements are met, you as the person affected by data processing have the following rights:

Right to information: You have the right to request access to your personal data stored by us at any time, free of charge, when we are processing it. This gives you the opportunity to check which personal data we process about you and that we use it in accordance with applicable data protection regulations.

Right to rectification: You have the right to have inaccurate or incomplete personal data corrected and to be informed of the correction. In this case, we will inform the recipients of the affected data about the adjustments made, unless this is impossible or involves disproportionate effort.

Right to deletion: You have the right to have your personal data deleted in certain circumstances. In individual cases, particularly in the case of statutory retention obligations, the right to deletion may be excluded. In this case, under certain conditions, the data can be blocked instead of deletion.

Right to restrict processing: You have the right to request that the processing of your personal data be restricted.

Right to data transfer: You have the right to receive the personal data you have provided to us in a readable format free of charge.

Right to object: You can object to data processing at any time, especially for data processing in connection with direct advertising (e.g. advertising emails).

Right of withdrawal: In principle, you have the right to revoke your consent at any time. However, processing activities based on your consent in the past will not become unlawful as a result of your revocation.

To exercise these rights, please send us an email to the following address:
gm@hiex-luzern.ch

Right of appeal: You have the right to lodge a complaint with a responsible supervisory authority, for example against the way your personal data is processed.

4. Data security

We use appropriate technical and organizational security measures to protect your personal data stored by us against loss and unlawful processing, particularly unauthorized access by third parties. We oblige our employees and the service companies we commission to maintain confidentiality and data protection. Furthermore, these persons are only granted access to personal data to the extent necessary to fulfill their tasks.

Our security measures are continually adapted in line with technological developments. However, the transmission of information via the Internet and electronic means of communication always involves certain security risks and we cannot guarantee the security of information transmitted in this way.

5. Contact us

If you contact us via our contact addresses and channels (e.g. by email, telephone or contact form), your personal data will be processed. The data that you have provided to us is processed, e.g. the name of your company, your name, your function, your email address or telephone number and your request. In addition, the time of receipt of the request is documented. Mandatory information is marked with an asterisk (*) in contact forms.

We process this data exclusively to implement your request (e.g. providing information about our hotel, supporting contract processing such as questions about your booking, incorporating your feedback into improving our service, etc.). The legal basis for this data processing is our legitimate interest within the meaning of Article 6 Para. 1 lit. f EU GDPR in the implementation of your request or, if your request is aimed at concluding or processing a contract, the necessity for the implementation of the necessary measures within the meaning of Article 6 Paragraph 1 Letter b EU GDPR.

6. Use of your data for marketing purposes

6.1 Central data storage and analysis in the CRM system

If a clear assignment to you is possible, we will store and link the data described in this data protection declaration, in particular your personal details, your contact details, your contract data and your surfing behavior on our websites, in a central database. This serves to efficiently manage customer data and allows us to adequately answer your concerns and enables the efficient provision of the services you require and the processing of the associated contracts. The legal basis for this data processing is our legitimate interest within the meaning of Article 6 Paragraph 1 Letter f of the EU GDPR in the efficient management of user data.

We evaluate this data in order to further develop our offers based on your needs and to display and suggest the most relevant information and offers to you. We also use methods that predict possible orders, interests and future orders based on your use of the website. The legal basis for this data processing is our legitimate interest in carrying out marketing measures within the meaning of Article 6 Paragraph 1 Letter f of the EU GDPR.

6.2 Email marketing and newsletters

If you register for our email newsletter (e.g. when opening or within your customer account), the following data will be collected. Mandatory information is marked with an asterisk (*) in the registration form:

- E-mail address
- Salutation
- First and Last Name

To avoid misuse and to ensure that the owner of an email address has actually given her consent, we use the so-called double opt-in for registration. After sending your registration, you will receive an email from us containing a confirmation link. To definitely register for the newsletter, you must click on this link. If you do not click on the confirmation link within the specified period, your data will be deleted and our newsletter will not be delivered to this address.

By registering, you consent to the processing of this data in order to receive news from us about our hotel and related information about products and services. This may also include requests to participate in competitions or to rate one of the aforementioned products and services. Collecting the salutation and name allows us to verify the association of the registration with a possibly existing customer account and to personalize the content of the emails. Linking to a customer account helps us to make the offers and content contained in the newsletter more relevant to you and better tailored to your potential needs.

We will use your data to send emails until you revoke your consent. You can revoke your consent at any time, especially using the unsubscribe link in all of our marketing emails.

Our marketing emails may contain a so-called web beacon or 1x1 pixel (tracking pixel) or similar technical aids. A web beacon is an invisible graphic that is linked to the user ID of the respective newsletter subscriber. For each marketing email sent, we receive information about which addresses have not yet received the email, which addresses it was sent to and which addresses failed to send it. It also shows which addresses opened the email, for how long, and which links they clicked on. Finally, we also receive information about which addresses have unsubscribed. We use this data for statistical purposes and to optimize advertising emails in terms of frequency, timing, structure and content of the emails.

The web beacon will be deleted when you delete the email. To prevent the use of the web beacon in our marketing emails, please set the parameters of your email program so that HTML is not displayed in messages, if this is not already the case by default. Refer to the help sections of your email software for information on how to configure this setting, such as: [b.here](#) for Microsoft Outlook.

By registering for the newsletter, you also consent to the statistical evaluation of user behavior for the purpose of optimizing and adapting the newsletter. This consent represents our legal basis for processing the data within the meaning of Article 6 Paragraph 1 Letter a EU GDPR.

7. Disclosure to third parties and access to third parties

Without the support of other companies, we would not be able to provide our offerings in the desired form. In order for us to be able to use the services of these companies, it is also necessary to pass on your personal data to a certain extent. Such transfer takes place specifically to the extent that this is necessary to fulfill the contract you have requested, e.g. to restaurants or other third-party providers for whom you have made a reservation. The legal basis for these transfers is the necessity to fulfill the contract within the meaning of Article 6 (1) (b) of the EU GDPR.

Data will also be passed on to selected service providers and only to the extent necessary to provide the service. Various third-party service providers are also already explicitly mentioned in this data protection declaration, such as in the marketing sections. These also include, for example, IT service providers (such as providers of software solutions), advertising agencies and consulting companies. We also transmit your data to companies in the group that are affiliated with us (see legal notice). Our legitimate interest within the meaning of Article 6 Paragraph 1 Letter f of the EU GDPR in obtaining third-party services forms the legal basis for this data transfer.

In addition, your data may be passed on, in particular to authorities, legal advisors or debt collection companies, if we are legally obliged to do so or if this is necessary to protect our rights, in particular to enforce claims arising from our relationship with you. Data may also be disclosed if another company intends to acquire our company or part of it and such disclosure is necessary to conduct due diligence or complete the transaction. Our legitimate interest within the meaning of Article 6 Paragraph 1 Letter f of the EU GDPR in protecting our rights and complying with our obligations or the sale of our company forms the legal basis for this data transfer.

8. Transfer of personal data abroad

We are entitled to transfer your personal data to third parties abroad if this is necessary to carry out the data processing mentioned in this data protection declaration (see in particular sections 12-15). The legal regulations regarding the disclosure of personal data to third parties are of course complied with. If the country in question does not have an adequate level of data protection, we ensure through contractual provisions that your data is adequately protected by these companies.

9. Retention periods

We only store personal data for as long as necessary to carry out the processing described in this data protection declaration within the scope of our legitimate interests. In the case of contractual data, storage is required by statutory retention requirements. Requirements that oblige us to store data arise from accounting regulations and tax regulations. According to these regulations, business communications, concluded contracts and booking documents must be retained for up to 10 years. If we no longer need this data to provide you with services, the data will be blocked. This means that the data may then only be used if this is necessary to fulfill retention obligations or to defend and enforce our legal interests. The data will be deleted as soon as there is no longer any obligation to retain it and no legitimate interest in retaining it.

B. Special information for our website

10. Log file data

When you visit our website, the servers of our hosting provider webagentur.ch AG, Grundstrasse 22A, 6343 Rotkreuz, temporarily save every access in a log file (so-called log file). The following data is collected without your intervention and stored by us until it is automatically deleted:

- the IP address of the requesting computer,
- the date and time of access,
- the name and URL of the retrieved file,
- the website from which access was made, if necessary with search word used,
- the operating system of your computer and the browser you use (including type, version and language setting),
- Device type in the case of access via mobile phones,
- the city or region from where the access took place,
- the name of your Internet access provider.

This data is collected and processed for the purpose of enabling the use of our website (establishing a connection), ensuring long-term system security and stability, as well as for error and performance analysis and enables us to optimize our website (see last Points also section 13).

In the event of an attack on the website's network infrastructure or if other unauthorized or abusive use of the website is suspected, the IP address and other data will be evaluated for clarification and defense purposes and, if necessary, as part of criminal proceedings for identification and for civil and criminal proceedings. Action against the users concerned is used.

For the purposes described above, we have a legitimate interest in data processing within the meaning of Article 6 Paragraph 1 Letter f of the EU GDPR.

Finally, when you visit our website, we use cookies as well as applications and tools that are based on the use of cookies. In this context, the data described here can also be processed. Further information on this can be found in the following sections of this data protection declaration, in particular section 11.

11. Cookies

Cookies are information files that your web browser stores on your computer's hard drive or memory when you visit our website. Cookies are assigned identification numbers that identify your browser and allow the information contained in the cookie to be read.

Cookies help, among other things, to make your visit to our website easier, more pleasant and more meaningful. We use cookies for various purposes that are necessary for your desired use of the website, i.e. "technically necessary". For example, we use cookies to be able to identify you as a registered user after you log in, without you having to log in again each time you navigate on the various subpages. The provision of the shopping cart and ordering function is also based on the use of cookies. Cookies also take on other technical functions required for the operation of the website, such as so-called load balancing, i.e. the distribution of the performance load of the site across different web servers in order to relieve the servers' load. Cookies are also used for security purposes, for example to prevent unauthorized posting of content. Finally, we also use cookies as part of the design and programming of our website, for example to enable the uploading of scripts or codes.

The legal basis for this data processing is our legitimate interest within the meaning of Article 6 Paragraph 1 Letter f of the EU GDPR in providing a user-friendly and up-to-date website.

Most internet browsers automatically accept cookies. However, when you access our website, we ask you for your consent to the technically non-essential cookies we use, in particular when using third-party cookies

for marketing purposes. You can make your desired settings using the corresponding buttons in the cookie banner. Details about the services and data processing associated with the individual cookies can be found within the cookie banner and in the following sections of this data protection declaration.

You may also be able to configure your browser so that no cookies are stored on your computer or so that a message always appears when you receive a new cookie. On the following pages you will find explanations of how you can configure the processing of cookies in selected browsers.

- [Google Chrome](#)
- [Apple Safari](#)

Deactivating cookies may mean that you cannot use all functions of our website.

12. Google SiteSearch / Google Custom Search Engine

This website uses the Google SiteSearch/Google Custom Search Engine from Google LLC (1600 Amphitheater Parkway, Mountain View, CA 94043, USA). This enables us to provide you with an efficient search function on our website.

When using our search fields, your browser may transmit the information in section10The log file data listed (including IP address) as well as the search term you entered will be sent to Google, provided you have JavaScript installed in your browser. If you would like to prevent data transmission, you can deactivate JavaScript in the browser settings (usually in the "Data protection" menu). Please note that if you do this, search functionality and other functions of the website may be affected.

The legal basis for this data processing is our legitimate interest within the meaning of Article 6 Paragraph 1 Letter f EU GDPR in providing an efficient website search function.

For further processing of the data by Google, please note Google's data protection regulations: www.google.com/intl/de_de/policies/privacy.

13. Tracking and web analysis tools

13.1 General information about tracking

For the purpose of needs-based design and ongoing optimization of our website, we use the web analysis services listed below. In this context, pseudonymized usage profiles are created and cookies are used (see also section11). The information generated by the cookie about your use of this website is usually stored together with the information in section10The log file data listed is transferred to a server of the service provider, where it is stored and processed. This can also result in a transfer to servers abroad, e.g. the USA (see, in particular, the guarantees taken, section8).

By processing the data, we receive, among other things, the following information:

- Navigation path that a visitor follows on the site (including content viewed and products selected or purchased or services booked),
- Duration of stay on the website or subpage,
- the subpage on which the website is left,
- the country, region or city from where access is made,
- End device (type, version, color depth, resolution, width and height of the browser window) and
- Returning or new visitor.

On our behalf, the provider will use this information to evaluate the use of the website, to compile reports for us on website activity and to provide other services related to website and internet use for the purposes of market research and the needs-based design of these websites. For this processing, we and the providers can be viewed as jointly responsible under data protection law to a certain extent.

The legal basis for this data processing with the following tools is your consent within the meaning of Article 6 Paragraph 1 Letter a EU GDPR. You can revoke your consent or refuse processing at any time by rejecting or switching off the relevant cookies in the settings of your web browser (see section 11) or make use of the service-specific options described below.

For further processing of the data by the respective provider as the (sole) person responsible for data protection, in particular any possible transfer of this information to third parties such as authorities due to national legal regulations, please note the respective data protection information of the provider.

13.2 Google Analytics

We use the web analysis service Google Analytics from Google Ireland Limited (Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland) or Google LLC (1600 Amphitheater Parkway, Mountain View, CA 94043, USA) ("Google").

The data described about the use of the website can be used for the processing purposes explained (see section 13.1) to the servers of Google LLC. be transmitted in the USA. The IP address is shortened by activating IP anonymization ("anonymizeIP") on this website before transmission within the member states of the European Union or in other contracting states to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there.

Users can prevent Google from collecting the data generated by the cookie and relating to the use of the website by the user in question (including the IP address) and from processing this data by Google by downloading the browser plug-in using the following link to install:

<http://tools.google.com/dlpage/gaoptout?hl=de>. You can find further information about data protection at Google [here](#).

14. Social media

14.1 Social media profiles

On our website we have included links to our profiles in the social networks of the following providers:

- Meta Platforms Inc., 1601 S California Ave, Palo Alto, CA 94304, USA;
- Instagram Inc. 1601 Willow Road, Menlo Park, CA 94025, USA;
- Twitter Inc., with its registered office at 1355 Market Street, Suite 900, San Francisco, CA 94103, USA;
- LinkedIn Unlimited Company, Wilton Place, Dublin 2, Ireland.

If you click on the icons of the social networks, you will automatically be redirected to our profile in the respective network. A direct connection is established between your browser and the server of the respective social network. This gives the network the information that you have visited our website with your IP address and clicked on the link.

If you click on a link to a network while logged into your user account with that network, the content of our website may be linked to your profile so that the network can associate your visit to our website directly with your account. If you want to prevent this, you should log out before clicking on the relevant links. A connection between your access to our website and your user account always takes place when you log in to the respective network after clicking on the link. The respective provider is responsible under data protection law for the associated data processing. Please note the information on the network's website.

The legal basis for any data processing attributed to us is our legitimate interest in the use and promotion of our social media profiles within the meaning of Article 6 Paragraph 1 Letter f of the EU GDPR.

14.2 Social media plugins

On our website you can use social plugins from the providers listed below:

- Meta Platforms Inc., 1601 S California Ave, Palo Alto, CA 94304, USA, [Data protection information](#);
- Instagram Inc., 1601 Willow Road, Menlo Park, CA 94025, USA, [Data protection information](#);
- Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA, [Data protection information](#);
- LinkedIn Unlimited Company, Wilton Place, Dublin 2, Ireland, [Data protection information](#).

We use social plugins to make it easier for you to share content from our website. The social plugins help us to increase the visibility of our content on social networks and therefore contribute to better marketing.

The plugins are deactivated by default on our websites and therefore do not send any data to the social networks when you simply visit our website. To increase data protection, we have integrated the plugins in such a way that a connection to the network servers is not automatically established. Only when you activate the plugins and thus give your consent to data transfer and further processing by the social network providers will your browser establish a direct connection to the servers of the respective social network.

The content of the plugin is transmitted directly to your browser by the social network and integrated into the website. This provides the respective provider with the information that your browser has accessed the corresponding page on our website, even if you do not have an account for this social network or are not currently logged in to it. This information (including your IP address) is transmitted from your browser directly to a server of the provider (usually in the USA) and stored there. We have no influence on the extent of the data that the provider collects with the plugin, although from a data protection perspective we can be considered jointly responsible with the providers up to a certain extent.

If you are logged in to the social network, it can assign your visit to our website directly to your user account. If you interact with the plugins, the corresponding information is also transmitted directly to the provider's server and stored there. The information (e.g. that you like one of our products or services) may also be published on the social network and may be displayed to other users of the social network. The provider of the social network may use this information for the purpose of placing advertising and tailoring the respective offer to meet your needs. For this purpose, usage, interest and relationship profiles could be created, e.g. to evaluate your use of our website with regard to the advertisements shown to you on the social network, to inform other users about your activities on our website and to provide other services related to the use of the social network. The purpose and scope of data collection and the further processing and use of the data by the social network providers as well as your related rights and setting options to protect your privacy can be found directly in the data protection information of the respective provider.

If you do not want the social network provider to assign the data collected via our website to your user account, you must log out of the social network before activating the plugins. For the data processing described, your consent within the meaning of Article 6 Paragraph 1 Letter a EU GDPR forms the legal basis. You can revoke your consent at any time by declaring your revocation to the provider of the plugin in accordance with the information in their data protection information.

15. Online advertising and targeting

15.1 In general

We use services from various companies to provide you with interesting offers online. Your user behavior on our website and websites of other providers is analyzed in order to then be able to show you online advertising tailored to your individual needs.

Most technologies for tracking your user behavior ("tracking") and for displaying targeted advertising ("targeting") work with cookies (see also section11), with which your browser can be recognized across various websites. Depending on the service provider, it is also possible for you to be recognized online even when using different devices (e.g. laptop and smartphone). This may be the case, for example, if you have registered with a service that you use on multiple devices.

In addition to the data already mentioned that is collected when websites are accessed ("log file data", see section10) and occur when using cookies (section11) and which can reach the companies involved in the advertising networks, the following data is included in the selection of the advertising that is potentially most relevant to you:

- Information about you that you provided when registering or using a service from advertising partners (e.g. your gender, your age group);
- User behavior (e.g. search queries, interactions with advertising, types of websites visited, products or services viewed and purchased, newsletters subscribed to).

We and our service providers use this data to recognize whether you belong to the target group we are addressing and take this into account when selecting advertisements. For example, after you have visited our site, you may be shown adverts for the products or services you have consulted when you visit other sites ("re-targeting"). Depending on the extent of the data, a user profile can also be created, which is automatically evaluated, and the advertisements are selected according to the information stored in the profile, such as membership in certain demographic segments or potential interests or behavior. Such ads can be presented to you on various channels,

The data can then be evaluated for the purpose of billing the service provider and to assess the effectiveness of advertising measures in order to better understand the needs of our users and customers and to improve future campaigns. This may also include information that the performance of an action (e.g. visiting certain sections of our websites or sending information) can be traced back to a specific advertisement. We also receive aggregate reports of ad activity and information about how users interact with our website and our ads from service providers.

The legal basis for this data processing is your consent within the meaning of Article 6 Paragraph 1 Letter a of the EU GDPR. You can revoke your consent at any time by rejecting or switching off the relevant cookies in your web browser settings (see section11). Further options for blocking advertising can also be found in the information provided by the respective service provider, such as at [Google](#).

15.2 Google Ads

This website uses the services of Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA (“Google”) for online advertising. For this purpose, Google uses cookies, such as the so-called DoubleClick cookie, which enable your browser to be recognized when you visit other websites. The information generated by the cookies about your visit to these websites (including your IP address) is transmitted to a Google server in the USA and stored there (see also section 8). You can find further information about data protection at Google [here](#).

The legal basis for this data processing is your consent within the meaning of Article 6 Paragraph 1 Letter a of the EU GDPR. You can revoke your consent at any time by rejecting or switching off the relevant cookies in your web browser settings (see section 11). Find out more ways to block ads [here](#).

16. Registration for a customer account

If you open a customer account on our website, we collect the following data, where mandatory information in the relevant form is marked with an asterisk (*):

- Personal details:
 - Salutation
 - Surname
 - First name
 - Billing and, if applicable, delivery address
 - Birthday
 - Company, company address and VAT number. for corporate customers
- Login data:
 - E-mail address
 - password
- More information:
 - Languages
 - Gender

We use your personal details to determine your identity and to check the requirements for registration. The email address and password serve together as login data to ensure that the correct person using your details is using the website. We also need your email address to verify and confirm the account opening and for future communication with you necessary to process the contract. In addition, this data is stored in the customer account for future bookings or contracts. For this purpose, we also enable you to store additional information in the account (e.g. your preferred payment method).

We also use the data to provide an overview of the products ordered and bookings made (see in particular section **Fehler! Verweisquelle konnte nicht gefunden werden.** and 19) and a simple way to manage your personal data, to administer our website and the contractual relationships, i.e. to establish, structure, process and change the contracts concluded with you via your customer account (e.g. in connection with your booking with us).

We process the language and gender information in order to show you offer suggestions on the website that are best tailored to your profile or your personal needs, for statistical recording and evaluation of the selected offers and thus to optimize our suggestions and offers.

The legal basis for processing your data for the above purpose is your consent in accordance with Article 6 Paragraph 1 Letter a of the EU GDPR. You can revoke your consent at any time by removing the information from the customer account or deleting your customer account or having it deleted by notifying us.

To avoid misuse, you must always treat your login data confidentially and should close the browser window when you have finished communicating with us, especially if you share the computer with others.

17. Order via our online shop

On our website you have the opportunity to order a wide selection of products and vouchers. For this purpose we collect the following data, whereby mandatory information in the relevant form is marked with an asterisk (*):

- Salutation
- First name
- Last name
- company
- Street and house number
- Address supplement
- Postcode
- Location
- country
- Telephone number
- e-mail
- Payment method
- Shipping method
- Yes, I would like to subscribe to your newsletter.
- I confirm the accuracy of the information provided and have read and accept the general terms and conditions and data protection regulations

We only use this data and other data you provide voluntarily to be able to carry out your order according to your wishes. This data is therefore processed in accordance with Article 6 Paragraph 1 Letter b of the EU GDPR in order to carry out pre-contractual measures and to execute a contract.

18. Booking on the website, by correspondence or by telephone call

If you make bookings or order vouchers either via our website, by correspondence (e-mail or post) or by telephone call, we collect the following data, with mandatory information in the relevant form marked with an asterisk (*):

- Salutation
- First name
- Last name
- Street and number.
- Postcode
- Location
- country
- birth date
- E-mail address
- Telephone number
- Language
- Credit card information

We will only use this data and other information you provide voluntarily (e.g. expected arrival time, vehicle license plate, preferences, comments) to process the contract, unless otherwise stated in this data protection declaration or you have not given your separate consent to this. We will process the data specifically to record your booking as requested, to provide the booked services, to contact you in the event of any

ambiguities or problems and to ensure correct payment. Your credit card details will be automatically deleted after your departure.

The legal basis for data processing for this purpose is the fulfillment of a contract in accordance with Article 6 Paragraph 1 Letter b EU GDPR or your consent in accordance with Article 6 Paragraph 1 Letter a EU GDPR. You can revoke your consent at any time with future effect.

19. Payment processing online

If you make bookings or purchase products on our website for a fee, depending on the product or service and the desired payment method - in addition to those in section. **Fehler! Verweisquelle konnte nicht gefunden werden.** or Section 19 - additional data is required, such as your credit card information or login with your payment service provider. This information, as well as the fact that you have purchased a service from us for the relevant amount and time, will be forwarded to the respective payment service providers (e.g. providers of payment solutions, credit card issuers and credit card acquirers). Always pay attention to the information provided by the respective company, in particular the data protection declaration and the general terms and conditions. The legal basis for this transfer is the fulfillment of a contract in accordance with Article 6 (1) (b) of the EU GDPR.

20. Bookings via booking platforms

If you make bookings via a third-party platform (i.e. via booking.com, Hotel, Escapio, Expedia, Holidaycheck, Hotel Tonight, HRS, Kayak, Mr. & Mrs. Smith, Splendia, Tablet Hotels, Tripadvisor, Trivago, Weekend4Two), we receive various personal information from the respective platform operator in connection with the booking made. These are usually the ones listed in section. 18 data listed in this data protection declaration. In addition, inquiries regarding your booking may be forwarded to us. We will process this data specifically in order to record your booking as requested and to provide the booked services. The legal basis for data processing for this purpose is the implementation of pre-contractual measures and the fulfillment of a contract in accordance with Article 6 Paragraph 1 Letter b EU GDPR.

Finally, we may be informed by the platform operators about disputes in connection with a booking. We may also receive data about the booking process, which may also include a copy of the booking confirmation as evidence of the actual booking completion. We process this data to protect and enforce our claims. This is our legitimate interest within the meaning of Article 6 Paragraph 1 Letter f EU GDPR.

Please also note the information on data protection of the respective booking platform.

21. Submission of reviews

In order to help other users with their purchasing decisions and to support our quality management (especially the processing of negative feedback), you have the opportunity to rate your stay with us on our website. The data that you have provided to us will be processed and published on the website, i.e. in addition to your review and its timing, possibly also a comment that you have attached to your review or the name you have provided.

The legal basis for data processing is your consent within the meaning of Art. 6 Para. 1 lit a EU GDPR.

We reserve the right to delete unlawful reviews and, if we suspect anything, to contact you and ask you to comment. The legal basis for this processing is our legitimate interest within the meaning of Article 6 Paragraph 1 Letter f of the EU GDPR in providing the comment and rating function and in preventing misuse when using it.

22. Applying for an open position

You have the opportunity to apply to us for a specific job advertisement spontaneously or via an appropriate email address. For this purpose we collect the following data, whereby mandatory information in the relevant form is marked with an asterisk (*):

- First name
- Surname
- E-mail address
- Application documents (e.g. CV, letter of motivation, certificates, etc.)

We use this and other data you voluntarily provide to check your application. Application documents from applicants who were not considered will be deleted after the application process has ended, unless you explicitly agree to a longer retention period or we are not legally obliged to retain them for a longer period.

The legal basis for processing your data for this purpose is therefore the execution of a contract (pre-contractual phase) in accordance with Article 6 (1) (b) of the EU GDPR.

C. Data processing in connection with your stay

23. Data processing to fulfill legal reporting obligations

When you arrive at our hotel, we may require the following information from you and your accompanying persons (mandatory *):

- First and Last Name
- Postal address and canton
- birth date
- nationality
- Official identification card and number
- Arrival and departure day

We collect this information to fulfill legal reporting obligations, which arise in particular from hospitality or police law. To the extent that we are required to do so by applicable regulations, we will forward this information to the relevant police authority.

The processing of this data is based on a legal obligation within the meaning of Article 6 Paragraph 1 Letter c EU GDPR.

24. Recording of purchased services

If you receive additional services as part of your stay (e.g. wellness, restaurant, activities), the subject of the service and the time at which the service was received will be recorded by us for billing purposes. The processing of this data is necessary to process the contract with us within the meaning of Article 6 Paragraph 1 Letter b EU GDPR.

25. Guest feedback

If you have provided us with your email address in connection with your booking, you will receive an electronic form after departure. For this purpose we collect the following data, whereby mandatory information in the relevant form is marked with an asterisk (*):

- First and Last Name
- Old
- nationality
- Length of stay

The information is voluntary and helps us to continually improve our offerings and services and adapt them to your needs. We will use the information provided to us exclusively for statistical purposes, unless otherwise stated in this data protection declaration or you have not given your separate consent. We will process the data specifically in order to contact you in the event of anything unclear.

For the aforementioned purposes, the legal basis for processing is our legitimate interest within the meaning of Article 6 Paragraph 1 Letter f EU GDPR.

26. Video surveillance

To prevent misuse and to take action against illegal behavior (especially theft and damage to property), the entrance area and the publicly accessible areas of our hotel are monitored by cameras. The image data will only be viewed if there is suspicion of illegal behavior. Otherwise, the image recordings will be automatically deleted after 72 hours.

To provide the video surveillance system, we rely on a service provider who can have access to the data if this is necessary to provide the system. If the suspicion of illegal behavior is confirmed, the data can then be passed on to consulting companies (in particular our law firm) and authorities to the extent necessary to enforce claims or to file reports.

The legal basis is our legitimate interest within the meaning of Article 6 Paragraph 1 Letter f of the EU GDPR in protecting our property and protecting and enforcing our rights.

27. Use of our WiFi network

In our hotel you have the opportunity to use the WiFi network operated by Damovo Schweiz AG Zunstrasse 11, CH – 8152 Glattbrugg free of charge. To prevent abuse and to take action against illegal behavior, prior registration is required. You transmit the following data: MAC address of the device (automatically)

In addition to the above data, data about the hotel visited, including time, date and device, is collected every time the WiFi network is used. The legal basis for this processing is your consent within the meaning of Article 6 Paragraph 1 Letter a EU GDPR. The customer can revoke his registration at any time by notifying us.

The COMPANY Damovo must comply with the legal obligations of the federal law regarding the monitoring of postal and telecommunications traffic (BÜPF) and the associated regulation. If the legal requirements are met, the WiFi operator must monitor the use of the Internet and data traffic on behalf of the responsible authority. The WiFi operator may be further obliged to disclose the customer's contact, usage and peripheral

data to the authorized authorities. The contact, usage and peripheral data are stored for 6 months and then deleted.

The legal basis for this processing is our legitimate interest within the meaning of Article 6 Paragraph 1 Letter f of the EU GDPR in providing a WiFi network in compliance with the applicable legal regulations.

28. Payment processing

If you purchase products or services or pay for your stay in our hotel using electronic payment methods, the processing of personal data is necessary. By using the payment terminals, you transmit the information stored in your payment method, such as the name of the cardholder and the card number, to the payment service providers involved (e.g. providers of payment solutions, credit card issuers and credit card acquirers). They also receive information that the payment method was used in our hotel, the amount and the time of the transaction. Conversely, we only receive the credit of the amount of the payment made at the relevant time, which we can assign to the relevant document number, or information that the transaction was not possible or was aborted. Always pay attention to the information provided by the respective company, in particular the data protection declaration and the general terms and conditions. The legal basis for this transfer is the fulfillment of the contract with you in accordance with Article 6 (1) (b) of the EU GDPR.
