

Privacy Policy [Wüger Gastronomie AG / Hotel Krone Unterstrass]

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1. Controller and Content of this Privacy Policy

We, Wüger Gastronomie AG, are the operator of Hotel Krone Unterstrass hotel (**Hotel**) and the website www.hotel-krone.ch (**Website**) and are, unless otherwise stated in this privacy policy, responsible for the data processing described in this privacy policy.

Please take note of the information below to know what personal data we collect from you and for what purposes we use it,. When it comes to data protection, we primarily adhere to the legal requirements of Swiss data protection law, in particular the Federal Act on Data Protection (**FADP**), as well as the EU General Data Protection Regulation (GDPR), which may be applicable in individual cases.

Please note that the following information may be reviewed and amended from time to time. Therefore, we recommend regularly checking this privacy policy for any updates. you view this privacy policy regularly. Furthermore, for individual data processing listed below, other companies are responsible under data protection law or jointly responsible with us, so that in these cases, the information provided by those companies is also relevant.

2. Contact Person for Data Protection

If you have any questions regarding data protection or wish to exercise your rights, please contact our data protection contact person by sending an email to the following address: jutzi@hotel-krone.ch

3. Scope and Purpose of the Collection, Processing, and Use of Personal Data

3.1 Data Processing when contacting us

If you contact us through our contact addresses and channels (e.g., by e-mail, phone, or contact form), your personal data is processed. We process the data you provide us with, such as your name, email address, phone number, and your request. Additionally, the time of receipt of the request will be documented. Mandatory fields are marked in contact forms with an asterisk (*). We process this data to address your request (e.g., providing information about our Hotel, assisting with contract processing such as questions about your booking, incorporating your feedback to improve our services, etc.).

The legal basis for this data processing is our legitimate interest under Article 6(1)(f) of the GDPR in addressing your request or, if your request is aimed at the conclusion or performance of a contract, in the implementation of the necessary measures within the meaning of Article 6(1)(b) of the GDPR.

3.2 Data Processing during Bookings

3.2.1 Booking through our website

On our website, you have the possibility to book an overnight stay. For this purpose, we collect the following data, whereby mandatory fields during the booking process are marked with an asterisk (*):

- Salutation
- First name
- Last name
- Billing address
- Date of birth
- Company, company address, and UID for corporate customers
- Phone number
- Email address
- Payment method
- Booking details
- Comments
- Confirmation of the accuracy of provided information
- Confirmation of acceptance of the terms and conditions and privacy policy

We use the data to establish your identity before entering into a contract. We need your email address to confirm your booking and for future communication necessary for the execution of the contract. We store your data together with the relevant booking details (e.g., room category, duration of stay, as well as designation, price, and characteristics of the services), payment information (e.g., selected payment method, payment confirmation, and time of the payment; see also Section 3.4.2) as well as the information regarding the execution and performance of the contract (e.g., receipt and handling of complaints) in our CRM database (see Section 4), so that we can ensure correct booking processing and contract performance.

To the extent necessary for contract performance, we may also disclose the required information to any third-party service providers (e.g., organisers or transport companies).

The legal basis for this data processing is the performance of a contract with you within the meaning of Article 6(1)(b) of the GDPR.

3.2.2 Booking through a booking Platform

If you make bookings through a third-party platform (e.g., Booking, Hotel, Escapio, Expedia, Holidaycheck, Hotel Tonight, HRS, Kayak, Mr. & Mrs. Smith, Splendia, Tablet Hotels, TripAdvisor, Trivago, Weekend4Two, etc.), we receive various personal data related to the booking from the respective platform operator. These usually include the data listed in Section 3.4.2 of this Privacy Policy. Additionally, any inquiries regarding your booking may be forwarded to us. We will process this data by name to accurately record your booking and provide the booked services as requested.

The legal basis for the data processing for this purpose is the implementation of pre-contractual measures and the performance of a contract within the meaning of Article 6(1)(b) of the GDPR.

Finally, we may exchange personal data with the platform operators in connection with disputes or complaints related to a booking, to the extent necessary to protect our legitimate interests. This may also include data relating to the booking process on the platform or data relating to the booking or provision of services and your stay with us.

Your data is stored in the databases of the platform operators, which allows them to access your data. Information regarding the processing of data by third parties and any potential transfer abroad can be found in Section 5 of this Privacy Policy.

The legal basis for the described data processing is our legitimate interest within the meaning of Article 6(1)(f) of the GDPR.

3.3 Data Processing when Reserving a Table

On our Website, you have the possibility to make a table reservation in a restaurant indicated on our Website. For this purpose, we collect - depending on the specific offering - the following data, whereby mandatory fields for reservations via the Website are marked with an asterisk (*):

- First name
- Last name
- Number of guests
- Email address
- Phone number
- Menu or offer type
- Comment
- Date and time of the reservation

We collect and process the data for the purpose of handling the reservation, in particular to make your reservation request according to your preferences and to contact you in case of uncertainties or problems. We store your data together with the relevant reservation details (e.g., date and time of the request, etc.), reservation information (e.g., assigned table), as well as information regarding the execution and performance of the contract (e.g., receipt and handling of complaints) in our CRM database (see Section 4), so that we can ensure correct reservation processing and contract performance.

To process table reservations, we use a software application provided by Lunchgate AG, Badenerstrasse 255, 8003 Zurich. Therefore, your data may be stored in a database of Lunchgate, which may allow Lunchgate to access your data if this is necessary for providing the software and supporting its use. Information about data processing by third parties and any potential transfer abroad can be found in Section 5 of this Privacy Policy.

The legal basis for this data processing is the performance of a contract with you within the meaning of Article 6(1)(b) of the GDPR.

3.4 Data Processing during Payment Processing

3.4.1 Payment Processing at the Hotel

When you purchase products, receive services, or make payments for your stay in our hotel using electronic means of payment, the processing of personal data is required. By using the payment terminals, you transmit the information stored in your payment instrument, such as the cardholder's name and card number, to the respective payment service providers (e.g., providers of payment solutions, credit card issuers, and credit card acquirers). They also receive information that the payment instrument was used in our hotel, including the transaction amount and time. In return, we only receive the credit for the amount of the completed payment at the corresponding time, which we can associate with the respective receipt number, or we receive information that the transaction was not possible or was cancelled. Always consider the information provided by the respective company, especially the privacy policy and terms and conditions.

The legal basis for this data processing is the performance of a contract with you within the meaning of Article 6(1)(b) of the GDPR.

3.4.2 Online Payment Processing

If you make chargeable bookings, order services or products on our Website, depending on the product, service, and preferred payment method, in addition to the information mentioned in Section 3.2.1, it may be necessary to provide additional details such as your credit card information or login credentials for your payment service provider. This information, as well as the fact that you have purchased a service from us at the respective amount and time, will be forwarded to the respective payment service providers (e.g. payment solution providers, credit card issuers, or credit card acquirers). In this regard, please always take into account the information provided by the respective company, in particular in the privacy policy and the general terms and conditions.

The legal basis for this data processing is the performance of a contract within the meaning of Article 6(1)(b) of the GDPR.

We reserve the right to retain a copy of the credit card information as a security measure. To avoid payment defaults, it may also be necessary to transmit the required data, particularly your personal data, to a credit agency for automated assessment of your creditworthiness. In this context, the credit agency may assign a so-called score value to you. This is an estimate of the future risk of payment default, e.g. based on a percentage. The value is determined using mathematical-statistical methods and involves data from the credit agency from other sources. Based on the information received, we reserve the right not to offer you the "invoice" payment method.

The legal basis for this data processing is our legitimate interest within the meaning of Article 6(1)(f) of the GDPR in the prevention of payment defaults.

3.5 Data Processing related to the recording and Invoicing of rendered Services

If you receive services during your stay (e.g., additional nights, wellness, restaurant, activities), in addition to your contractual data, we will collect and process booking data (e.g., time of booking and comments) as well as data related to the booked and received services (e.g., nature of service, price, and time of service receipt) for the purpose of handling the service, as described in Sections **Fehler! Verweisquelle konnte nicht gefunden werden.** and **Fehler! Verweisquelle konnte nicht gefunden werden..**

The legal basis for this data processing is the performance of a contract within the meaning of Article 6(1)(b) of the GDPR.

3.6 Data Processing related to Email Marketing

If you register for our marketing emails (e.g. when registering, within your customer account, or as part of an order, booking, or reservation), the following data is collected. Mandatory fields are marked with an asterisk (*):

- Email address
- Salutation
- First and last name

To prevent misuse and ensure that the owner of an email address has genuinely given consent to receive marketing emails, we use the so-called double-opt-in during registration. After submitting your registration, you will receive an email from us containing a confirmation link. To finalise your registration for marketing emails, you must click on this link. If you do not confirm your email address by clicking on the confirmation link within the specified timeframe, your data will be deleted, and no marketing emails will be sent to that address.

By registering, you consent to the processing of this data in order to receive marketing emails from us about our hotel and related information on products and services. These marketing emails may also include invitations to participate in contests, to provide feedback, or to rate our products and services. The collection of the salutation, first and last name allows us to associate the registration with any existing customer account and personalise the content of the marketing emails accordingly. Linking it to a customer account allows us to make the offers and content contained in the marketing emails more relevant to you and better tailored to your potential needs.

We will use your data to send marketing emails until you withdraw your consent. You can withdraw your consent at any time, in particular by using the unsubscribe link included in all marketing emails.

Our marketing emails may contain a web beacon, 1x1 pixel (tracking pixel), or similar technical tools. A web beacon is an invisible graphic that is linked to the user ID of the respective subscriber. For each marketing email sent, we receive information about which email addresses it was successfully delivered to, which email addresses have not yet received the marketing email, and which email addresses the delivery has failed for. It is also shown which email addresses have opened the marketing email and for how long, as well as which links have been clicked. Finally, we also receive information about subscribers who have unsubscribed from the

mailing list. We use this data for statistical purposes and to optimise the frequency and timing of email delivery, as well as the structure and content of the marketing emails. This allows us to better tailor the information and offers in our marketing emails to the individual interests of the recipients.

The web beacon is deleted when you delete the marketing email. You can prevent the use of web beacons in our marketing emails by adjusting the settings of your email program so that HTML is not displayed in messages. You can find information on how to configure this setting in the help documentation of your email software application, e.g. [here](#) for Microsoft Outlook.

By subscribing to the marketing emails, you also consent to the statistical analysis of user behaviour for the purpose of optimising and customising the marketing emails.

For sending marketing emails, we use a software application provided by Rapidmail, Wentzingerstrasse 21, 79106 Freiburg, Germany. Therefore, your data may be stored in a database of Rapidmail, which may allow Rapidmail to access your data if this is necessary for providing the software and supporting its use. Information about data processing by third parties and any transfer abroad can be found in Section 5 of this Privacy Policy.

The legal basis for this data processing is your consent within the meaning of Article 6(1)(a) of the GDPR. You can withdraw your consent at any time.

3.7 Data Processing when Submitting Reviews

To help other users in their decision-making and support our quality management (especially in handling negative feedback), you have the opportunity to rate your stay with us on our Website. The data that you provide us with, including your review and its time, any comments attached to your review, and the name you provided, may be processed and published on the Website.

The legal basis for this data processing is your consent within the meaning of Article 6(1)(a) of the GDPR. You can withdraw your consent at any time and request the anonymisation of your review.

We reserve the right to delete unlawful reviews and to contact you if there are any suspicions, requesting your clarification on the matter.

The legal basis for this processing is our legitimate interest within the meaning of Article 6(1)(f) of the GDPR in providing a lawful and unadulterated comment and review function, as well as preventing its misuse.

3.8 Data Processing when Submitting Guest Feedback

During your stay or afterwards, you have the opportunity to provide us with feedback (e.g., positive feedback, criticism, and suggestions for improvement) using a form. For this purpose, we collect the following data, with mandatory fields are marked with an asterisk (*) in the respective form:

- First and last name
- Age
- Nationality
- Duration of stay
- Feedback

3.9 Data Processing in connection with Video Surveillance

To ensure the safety of our guests, employees, and our property, as well as to prevent and address unlawful behaviour (in particular, theft and property damage), the entrance area and the publicly accessible areas of our hotel, excluding sanitary facilities, may be monitored by cameras. The image data will only be viewed if there is a suspicion of unlawful behaviour. Otherwise, the recorded images will be automatically deleted after [●] hours.

If suspicions of unlawful behaviour are confirmed, the data may be disclosed to the extent necessary for the enforcement of claims or for reporting to consulting firms (in particular, to a law firm) and authorities. Information about data processing by third parties and any transfer abroad can be found in Section 5 of this Privacy Policy. Further information about data processing by [company] can be found at [link].

The legal basis is our legitimate interest within the meaning of Article 6(1)(f) of the GDPR in protecting our guests, employees, and property, as well as safeguarding and enforcing our rights.

3.10 Data Processing when Using our Wi-Fi Network

In our hotel, you have the possibility to use free of charge the Wi-Fi network operated by Swisscom AG, Alte Tiefenastrasse 6, 3050 Bern, Switzerland. To prevent misuse and to punish unlawful behaviour, prior registration is required. During the registration process, you will be asked to provide the following data to Swisscom:

- Phone number
- MAC address of the device (automatically)

In addition to the above data, each time the Wi-Fi network is used, data regarding the time and date of usage, the network used, and the device employed are also collected. The legal basis for this data processing is your consent within the meaning of Article 6(1)(a) of the GDPR. You can withdraw your consent at any time.

The controller for these processing activities is Swisscom. As part of the registration process, you provide your consent to Swisscom and are required to accept Swisscom's terms of use and privacy policy.

In addition to the above data, each time the Wi-Fi network is used, data regarding the time and date of usage, the network used, and the device employed are also collected. The legal basis for this data processing is your consent within the meaning of Article 6(1)(a) of the GDPR. You can withdraw your consent at any time.

3.11 Data Processing for Fulfilling Legal Reporting Obligations

Upon arrival at our hotel, we may require the following information from you and your accompanying persons; mandatory fields are marked in the respective form with an asterisk (*):

- Salutation
- First and last name
- Billing address
- Date of birth
- Nationality
- Identity card or passport
- Date of arrival and departure

We collect this information to fulfil legal reporting obligations, which arise in particular from hospitality or police regulations. To the extent required by applicable laws, we forward this information to the competent authority.

The legal basis for the data processing is our legitimate interest within the meaning of Article 6(1)(c) of the GDPR in complying with our legal obligations.

3.12 Data Processing in Job Applications

You can apply for a position in our company either spontaneously or in response to a specific job advertisement. In both cases, we will process the personal data you provide us with.

We use the data you provide us with to assess your application and suitability for employment. Application documents from unsuccessful applicants will be deleted at the end of the application process, unless you explicitly agree to a longer retention period or we are legally obliged to retain them for a longer period.

The legal basis for the data processing for this purpose is the execution of a contract (pre-contractual phase) within the meaning of Article 6(1)(b) of the GDPR.

4. Central Data Storage and Analysis in the CRM system

If a clear identification of your person is possible, we will store and link the data described in this Privacy Policy, i.e., your personal information, contact details, contract data, and your browsing behaviour on our Website in a central database. This allows for efficient management of customer data, enables us to adequately process your requests, and facilitates the efficient provision of the services you requested, as well as the performance of the related contracts.

The legal basis for this data processing is our legitimate interest within the meaning of Article 6(1)(f) of the GDPR in the efficient management of user data.

We also analyse this data to further develop our offerings based on your needs and to provide you with the most relevant information and offers. We also use methods that predict possible interests and future orders based on your use of our Website.

The legal basis for this data processing is our legitimate interest within the meaning of Article 6(1)(f) of the GDPR in carrying out marketing activities.

5. Disclosure and Cross-Border Transfer

5.1 Disclosure to Third Parties and Third-Party Access

Without the support of other companies, we would not be able to provide our services in the desired form. To use the services of these companies, it is necessary to share your personal data with these companies to a certain extent. A disclosure of data is limited to selected third-party service providers and only to the extent necessary for the optimal provision of our services.

The legal basis for this data processing is the performance of a contract within the meaning of Article 6(1)(b) of the GDPR.

Your data will also be disclosed as necessary to fulfil the services you have requested, for example, to restaurants or other service providers for whom you have made a reservation through us. The legal basis for these disclosures is the necessity for the performance of a contract within the meaning of Article 6(1)(b) of the GDPR. For these data processing activities, the third-party service providers are considered data controllers under the data protection laws, and not us. It is the responsibility of these third-party service providers to inform you about their own data processing, which may extend beyond the mere sharing of data for the provision of services, and to comply with data protection laws.

Furthermore, your data may be disclosed, especially to authorities, legal advisors, or debt collection agencies, if we are legally obliged to do so or if it 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 parts thereof, and such disclosure is necessary to conduct a due diligence or to complete the transaction.

The legal basis for this data processing is our legitimate interest within the meaning of Article 6(1)(f) of the GDPR in protecting our rights and fulfilling our obligations, as well as in the sale of our company or parts thereof.

5.2 Transfer of Personal Data to Third Countries

We have the right to transfer your personal data to third parties located abroad if it is necessary to carry out the data processing described in this Privacy Policy. Specific data transfers have been mentioned in Section 3. When making such transfers, we will ensure compliance with the applicable legal requirements for disclosing personal data to third parties. If the country in question does not provide an adequate level of data protection, we ensure that your data is adequately protected by these companies by means of appropriate safeguards..

6.1 Data Processing when Visiting our Website (Log File Data)

When you visit our Website, the servers of our hosting provider Travelclick Inc, 55 W 46TH St FL 27 New York, NY, 10036-4277 United States temporarily store every access in a log file. The following data is collected without your intervention and stored by us until automatically deleted:

- IP address of the requesting computer;
- date and time of access;
- name and URL of the accessed file;
- website from which the access was made, if applicable, with the search word used;
- operating system of your computer and the browser you are using (including type, version, and language setting);
- device type in case of access from mobile phones;
- city or region from which the access was made; and
- name of your internet service provider.

The collection and processing of this data is carried out for the purpose of enabling the use of our Website (establishing a connection), ensuring the long-term security and stability of the system, and enabling error and performance analysis and optimisation of our Website (see also Section 6.1 regarding the latter points).

In case of an attack on the network infrastructure of the Website or suspicion of other unauthorised or improper use of the Website, the IP address and other data will be analysed for clarification and defence purposes; if necessary, they may be used in civil or criminal proceedings for the identification of the respective user.

The legal basis for this data processing is our legitimate interest within the meaning of Article 6(1)(f) of the GDPR in the purposes described above.

Finally, when you visit our Website, we use cookies, as well as other applications and tools that rely on the use of cookies. In this context, the data described here may also be processed. For more information, please refer to the subsequent sections of this Privacy Policy, in particular to Section 6.

6. Cookies

Cookies are information files that your web browser stores on the hard drive or in the memory of your computer when you visit our Website. Cookies are assigned identification numbers that enable your browser to be identified, and allow the information contained in the cookie to be read.

Cookies are used to make your visit to our website easier, more enjoyable, and more meaningful. We use cookies for various purposes that are necessary for the desired use of the website, i.e., "technically necessary." For example, we use cookies to identify you as a registered user after logging in, so you don't have to log in again when navigating to different subpages. The

provision of ordering and booking functions also relies on the use of cookies. Furthermore, cookies perform other technical functions necessary for the operation of the website, such as load balancing, which distributes the workload of the site across various web servers to relieve the servers. Cookies are also used for security purposes, such as preventing the unauthorised posting of content. Finally, we use cookies in 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(1)(f) of the GDPR in providing a user-friendly and up-to-date website.

Most internet browsers accept cookies automatically. However, when accessing our website, we ask for your consent to the use of non-essential cookies, especially for the use of cookies from third parties for marketing purposes. You can adjust your preferences for cookies by using the corresponding buttons in the cookie banner. Details regarding the services and data processing associated with each cookie can be found within the cookie banner and in the following sections of this privacy policy.

You may also be able to configure your browser to prevent cookies from being stored on your computer or receive a notification whenever a new cookie is being sent. On the following pages, you will find instructions on how to configure cookie settings for selected browsers.

- [Google Chrome for Desktop](#)
- [Google Chrome for Mobile](#)

Disabling cookies may prevent you from using all the features of our Website.

6.1 Tracking and Web Analytics Tools

6.1.1 General Information about Tracking

For the purpose of customising and continuously optimising our Website, we use the web analytics services listed below. In this context, pseudonymised usage profiles are created, and cookies are used (please also see Section 6). The information generated by the cookie regarding your use of our Website is usually transmitted to a server of the service provider, where it is stored and processed, together with the Log File Data mentioned in Section 0. This may also result in a transfer to servers abroad, e.g., the USA (for information on the absence of an adequate level of data protection and the proposed safeguards, see Sections 5.2 and **Fehler! Verweisquelle konnte nicht gefunden werden.**).

Through the data processing, we obtain, among others, the following information:

- navigation path followed by a visitor on the site (including content viewed, products selected or purchased, or services booked);
- time spent on the Website or specific page;
- the specific page from which the Website is left;
- the country, region, or city from where an access is made;

- end device (type, version, colour depth, resolution, width, and height of the browser window); and
- returning or new visitor.

The provider, on our behalf, will use this information to evaluate the use of the Website, in particular to compile Website activity reports and provide further services related to Website usage and internet usage for the purposes of market research and the customisation of the Website. For these processing activities, we and the providers may be considered joint controllers in terms of data protection to a certain extent.

The legal basis for this data processing with the following services is your consent within the meaning of Article 6(1)(a) of the GDPR. You can withdraw your consent or oppose to processing at any time by rejecting or deactivating the relevant cookies in the settings of your web browser (see Section 6) or by using the service-specific options described below.

Regarding the further processing of the data by the respective provider as the (sole) controller, including any potential disclosure of this information to third parties, such as authorities due to national legal regulations, please refer to the respective privacy policy of the provider.

6.1.2 Google Analytics

We use the web analytics service Google Analytics provided by Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland, or Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (**Google**).

Users can prevent the collection of data related to their Website usage (including IP address) generated by the cookie as well as the processing of this data by Google by downloading and installing the browser plugin available at the following link:

<https://tools.google.com/dlpage/gaoptout?hl=en-GB>.

6.2 Social Media

6.2.1 Social Media Profile

Our Website contains links to our profiles on 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;
- Google LLC, 1600 Amphitheatre Parkway, Mountain View, California, 94043
- LinkedIn Unlimited Company, Wilton Place, Dublin 2, Irland.
- Tripadvisor LLC, Needham, 400 1st Ave, United States

If you click on the icons of the social networks, you will be automatically redirected to our profile on the respective network. This establishes a direct connection between your browser and the server of the respective social network. As a result, the social network receives information that you have visited our Website with your IP address and clicked on the link. This may also involve the transfer of data to servers abroad, e.g., in the USA (for information on the absence of an ad-

equate level of data protection and the proposed safeguards, see Sections **Fehler! Verweisquelle konnte nicht gefunden werden.** and **Fehler! Verweisquelle konnte nicht gefunden werden.**).

If you click on a link to a social network while you are logged into your user account on that social network, the content of our website can be associated with your profile, allowing the social network to directly link your visit to our website to your account. If you want to prevent this, please log out of your account before clicking on the respective links. A connection between your access to our website and your user account will always be established if you log in to the respective social network after clicking on the link. The data processing associated with this is the responsibility of the respective provider in terms of data protection. Therefore, please refer to the privacy notices on the social network's website.

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

6.3 Online Advertising and Targeting

6.3.1 In general

We use services of various companies to provide you with interesting offers online. In the process of doing this, your user behaviour on our website and websites of other providers is analysed in order to subsequently be able to show you online advertising that is individually tailored to you.

Most technologies for tracking your user behaviour (**Tracking**) and displaying targeted advertising (**Targeting**) utilise cookies (see also Section 6), which allow your browser to be recognised across different websites. Depending on the service provider, it may also be possible for you to be recognised online even when using different end devices (e.g., laptop and smartphone). This may be the case, for example, if you have registered for a service that you use with several devices.

In addition to the data already mentioned, which is collected when visiting websites (**Log File Data**, see Section 0) and through the use of cookies (Section 6) and which may be transmitted to the companies involved in the advertising networks, the following data, in particular, is used to select 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, age group); and
- user behaviour (e.g., search queries, interactions with advertisements, types of websites visited, products or services viewed and purchased, newsletters subscribed to).

We and our service providers use this data to determine whether you belong to the target audience we address and take this into account when selecting advertisements. For example, after visiting our Website, you may see advertisements for the products or services you have viewed when you visit other sites (**Re-targeting**). Depending on the amount of data, a user profile may also be created, which is automatically analysed; the advertisements are then selected based on the information stored in the profile, such as belonging to certain demographic segments or potential interests or behaviours. These advertisements may be displayed to you on various

channels, including our website or app (as part of on- and in-app marketing), as well as advertising placements provided through the online advertising networks we use, such as Google.

The data may then be analysed for the purpose of settlement with the service provider, as well as for evaluating 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 Website or submitting information) can be attributed to a specific advertising. We also receive from service providers aggregated reports of advertisement activity and information on how users interact with our Website and advertisements.

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

7. Retention Periods

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

8. Data Security

We use appropriate technical and organisational security measures to protect your personal data stored with us against loss and unlawful processing, in particular unauthorised access by third parties. Our employees and the service companies mandated by us are obliged to maintain confidentiality and uphold data protection. Furthermore, these persons are only granted access to personal data to the extent necessary for the performance of their tasks.

Our security measures are continuously 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, therefore, provide any absolute guarantee for the security of information transmitted in this way.

9. Your rights

If the legal requirements are met, as a data subject, you have the following rights with respect to data processing:

Right of access: You have the right to request access to your personal data stored by us at any time and free of charge if we process such data. This gives you the opportunity to check what personal data concerning you we process and whether we process it in accordance with applicable data protection regulations.

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

Right to erasure: You have the right to obtain the erasure of your personal data under certain circumstances. In individual cases, particularly in the case of statutory retention obligations, the right to erasure may be excluded. In this case, the erasure may be replaced by a blocking of the data if the requirements are met.

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

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

Right to object: You have the right to object at any time to data processing, especially with regard to data processing related to direct marketing (e.g., marketing emails).

Right to withdraw consent: You have the right to withdraw your consent at any time. However, processing activities based on your consent in the past will not become unlawful due to your withdrawal.

To exercise these rights, please send us an e-mail to the following address: jutzi@hotel-krone.ch.

Right of complaint: You have the right to lodge a complaint with a competent supervisory authority, e.g., against the manner in which your personal data is processed.
