

## Privacy Statement

We are pleased that you are visiting our Homepage and thank you for your interest in our firm. Dealing with customers and visitors is a matter of trust. We highly value the confidence you have placed in us and consider it an important obligation to handle your information carefully and protect it from any misuse.

To ensure that you feel safe and secure while visiting our website, we take the protection of your personal data and confidentiality very seriously. We therefore operate in accordance with the current laws on data protection and security.

In this privacy statement we would like to inform you about when we store certain types of data and how we use them – of course, this is done in compliance with current German legislation. Privacy in Best Western Hotel Stadt Merseburg is specifically based on the current Federal Data Protection Act (BDSG). When using the internet, the protection of your personal data is based on the German Telemedia Act (TMG) of the Republic of Germany.

### Collecting and processing personal data

In principle, you can visit our websites without telling us who you are. Every time a user accesses a page on the internet and every time a file is opened, information about this process is stored in a log file. This is not personal information, so we cannot determine which user has accessed which data.

In particular, the following data is stored each time a file is opened:

- Date and time of opening the file,
- Amount of data transfer,
- Report of whether or not the file was opened successfully,
- Description of the type of web browser used.

Personal user profiles cannot be formed. The saved data is only user for statistical purposes.

Under statutory provisions, we collect and process contact details **when inquiries are made through our form**, if such details are necessary for processing. These include:

- First and last name\*
- Company
- Address
- Telephone\*
- Fax
- Mobile
- E-Mail\*
- Web
- Message\*

\* Compulsory fields

During **booking** and during the stay in the hotel, under statutory provisions we collect and process inventory data necessary for proper, mutual fulfillment of the contract. These details include:

- Form of address
- First and last name
- Address, street, city
- Date of birth
- Telephone numbers and/or email addresses
- Payment details (bank details)
- Information on services provided

In general, we only collect, process or use your personal data when you have provided this voluntarily and this is legally permitted or you have given consent.

Should we wish to process or use your personal data for other purposes, and there is no legal permission to do so, we will ask for your consent. You can give your consent electronically. We draw your attention to this opportunity within our services, should the need arise.

You can, of course, revoke your consent at any point in the future. For this, you can send an email to [widerruf@albeck&zehden.de](mailto:widerruf@albeck&zehden.de).

### **Using the data collected**

We only use the personal data you have provided for the purposes we have explained above, or for other agreed purposes; that is, usually, for responding to your inquiry or for providing information about current offers from our company.

If you are making use of our services, we will only usually collect the data that we need to provide those services. If we ask for further information, it will be provided voluntarily. We only process the personal data in order to carry out the requested service and to protect legitimate business interests.

### **Consultation, advertisement and market research**

Our good customer service means that we keep you regularly informed of current offers. We would therefore like to use your contact data to send you mailings. This will only be done with your express consent. Of course, you can cancel this at any time by letter or email.

For advice and advertising from corporate customers, we collect and use additional contact, phone number and mailing information. We only use this contact information for our own purposes and for appropriately arranging business activities. Permission to use these details may be withdrawn at any time by writing, telephone or email.

### **Will personal data be disclosed to third parties?**

Personal details will be transferred or disclosed for central functions. Your personal data will be stored from our internet website onto the server of a service provider when making a booking. When this occurs, all matters of data protection and security are taken care of. Appropriate data protection agreements have been made with the service provider.

When you make an online booking through our website, this takes place through the online reservation system of Best Western Hotels Deutschland GmbH. All the booking information

you enter is encrypted. Best Western Hotels is committed to ensuring the privacy of the data you have transmitted. They take all organisational and technical measures to protect your information.

Your information will not be sold, leased or otherwise provided to third parties. Any transfer of personal data to state institutions and authorities will take place only as required by national legislation.

### **Privacy Policy for use of the Facebook plugin (like button)**

On our pages, plugins are integrated of the social network Facebook, 1601 South California Avenue, Palo Alto, CA 94304, USA. The Facebook plugin you acknowledge by the Facebook logo or the "Like Button" ("Like") on our pages. An overview of the Facebook plug-ins can be found here: <http://developers.facebook.com/docs/plugins/>.

When you visit our pages, using the plugin a direct connection is made between your browser and the Facebook servers. Facebook thereby obtains the information that you have visited our site and IP address. If you click on the Facebook "Like" button while you are logged into your Facebook account, you can link the content of our pages on your Facebook profile. This allows Facebook to assign your visit on our pages to your account. We point out that we as provider of the sites have no knowledge of the contents of the transmitted data and the use of them through Facebook. For more information, please see the privacy statement on facebook here: <http://facebook.com/policy.php>  
If you do not wish that Facebook can assign your visit to our site in your Facebook user account, please log out of your Facebook account.

### **Forwarding to Google Analytics**

This website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google").

Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyse how users use the site. The information generated by the cookie about your use of the website is usually transmitted to and stored by Google on servers in the United States. If IP anonymisation is activated on this website, within EU Member States or in other member states of the European Economic Area Google will shorten your IP address before transmitting it. Your full IP address will only be transmitted to a Google server in the USA and shortened there in exceptional cases. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for the website operator and providing other services for the website operator relating to website activity and internet usage. Google will not associate your browser's IP address transmitted for Google Analytics purposes with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser; however, please note that if you do this you may not be able to use the full functionality of this website. Furthermore, you can prevent the collection of data generated by the cookie about your use of the website (including your IP address) and its processing by Google by downloading and installing the browser plug-in provided under this link: <http://tools.google.com/dlpage/gaoptout?hl=en> or <http://tools.google.com/dlpage/gaoptout?hl=en> For more information see <http://www.google.com/intl/en/analytics/privacyoverview.html> (general information on Google Analytics and data privacy). Please note that the website uses the Google Anextension

“gat.\_anonymizeIp()” to ensure that IP addresses are collected anonymously (known as IP Masking).

## **Use of Cookies**

To ensure that you are satisfied with our services, we may use cookies or other forms of technology to enable us to analyse user behaviour. This takes place anonymously, and it is not possible to conclude that you are the user in question. We use this data in order to provide optimal services. The data is only stored temporarily, until an analysis has been carried out anonymously. After this, the data is deleted permanently.

Note | A cookie is a small text file which is transferred from a web page onto your hard drive. Cookies do not harm your computer and contain no viruses.

## **Security**

The Best Western Hotel Stadt Merseburg applies technical and organisational security measures in § 9 of BDSG to protect the data you have given us from accidental or intentional manipulation, loss, destruction or access by unauthorized persons. Our security measures are continuously improved in line with technological developments. Access is limited to a few authorized personnel who are specifically committed to dealing with data privacy and are involved in the technical, administrative or editorial management of this data.

## **User declaration of consent**

By using our website and the offers contained therein, you hereby agree that you have voluntarily provided us with personal data that we have stored and will process and use in accordance with this privacy statement.

## **Right of information / Public procedural directory**

According to § 34 and § 6b of BDSG, you have the unlimited right to free information about your stored data, as well as the right to delete or block unauthorized data or the right to correct inaccurate data in accordance with § 35 of BDSG.

If you request it, we are happy to provide you with written information about whether or not we have stored personal information about you, and which information in particular. Where possible, we will take appropriate steps to update or rectify your data stored with us at short notice. In such cases as these, please contact our management directly.

The Federal Data Protection Act (BDSG) stipulates in § 4g that privacy-related information must be made available to everyone in an appropriate form. The Best Western Hotel Stadt Merseburg has provided the appropriate information in its public procedural directory for your perusal.

## **Any other questions?**

If you have any questions or problems, you should directly contact our data protection officer, who will be happy to give you further assistance.

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