

Data privacy – security and protection online

The topic of **data privacy** and security often causes uncertainty and raises questions in relation to the use of online services. We want to counter this by offering maximum transparency. We are therefore taking this opportunity to explain in detail what data are collected when users browse our website and for what purpose this data are used.

1. What are personal data?

Personal data are any information about the personal or material circumstances of an identified or identifiable natural person. Personal data include, for example, your name, your address, your phone number and your date of birth (if specified).

Information that cannot be directly or indirectly associated with you, such as the number of users of a site, or the popularity of individual websites, are not personal data. This anonymized data are exclusively used for statistical purposes and for website optimization.

2. How we process and use personal data

For the purpose of system security, when you visit our website, the web servers automatically save connection data relating to the computer or device used to access it, the websites you visit, the date and duration of your visit, the identification data of the browser and type of operating system used, as well as the website from which you were referred to us.

This data are stored in anonymized form so it cannot be used to create user profiles that can be attributed to specific individuals.

3. How we collect and handle personal data

If you wish to make a booking on our website, we require the following data in order to process the booking:

- Title
- First name, last name
- Address (to send invoice and travel documents)
- Date of birth/age (all travellers)
- Phone number of lead traveller/contact person (to contact at short notice in the event of changes)
- E-mail address (to send a summary of booking details)
- Credit card data if you pay by credit card

4. How we use cookies

When you visit our website, information may be stored on your computer in the form of cookies, for example to identify users' preferences and to optimize the website accordingly. This helps us make our website easier to navigate and more user-friendly.

Cookies are text files that are stored on your hard drive when you visit a website. They cannot harm your computer and cannot be viewed by third parties. They allow information to be held for a specific period of time, and the user's computer or device to be identified.

If you accept our cookie policy, the cookies will remain on your computer unless you delete them.

You can object to your data being collected and stored via this service at any time. If you want to avoid cookies being activated, you can disable them in your browser. Please note, however, that blocking cookies may restrict use of the website and the services offered.

5. Use of Webtrends

This website uses Webtrends, a web analytics service offered by the company Webtrends Inc., 555 SW Oak Street, Suite 300, Portland, OR 97204, USA.

Webtrends uses cookies, which are saved on your computer and used to analyse how you use the website.

The resulting information about your use of the website is generally transmitted to a Webtrends server in the USA, where it is stored.

You will find further information on terms of use and data privacy at <https://www.webtrends.com/terms-policies/privacy/privacy-statement/>.

6. Use of Google Analytics

This website uses Google Analytics, a web analytics service provided by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (hereinafter referred to as "Google"). Google Analytics uses cookies, which are saved on your computer and which are used to analyse how you use the website. The resulting information about your use of the website is generally transmitted to a Google server in the USA, where it is stored.

Please note that this website uses the Google Analytics code "gat._anonymizeIp();" in order to enable the anonymization of IP addresses (IP masking). If IP address anonymization is activated on our websites, in EU and EEA member states Google truncates your IP address prior to transmission.

Only in exceptional cases is the full IP address transmitted to a Google server in the USA and then truncated there. Google uses this information to analyse how our website is used by you, to compile reports about website activities for us and to provide us with other services related to website activity and Internet usage.

The IP address transmitted by your browser for Google Analytics will not be associated with any other data held by Google. Google will only transmit these data to third parties if it is legally required to do so, or for the purpose of external data processing. Under no circumstances will Google combine your data with other data collected by Google.

By using these websites, you consent to the processing of data about you by Google, the nature of the data processing described above and the aforementioned purpose. You can block cookies in your browser settings. You can also prevent Google from collecting and processing your data by downloading and installing the browser plug-in available here: <https://tools.google.com/dlpage/gaoptout?hl=en-GB>.

You will find further information on terms of service and data privacy at <https://www.google.com/analytics/terms/gb.html> or <https://policies.google.com/>.

7. Use of social plug-ins

On our websites we use plug-ins provided by the social media Facebook.com, which is operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook").

If you visit one of our websites that features a plug-in, a connection is automatically established with Facebook's servers. This transfers the content of the respective plug-in to your browser and integrates it in the website display. We are also informed which of our websites you visited. If you are logged in to Facebook, it assigns this information to your personal user account.

If you actively use these plug-in functions (e.g. clicking 'Like' or entering a comment), this information is also assigned to your Facebook account. You can prevent this simply by logging out before using the plug-in. Please refer to Facebook's Data Policy directly for more information on the purpose, collection and use of your data by Facebook, and your rights and configuration options to protect your privacy.

If you have a Facebook account and you do not want your data to be linked in this way, please log out of your account and delete the cookies before using our websites.

8. Targeted online advertising

This website collects and processes anonymized information about your usage behaviour (e.g. which subpages you browsed during your visit). We use these data to show you adverts related to your interests and therefore to offer added value. A cookie is stored on your computer or device to record your usage behaviour. In order to optimize advertising based on your user interests, we use the tools listed below permanently or temporarily and work with the specified providers. This information is stored using a pseudonym so that it cannot be used to identify you. You can prevent cookies being stored by selecting "Block cookies" in your browser settings. You can also set your browser so that it asks for your permission before cookies are placed on your computer or device. Finally, you can delete cookies at any time. However, please be aware that if you do so, you may not be able to use all functions of our website to their full extent. You may need to re-activate opt-out cookies that have already been stored after the cookies have been deleted. We use the following tools and providers to collect data for targeted online advertising.

| Tool | Provider's data privacy policy and opt-out option |
|-------------|--|
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|-------------|---|
| Google | https://support.google.com/adwords/answer/1722022?hl=en-GB |
| Adwords | https://adssettings.google.com/authenticated |
| Conversion | https://adssettings.google.com/authenticated |
| Google | https://policies.google.com/privacy |
| Dynamic | |
| Remarketing | https://adssettings.google.com/authenticated https://policies.google.com/ |
| Google | https://www.google.com/analytics/terms/gb.html |
| Analytics | https://tools.google.com/dlpage/gaoptout?hl=en-GB https://support.google.com/chrome/answer/95464?hl=en https://policies.google.com/privacy |
| Google | |
| DoubleClick | https://adssettings.google.com/authenticated |
| Facebook | https://www.facebook.com/privacy/explanation https://www.facebook.com/login.php?next=https%3A%2F%2Fwww.facebook.com%2Fsetting |

9. Prize draws, competitions and similar promotions

On our website we give users the opportunity to take part in permanent or temporary prize draws, competitions and similar promotions. To carry out these promotions, personal data such as your e-mail address, name, address and other data necessary for the promotion may be collected and processed. All personal data entered as part of such promotions is exclusively used for handling of the promotion, e.g. for notifying winners and sending prizes.

10. Newsletter

Users have the option of subscribing to our free newsletter on our website. The newsletter contains news and advertising. To subscribe to the newsletter, we require the following information:

- First name, last name (personalized address in the newsletter)
- E-mail address (for sending the newsletter)

11. Forms

On our website we give users the option of contacting us on various topics. Depending on the reason behind the contact, different data will be requested in the form. Personal data such as title, first name, last name, phone number and e-mail address are usually mandatory so we can

contact you and address you personally. For travel enquiries or questions on existing bookings, you can also enter your booking or invoice number.

12. Data security

To ensure transmission of data is secure, it is transmitted via a secure SSL connection. Your data cannot therefore be read by unauthorized third parties during transmission. You can recognize the SSL-protected sites, as the URL does not begin with http:// as usual, but with https://. Most browsers also display a small closed padlock (e.g. in the status bar at the bottom of your screen).

13. Links to other websites

The website contains links to third-party websites. This privacy policy does not extend to other providers. We have no influence on whether the operators of such sites comply with data protection regulations and therefore accept no liability for the accuracy, timeliness and completeness of information provided therein.

14. Disclosure of data to third parties

In order to process your booking, the data you enter when placing the booking is passed on to the relevant operators and associated service providers.

In addition, service providers (data processors, e.g. data centres or lettershops) may be commissioned and instructed to operate our websites or send out letters or emails, among other things. All data processors only receive personal data to the extent to which you have agreed to data processing and use, and can only access the data for as long as is necessary to provide the services.

The data will not be passed on to uninvolved third parties. Other conditions apply if we are required by law or by a court ruling to disclose and pass on the data.

15. Right of access and right to object

You are entitled to object to your personal data being stored at any time, unless there are contractual issues or legal reasons that indicate otherwise.

On request you will receive information free of charge on the data held about you. You also have the right to have your data rectified, deleted or blocked. Under certain circumstances, legal regulations, in particular with regard to data for accounting and bookkeeping purposes, may prevent deletion.

The data will be deleted insofar and as long as storage is not necessary for the aforementioned reasons.

The personal data you enter when you make a booking will be used to send advertising e-mails. You can opt out of this at any time by e-mailing [sales\(at\)balehotels.ch](mailto:sales@balehotels.ch).