

## Privacy policy

Swiss-Chalet Merlischachen AG manages the hotels Romantik Schloss-Hotel\*\*\*\*, Historik Chalet-Hotel Lodge as well as the Restaurant Swiss-Chalet and is the operator of the website [www.swiss-chalet.ch](http://www.swiss-chalet.ch) and therefore responsible for the collection, processing and use of your personal data and the compatibility of the data processing with the applicable data protection law.

Your trust is important to us, which is why we take the issue of data protection seriously and ensure appropriate security. It goes without saying that we comply with the legal provisions of the Federal Act on Data Protection (FADP), the Ordinance to the Federal Act on Data Protection (FADP), the Telecommunications Act (TCA) and any other applicable data protection provisions of Swiss or EU law, in particular the General Data Protection Regulation (GDPR).

To help you understand what personal data we collect from you and for what purposes we use it, please read the information below.

### A. Data processing in connection with our website

#### 1. Calling up our website

When you visit our website, our servers temporarily save each access in a log file. The following technical data is collected without your intervention, as is the case with every connection to a web server, and stored by us until automatic deletion after 3 months at the latest:

- the IP address of the requesting computer,
- the name of the owner of the IP address range (usually your internet access provider),
- the date and time of access,
- the website from which the access was made (referrer URL), if applicable with the used search term used,
- the name and URL of the retrieved file,
- the status code (e.g. error message),
- the operating system of your computer,
- the browser you use (type, version and language),
- the transmission protocol used (e.g. HTTP/1.1) and

The collection and processing of this data is carried out for the purpose of enabling the use of our website (connection establishment), to permanently guarantee system security and stability and to enable the optimisation of our internet offer as well as for internal statistical purposes. This is our legitimate interest in data processing within the meaning of Art. 6 Para. 1 lit. f DSGVO.

Furthermore, the IP address is evaluated together with the other data in the event of attacks on the network infrastructure or other unauthorised or abusive website use for the purpose of clarification and defence and, if necessary, used in the context of criminal proceedings for the purpose of identification and civil and criminal proceedings against the users concerned. This is our legitimate interest in data processing within the meaning of Art. 6 para. 1 lit. f DSGVO.

## **2. Use of our contact form**

You have the option of using a contact form to get in touch with us. For this purpose, we require the following mandatory information:

- First and last name
- E-mail address
- Communication

We only use this data and a telephone number voluntarily provided by you to be able to answer your contact request in the best possible and personalised way. The processing of this data is therefore necessary within the meaning of Art. 6 para. 1 lit. b DSGVO for the implementation of pre-contractual measures or is in our legitimate interest pursuant to Art. 6 para. 1 lit. f DSGVO.

## **3. Subscribe to our newsletter**

On our website you have the possibility to subscribe to our newsletter. Registration is required for this. The following data must be provided as part of the registration:

- Greeting
- First and last name
- E-mail address

The above data are necessary for data processing. In addition, you can voluntarily provide further data (date of birth, language and country). We process this data exclusively in order to personalise the information and offers sent to you and to better align them with your interests.

By registering, you give us your consent to process the data provided for the regular dispatch of the newsletter to the address you have provided and for the statistical evaluation of user behaviour and the optimisation of the newsletter. This consent constitutes our legal basis for the processing of your e-mail address within the meaning of Art. 6 para. 1 lit. a DSGVO. We are entitled to commission third parties with the technical processing of advertising measures and are entitled to pass on your data for this purpose (cf. point 13 below).

At the end of each newsletter you will find a link that allows you to unsubscribe from the newsletter at any time. When unsubscribing, you can voluntarily inform us of the reason for the unsubscription. After unsubscribing, your personal data will be deleted. Further processing only takes place in anonymised form to optimise our newsletter.

#### **4. Opening a customer account**

To make bookings on our website, you can order as a guest or open a customer account. When registering for a customer account, we compulsorily collect the following data:

- Greeting
- First and last name
- Postal address
- Telephone number
- E-mail address
- Password

The collection of this data and other data voluntarily provided by you (e.g. company name) is for the purpose of providing you with password-protected direct access to your basic data stored with us. You can view your previous and current bookings or manage or change your personal data.

The legal basis for processing the data for this purpose is the consent you have given in accordance with Art. 6 (1) a DSGVO.

#### **5. Booking on the website, by correspondence or by telephone call**

If you make bookings either via our website, by correspondence (email or letter post) or by telephone call, we require the following mandatory data for the processing of the contract:

- Greeting
- First and last name
- Postal address
- Date of birth (voluntary)
- Telephone number
- Language
- Credit card information
- E-mail address

We will only use this data and other information voluntarily provided by you (e.g. expected arrival time, motor vehicle registration plate, preferences, remarks) to process the contract, unless otherwise stated in this data protection declaration or you have separately consented to this. We will process the data by name in order to record your booking as requested, to

provide the booked services, to contact you in the event of any uncertainties or problems and to ensure correct payment.

The legal basis of data processing for this purpose is the fulfilment of a contract according to Art. 6 para. 1 lit. b DSGVO.

## **6. Cookies**

Cookies help in many ways to make your visit to our website easier, more enjoyable and more meaningful. Cookies are information files that your web browser automatically stores on your computer's hard drive when you visit our website.

We use cookies, for example, to temporarily store your selected services and entries when you fill out a form on the website so that you do not have to repeat the entry when you call up another sub-page. Cookies may also be used to identify you as a registered user after you have registered on the website, without you having to log in again when you call up another sub-page.

Most internet browsers automatically accept cookies. However, you can configure your browser so that no cookies are stored on your computer or a notice always appears. Deactivating cookies may mean that you cannot use all the functions of our website.

## **7. Tracking tools**

### **a. General**

For the purpose of demand-oriented design and continuous optimisation of our website, we use the web analysis service of Google Analytics. In this context, pseudonymised usage profiles are created and small text files stored on your computer ("cookies") are used. The information generated by the cookie about your use of this website is transmitted to the servers of the providers of these services, stored there and processed for us. In addition to the data listed under point 1, we may receive the following information as a result:

- Navigation path that a visitor follows on the site,
- Dwell time on the website or sub-page,
- the sub-page on which the website is left,
- the country, region or city from where access is made,
- End device (type, version, colour depth, resolution, width and height of the browser window) and
- Returning or new visitor.

The information is used to evaluate the use of the website, to compile reports on website activity and to provide other services associated with the use of the website and the internet for the purposes of market research and demand-oriented design of this website. This infor-

mation may also be transferred to third parties if this is required by law or if third parties process this data on our behalf.

## **b. Google Analytics**

The provider of Google Analytics is Google Inc, a company of the holding company Alphabet Inc, based in the USA. Before the data is transmitted to the provider, the IP address is shortened by activating IP anonymisation ("anonymizeIP") on this website within the Member States of the European Union or in other contracting states to the Agreement on the European Economic Area. The anonymised IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. In these cases, we ensure through contractual guarantees that Google Inc. maintains a sufficient level of data protection. According to Google Inc., in no case will the IP address be associated with other data relating to the user.

For more information about the web analytics service used, please visit the Google Analytics website. Instructions on how to prevent the processing of your data by the web analytics service can be found at <http://tools.google.com/dlpage/gaoptout?hl=de>.

## **B. Data processing in connection with your stay**

### **8. Data processing for the fulfilment of legal reporting obligations**

Upon arrival at our hotel, we may require the following information from you and your companions:

- First and last name
- Postal address
- Date of birth
- Nationality
- Arrival and departure day (is already included on the registration form)
- Room number (already included on the registration form)

We collect this information in order to comply with legal reporting obligations, which arise in particular from the hospitality industry or police law. Insofar as we are obliged to do so under the applicable regulations, we forward this information to the competent police authority. Our legitimate interest within the meaning of Art. 6 (1) lit. f DSGVO lies in the fulfilment of the legal requirements.

## **9. Recording of purchased services**

If you obtain additional services during your stay (e.g. make use of the mini-bar or the pay TV offer), we will record the subject of the service and the time at which it was obtained for billing purposes. The processing of this data is necessary within the meaning of Art. 6 para. 1 lit. b DSGVO for the processing of the contract with us.

## **C. Storage and exchange of data with third parties**

### **10. Booking platforms**

If you make bookings via a third-party platform, we receive various personal information from the respective platform operator. As a rule, this is the data listed in section 5 of these data protection declarations. In addition, we may receive enquiries about your booking. We will process this data by name in order to record your booking as requested and to provide the booked services. The legal basis of data processing for this purpose is the fulfilment of a contract according to Art. 6 para. 1 lit. b DSGVO.

Finally, we may be informed by the platform operators of disputes relating to a booking. In the process, we may also receive data on the booking process, which may include a copy of the booking confirmation as proof of the actual booking completion. We process this data to protect and enforce our claims. This is our legitimate interest within the meaning of Art. 6 para. 1 lit. f DSGVO.

Please also note the privacy policy of the respective provider.

### **11. Central storage and linking of data**

We store the data specified in sections 2-5 and 8-10 in a central electronic data processing system. The data concerning you is systematically recorded and linked for the purpose of processing your bookings and handling the contractual services. For this purpose we use the Pro-tel software of Rebagdata AG, Einsiedlerstrasse 533, P.O. Box 426, 8810 Horgen, Switzerland. We base the processing of this data within the framework of the software on our legitimate interest within the meaning of Art. 6 para. 1 lit. f DSGVO in customer-friendly and efficient customer data management.

### **12. Retention period**

We only store personal data for as long as it is necessary to use the tracking services mentioned above as well as the further processing within the scope of our legitimate interest. We retain contractual data for longer as this is required by statutory retention obligations. Retention obligations that oblige us to retain data result from regulations on registration law, on accounting and from tax law. According to these regulations, business communication,

concluded contracts and accounting vouchers must be kept for up to 10 years. As far as we no longer need this data to perform the services for you, the data will be blocked. This means that the data may then only be used for accounting and tax purposes.

### **13. Disclosure of data to third parties**

We only pass on your personal data if you have expressly consented, if there is a legal obligation to do so or if this is necessary to enforce our rights, in particular to enforce claims arising from the contractual relationship. In addition, we pass on your data to third parties Data insofar as this is necessary in the context of the use of the website and the processing of contracts (also outside the website), namely the processing of your bookings.

A service provider to whom the personal data collected via the website is transferred or who has or may have access to it is our web host ClearMedia | Datencenter hoch Zwei, Flüelast-rasse 27, 8074 Zurich, Switzerland. The website is hosted on servers in Zurich, Switzerland. The data is transferred for the purpose of providing and maintaining the functionalities of our website. This is our legitimate interest within the meaning of Art. 6 para. 1 lit. f DSGVO.

Finally, when you pay by credit card on the website, we forward your credit card information to your credit card issuer and to the credit card acquirer. If you decide to pay by credit card, you will be asked to enter all mandatory information. The legal basis for passing on the data is the fulfilment of a contract in accordance with Art. 6 Para. 1 lit. b DSGVO. Regarding the processing of your credit card information by these third parties, we ask you to also read the general terms and conditions as well as the privacy policy of your credit card issuer.

Please also note the information in sections 7-8 and 10-11 regarding the transfer of data to third parties.

### **14. Transfer of personal data abroad**

We are also entitled to transfer your personal data to third party companies (commissioned service providers) abroad for the purpose of the data processing described in this data protection declaration. These are obligated to data protection to the same extent as we ourselves. If the level of data protection in a country does not correspond to that in Switzerland or the EU, we will ensure by contract that the protection of your personal data corresponds to that in Switzerland or the EU at all times.

## **D. Further information**

### **15. Right to information, rectification, erasure and restriction of processing; right to data portability**

You have the right to request information about the personal data we have stored about you. In addition, you have the right to have incorrect data corrected and the right to have your personal data deleted, insofar as this does not conflict with a legal obligation to retain the data or an authorisation that allows us to process the data.

You also have the right to demand that we return the data you have given us (right to data portability). On request, we will also pass the data on to a third party of your choice. You have the right to receive the data in a common file format.

You can contact us for the aforementioned purposes via the e-mail address [info@swiss-chalet.ch](mailto:info@swiss-chalet.ch). We may, at our discretion, require proof of identity to process your applications.

### **16. Data security**

We use appropriate technical and organisational security measures to protect your personal data stored with us against manipulation, partial or complete loss and against unauthorised access by third parties. Our security measures are continuously improved in line with technological developments.

You should always keep your access data confidential and close the browser window when you have finished communicating with us, especially if you share the computer with others. We also take internal data protection very seriously. Our employees and the service companies commissioned by us have been obliged by us to maintain confidentiality and to comply with the provisions of data protection law.

### **17. Note on data transfers to the USA**

For the sake of completeness, we would like to point out for users resident or domiciled in Switzerland that there are surveillance measures in place in the USA by US authorities which generally allow the storage of all personal data of all persons whose data has been transferred from Switzerland to the USA. This is done without any differentiation, limitation or exception based on the objective pursued and without any objective criterion that would make it possible to limit the access of the US authorities to the data and their subsequent use to very specific, strictly limited purposes that are capable of justifying the intrusion associated with both access to and use of this data. Furthermore, we would like to point out that in the USA, there are no legal remedies available to data subjects from Switzerland that would allow them to gain access to the data concerning them and to obtain their correction or deletion, or that there is no effective judicial legal protection against general access rights of US authorities.



We explicitly draw the attention of the data subject to this legal and factual situation in order to make an appropriately informed decision to consent to the use of his or her data.

We would like to point out to users residing in a member state of the EU that the USA does not have a sufficient level of data protection from the perspective of the European Union - among other things due to the issues mentioned in this section. Insofar as we have explained in this privacy statement that recipients of data (such as Google) are based in the USA, we will ensure either through contractual arrangements with these companies or by ensuring that these companies are certified under the EU or Swiss-US Privacy Shield that your data is protected with our partners with an appropriate level.

### **18. Right to complain to a data protection supervisory authority**

You have the right to complain to a data protection supervisory authority at any time.

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