

# Information on data processing pursuant to Articles 13, 14 GDPR

This information on data processing applies to the online services of Classik Hotel Collection GmbH, which can be accessed under the domain [classik-business-space.com](https://classik-business-space.com) and the various subdomains (“our website”). In addition, we would like to inform you how we store and use personal data that we have received via other channels.

Classik Hotel Collection GmbH aligns in particular with the EU General Data Protection Regulation (GDPR) and the current German Federal Data Protection Act (BDSG). When using the internet, we base our protection of your personal data on the Telecommunications–Digital Services Data Protection Act (TDDDG) of the Federal Republic of Germany. Below we explain what information we collect during your visit to our website and how it is used.

Who is responsible and how can I contact you?

Controller

for the processing of personal data within the meaning of the EU General Data Protection Regulation (GDPR)

Classik Hotel Collection GmbH

Rosenstrasse 1

10178 Berlin

DE

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[info@classik-hotel-collection.com](mailto:info@classik-hotel-collection.com)

Data Protection Officer

Data Solution LUD GmbH

Kay Kühnel

[k.kuehnel@ds-lud.de](mailto:k.kuehnel@ds-lud.de)

What is this about?

This privacy policy fulfills the legal requirements for transparency in the processing of personal data. This includes all information relating to an identified or identifiable natural person. This includes, for example, information such as your name, age, address, telephone number, date of birth, email address, IP address, or user behavior when visiting a website. Information for which we cannot (or only with disproportionate effort) establish a connection to your person, e.g. through anonymization, is not personal data. The processing of personal data (e.g. collection, querying, use, storage, or transmission) always requires a legal basis and a defined purpose.

Stored personal data will be deleted as soon as the purpose of the processing has been achieved and there are no legitimate reasons for further retention. We inform you in the individual processing operations about the specific storage periods and/or criteria for storage. Regardless of this, in individual cases we store your personal data for the assertion, exercise, or defense of legal claims and where statutory retention obligations exist.

General information on data processing

In principle, we collect and use our users’ personal data only insofar as this is necessary to provide a functioning website and our content and services. The collection and use of our users’ personal data generally takes place only with the user’s consent. An exception applies in cases where obtaining prior consent is not possible for factual reasons and the processing of the data is permitted by statutory provisions.

Legal basis for the processing of personal data

Insofar as we, for processing operations involving personal data,

- obtain the data subject’s consent, Art. 6(1)(a) GDPR serves as the legal basis.
- process personal data that is necessary for the performance of a contract to which the data subject is a party, Art. 6(1)(b) GDPR serves as the legal basis. This also applies to processing operations necessary to carry out pre-contractual measures.
- process personal data to comply with a legal obligation (statutory provisions) to which our company is subject (e.g. Federal Registration Acts), Art. 6(1)(c) GDPR serves as the legal basis.
- process data to safeguard a legitimate interest of our company or a third party and the interests, fundamental rights, and freedoms of the data subject do not override the former interest, Art. 6(1)(f) GDPR serves as the legal basis.

#### Data deletion and storage period

The personal data of the data subject will be deleted or blocked as soon as the purpose of storage no longer applies. Storage may also take place if provided for by the European or national legislator in EU regulations, laws, or other provisions to which the controller is subject. Data will also be blocked or deleted when a storage period prescribed by the aforementioned provisions expires, unless further storage is necessary for the conclusion of a contract or for the performance of a contract.

#### Who receives your data?

We only pass on your personal data processed on our website to third parties if this is necessary to fulfill the purposes and is covered in individual cases by the legal basis (e.g. consent or safeguarding legitimate interests). In addition, in individual cases we pass on personal data to third parties if this serves the assertion, exercise, or defense of legal claims. Possible recipients may include, for example, law enforcement authorities, lawyers, auditors, courts, etc.

If we use service providers for the operation of our website who process personal data on our behalf within the framework of processing on behalf pursuant to Art. 28 GDPR, these may be recipients of your personal data. Further information on the use of processors and web services can be found in the overview of the individual processing operations.

#### Email contact

You can contact our employees via the email addresses provided. If you make use of this option, the personal data transmitted with the email will be stored in our email system.

#### Legal basis for data processing

The legal basis for processing the data is initially our legitimate interest in data processing in the context of contact initiated by the inquirer. If the contact aims at concluding a contract, the additional legal basis for processing is within the context of a contractual relationship.

#### Purpose of data processing

The processing of personal data serves solely to process the contact request and the conversation.

#### Storage period

The data will be deleted as soon as it is no longer necessary to achieve the purpose for which it was collected. For personal data sent by email, this is the case when the respective conversation has ended. The conversation is deemed ended when, based on the circumstances, it can be assumed that the matter concerned has been conclusively clarified.

#### Right to object

You have the option at any time to object to the processing of your data. For this purpose, we have set up the email address [widerruf@classik-hotel-collection.com](mailto:widerruf@classik-hotel-collection.com). We point out that in the event of an objection, the conversation cannot be continued or we may not be able to prepare offers, etc. All personal data stored in the course of making contact will be deleted in this case.

#### Business customers

For the support, consulting, and marketing to corporate customers, we collect and use—additionally to the business partner or potential business partner—the contact person, telephone number, and postal address. We receive this information from various sources, either via an inquiry (email or telephone) or via events, trade fairs, business cards our sales staff receive, etc.

#### Purpose and legal basis for data processing

We use these contact details exclusively for our own purposes and for needs-based design of our sales activities. The legal basis for processing is our legitimate interest in data processing. If contact aims at concluding a contract, the additional legal basis for processing is the pre-contractual relationship and/or contractual relationship. To improve our services, we manage all data received in the CRM module of our central hotel software. In this context, the data is not passed on to third parties.

#### Storage period

As a rule, no deletion period is предусмотр. However, if our sales department has had no contact with the company contact within 3 years, the sales department will decide whether the contact person of the company contact will be deleted.

If the contact constitutes a pre-contractual relationship (offer, booking, or reservation inquiry), the transmitted data will additionally be stored in our hotel software and used to perform the contract. If no contractual relationship arises, we delete the data after one year at year-end.

## Right to object

As a company contact, you have the option at any time to object to the processing of your data. For this purpose, we have set up the email address [widerruff@classik-hotel-collection.com](mailto:widerruff@classik-hotel-collection.com). All personal data of the contact person stored for the business partner will be deleted in this case.

## Data processing outside the European Union

Insofar as personal data is processed outside the European Union, you can refer to the previous explanations.

## What rights do you have?

If personal data concerning you is processed, you are a data subject within the meaning of the GDPR and you have the following rights vis-à-vis the controller:

- You have the right to obtain information about the personal data stored about you, the purposes of processing, any transfers to other entities, and the duration of storage.
- If data is incorrect or no longer necessary for the purposes for which it was collected, you may request rectification, deletion, or restriction of processing. Where provided for in the processing procedures, you may also view and, if necessary, correct your data yourself.
- If reasons arise from your particular personal situation against the processing of your personal data, you may object to such processing insofar as it is based on a legitimate interest. The controller will no longer process the personal data concerning you unless it can demonstrate compelling legitimate grounds for the processing that override your interests, rights, and freedoms, or the processing serves the assertion, exercise, or defense of legal claims.
- If personal data concerning you is processed for direct marketing purposes, you have the right to object at any time to the processing of personal data concerning you for such advertising; this also applies to profiling insofar as it is associated with such direct marketing. If you object to processing for direct marketing or profiling purposes, the personal data concerning you will no longer be processed for these purposes.

You have the right to withdraw your data protection consent at any time. The withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal.

If you have questions about your rights and how to exercise them, please contact the management or the Data Protection Officer.

## Your right to lodge a complaint with a supervisory authority

As a data subject, without prejudice to any other administrative or judicial remedy, you have the right to lodge a complaint with a data protection supervisory authority, in particular in the Member State of your habitual residence, your place of work, or the place of the alleged infringement, if you believe that the processing of personal data concerning you violates data protection law.

The supervisory authority with which the complaint has been lodged will inform you of the status and outcome of the complaint, including the possibility of a judicial remedy.

More information can be found on the website of the Federal Commissioner for Data Protection and Freedom of Information. Follow the link:

[https://www.bfdi.bund.de/DE/Service/Kontakt/Beschwerdeformular/Info\\_OnlineBeschwerde.html](https://www.bfdi.bund.de/DE/Service/Kontakt/Beschwerdeformular/Info_OnlineBeschwerde.html) .

## Security

We use technical and organizational security measures in accordance with Art. 32 GDPR to protect your data managed by us against accidental or intentional manipulation, loss, destruction, or access by unauthorized persons. Our security measures are continuously improved in line with technological developments. Access is granted only to a few authorized persons who are subject to special data protection obligations and are involved in the technical, administrative, or editorial handling of data.

For security reasons and to protect the transmission of confidential content that you send to us as the website operator, our website uses SSL/TLS encryption. This means that data you transmit via this website cannot be read by third parties. You can recognize an encrypted connection by the "https://" address line in your browser and the lock symbol in the browser line.

## How is your data processed on the website in detail?

Below we provide information about the individual processing operations, the scope and purpose of data processing, the legal basis, the obligation to provide your data, and the respective storage duration. Automated decision-making in individual cases, including profiling, does not take place.

## Do we use cookies?

Cookies are small text files that are sent by us to the browser of your end device during your visit to our websites and stored there. As an alternative to cookies, information can also be stored in your

browser's local storage. Some functions of our website cannot be offered without the use of cookies or local storage (technically necessary cookies). Other cookies, however, enable various analyses, so that, for example, we can recognize the browser you use when you revisit our website and transmit various information to us (non-essential cookies). With the help of cookies, we can, among other things, make our online offering more user-friendly and effective by tracking your use of our website and determining your preferred settings (e.g. country and language settings). If third parties process information via cookies, they collect the information directly via your browser. Cookies do not cause any damage to your end device. They cannot execute programs and do not contain viruses.

We provide information about the respective services for which we use cookies in the individual processing operations. Detailed information about the cookies used can be found in the cookie settings or in the consent manager of this website.

#### Cookies used

Domain Name Description Storage period

classik-business-space.com \_ga This cookie name is associated with Google Universal Analytics – an important update for Google's more frequently used analytics service. This cookie is used to distinguish unique users by assigning a randomly generated number as a client ID. It is included in each page request on a website and is used to calculate visitor, session and campaign data for the website's analytics reports. By default it expires after 2 years, although this can be adjusted by website owners. approx. 1 year

classik-business-space.com \_ga\_Q3584TQZDY To generate statistical data on how the visitor uses the service approx. 1 year

classik-business-space.com \_ga\_SSLVMEQ01K\_Los approx. 1 year

classik-business-space.com \_gat\_gtag\_UA\_178155533\_2 Google Analytics 1 minute

classik-business-space.com \_gcl\_au Used by Google AdSense to experiment with the efficiency of advertising on websites that use its services approx. 3 months

classik-business-space.com \_gid This cookie name is associated with Google Universal Analytics. This appears to be a new cookie and since spring 2017 no information is available from Google. It appears to store and update a unique value for each visited page. approx. 1 day

classik-business-space.com \_wpfuid This cookie is used by WordPress to identify a unique user ID and improve website functionality through a better user experience. approx. 1 year

classik-business-space.com wp-wpml\_current\_language This cookie is used to store the current language of the website user. It is usually associated with the WordPress plugin WPML, which is used to manage multilingual websites. Session

#### Provision of the website

When you access and use our website, we collect the personal data that your browser automatically transmits to our server. The following information is temporarily stored in a so-called log file:

- IP address of the requesting computer
- Date and time of access
- Name and URL of the retrieved file
- Website from which access is made (referrer URL)
- Browser used and, if applicable, the operating system of your computer, as well as the name of your access provider

Our website is not hosted by us, but by a service provider who processes the aforementioned data on our behalf pursuant to Art. 28 GDPR for this purpose.

#### Purpose and legal basis

Processing is carried out to safeguard our overriding legitimate interest in displaying our website and ensuring its security and stability on the basis of Art. 6(1)(f) GDPR. The collection of data and storage in log files is absolutely necessary for operating the website. A right to object to processing does not exist due to the exception under Art. 21(1) GDPR. If further storage of the log files is required by law, processing is carried out on the basis of Art. 6(1)(c) GDPR. There is no legal or contractual obligation to provide the data; however, accessing our website is technically impossible without providing the data.

#### Storage period

The aforementioned data is stored for the duration of the display of the website [and, for technical reasons, beyond this for a maximum of [7 days]].

#### Contact form

On our website, we offer you the option to contact us via a provided form. The information collected

via mandatory fields is required in order to process the request. In addition, you may voluntarily provide additional information that you consider necessary for processing your inquiry.

When using the contact form, your personal data is not passed on to third parties.

#### Purpose and legal basis

Processing of your data through the use of our contact form takes place for the purpose of communication and processing your request on the basis of your consent pursuant to Art. 6(1)(a) GDPR. If your request relates to an existing contractual relationship with us, processing takes place for the purpose of fulfilling the contract on the basis of Art. 6(1)(b) GDPR. There is no legal or contractual obligation to provide your data; however, processing your request is not possible without providing the information in the mandatory fields. If you do not wish to provide this data, please contact us by other means.

#### Storage period

If you use the contact form on the basis of your consent, we store the data collected for each request for a period of three years, starting from completion of your request or until you withdraw your consent.

If you use the contact form within a contractual relationship, we store the data collected for each request for a period of three years from the end of the contractual relationship.

#### Presences on social media platforms

We maintain fan pages/accounts or channels on the networks listed below in order to provide you with information and offers within social networks and to offer you additional ways to contact us and learn about our offerings. Below we inform you what data we and/or the respective social network processes from you in connection with accessing and using our fan pages/accounts.

#### Data that we process from you

If you wish to contact us via messenger or direct message on the respective social network, we generally process your username through which you contact us and, if applicable, store further data you provide insofar as this is necessary to process/answer your request.

The legal basis is Art. 6(1) sentence 1(f) GDPR (processing is necessary to safeguard the controller's legitimate interests).

#### (Static) usage data that we receive from the social networks

We receive automatically provided statistics regarding our accounts via insights functionalities. The statistics include, among other things, the total number of page views, likes, information on page activity and post interactions, reach, video views/impressions, and information on the proportion of men/women among our fans/followers.

The statistics contain only aggregated data that cannot be related to individual persons. We cannot identify you from this.

#### Data processed by the social networks about you

To view the content of our fan pages/accounts, you do not need to be a member of the respective social network and no user account for the respective social network is required in this respect. Please note, however, that when accessing the respective social network, the social networks also collect and store data from website visitors without a user account (e.g. technical data to display the website) and use cookies and similar technologies, over which we have no influence. Details can be found in the privacy policies of the respective social network (see the corresponding links above).

If you wish to interact with the content on our fan pages/accounts, e.g. comment on, share or like our posts, and/or contact us via messenger functions, prior registration with the respective social network and the provision of personal data is required.

We have no influence on data processing by the social networks as part of your use. To the best of our knowledge, your data is stored and processed in particular in connection with the provision of the services of the respective social network and also for analysis of user behavior (using cookies, pixels/web beacons and similar technologies), on the basis of which interest-based advertising is played out both within and outside the respective social network. It cannot be ruled out that your data is also stored outside the EU/EEA by the social networks and passed on to third parties.

Information, among other things, on the exact scope and purposes of the processing of your personal data, the storage period/deletion, and guidelines on the use of cookies and similar technologies within the framework of registration and use of the social networks can be found in the privacy policies/cookie guidelines of the social networks. There you will also find information on your rights and options to object.

#### Facebook page

When visiting our Facebook page, Facebook (Meta) collects, among other things, your IP address and other information that is stored on your PC in the form of cookies. This information is used to provide us, as the operator of the Facebook pages, with statistical information about the use of the Facebook page. Facebook provides more information at the following link:

<https://facebook.com/help/pages/insights>.

Based on the transmitted statistical information, it is not possible for us to draw conclusions about individual users. We use this only to respond to the interests of our users, to continuously improve our online presence, and to ensure its quality.

We collect your data via our fan page only in order to enable possible communication and interaction with us. This collection generally includes your name, message content, comment content, and the profile information you have made “publicly” available.

Processing of your personal data for our above-mentioned purposes is based on our legitimate business and communication interest in offering an information and communication channel pursuant to Art. 6(1)(f) GDPR. If you, as a user, have given consent to data processing to the respective social network provider, the legal basis for processing extends to Art. 6(1)(a) and Art. 7 GDPR.

Since the actual data processing is carried out by the provider of the social network, our access options to your data are limited. Only the provider of the social network is authorized to have full access to your data. Therefore, only the provider can directly implement measures to fulfill your user rights (request for information, deletion request, objection, etc.). Exercising these rights is therefore most effective directly with the respective provider.

We are jointly responsible with Facebook for the personal data content of the fan page. Data subject rights can be asserted with Meta Platforms Ireland Ltd. as well as with us.

The primary responsibility for processing insights data lies with Facebook pursuant to the GDPR, and Facebook fulfills all obligations under the GDPR with regard to the processing of insights data; Meta Platforms Ireland Ltd. provides the essence of the page insights addendum to the data subjects.

We make no decisions regarding the processing of insights data and the storage period of cookies on users' end devices.

Further information can be found directly at Facebook (addendum agreement with Facebook):

[https://www.facebook.com/legal/terms/page\\_controller\\_addendum](https://www.facebook.com/legal/terms/page_controller_addendum).

Further information, among other things, on the exact scope and purposes of the processing of your personal data, the storage period/deletion as well as guidelines on the use of cookies and similar technologies within the framework of registration and use can be found in Facebook's privacy policy/cookie guidelines:

[https://www.facebook.com/privacy/policy/?entry\\_point=data\\_policy\\_redirect&entry=0](https://www.facebook.com/privacy/policy/?entry_point=data_policy_redirect&entry=0)

<https://www.facebook.com/policies/cookies>

#### Instagram page

When visiting our Instagram page, Instagram (Meta) collects, among other things, your IP address and other information that is stored on your PC in the form of cookies. This information is used to provide us, as the operator of the Instagram pages, with statistical information about the use of the Instagram page. Instagram provides more information at the following link (note: by clicking the link below you will be taken to the website of the social network Facebook, also part of the Meta Group. The information provided via the link applies equally to the social network Instagram):

<https://facebook.com/help/pages/insights>.

Based on the transmitted statistical information, it is not possible for us to draw conclusions about individual users. We use this only to respond to the interests of our users, to continuously improve our online presence, and to ensure its quality.

We collect your data via our fan page only in order to enable possible communication and interaction with us. This collection generally includes your name, message content, comment content, and the profile information you have made “publicly” available.

Processing of your personal data for our above-mentioned purposes is based on our legitimate business and communication interest in offering an information and communication channel pursuant to Art. 6(1)(f) GDPR. If you, as a user, have given consent to data processing to the

respective social network provider, the legal basis for processing extends to Art. 6(1)(a) and Art. 7 GDPR.

Since the actual data processing is carried out by the provider of the social network, our access options to your data are limited. Only the provider of the social network is authorized to have full access to your data. Therefore, only the provider can directly implement measures to fulfill your user rights (request for information, deletion request, objection, etc.). Exercising these rights is therefore most effective directly with the respective provider.

We are jointly responsible with Instagram for the personal data content of the fan page. Data subject rights can be asserted with Meta Platforms Ireland Ltd. as well as with us.

The primary responsibility for processing insights data lies with Instagram pursuant to the GDPR, and Instagram fulfills all obligations under the GDPR with regard to the processing of insights data; Meta Platforms Ireland Ltd. provides the essence of the page insights addendum to the data subjects.

We make no decisions regarding the processing of insights data and the storage period of cookies on users' end devices.

Further information can be found directly at Instagram (addendum agreement with Facebook): [https://www.facebook.com/legal/terms/page\\_controller\\_addendum](https://www.facebook.com/legal/terms/page_controller_addendum).

Further information, among other things, on the exact scope and purposes of the processing of your personal data, the storage period/deletion as well as guidelines on the use of cookies and similar technologies within the framework of registration and use can be found in Instagram's privacy policy/cookie guidelines (note: clicking the link below will take you to the website of the social network Facebook):

[https://help.instagram.com/519522125107875/?helpref=uf\\_share](https://help.instagram.com/519522125107875/?helpref=uf_share)

This information can also be viewed in the help section of Instagram's website via the following link: <https://help.instagram.com/581066165581870>

#### LinkedIn page

LinkedIn is a social network operated by LinkedIn Inc., headquartered in Sunnyvale, California, USA, which enables the creation of private as well as professional profiles of natural persons and company profiles. Users can maintain existing contacts and make new ones within the social network. Companies and other organizations can create profiles on which photos and other company information are uploaded in order to present themselves as employers and to recruit employees. Other LinkedIn users have access to this information and can write their own articles and share this content with others. The network focuses on professional exchange on specialist topics with people who share the same professional interests.

When using or visiting the network, LinkedIn automatically collects data from users or visitors, such as username, job title and IP address. This is done using various tracking technologies. LinkedIn uses the collected data, among other things, to provide users with information, offers and recommendations.

We collect your data via our company profile only in order to enable possible communication and interaction with us. This collection generally includes your name, message content, comment content, and the profile information you have made "publicly" available.

Processing of your personal data for our above-mentioned purposes is based on our legitimate business and communication interest in offering an information and communication channel pursuant to Art. 6(1)(f) GDPR. If you, as a user, have given consent to data processing to the respective social network provider, the legal basis for processing extends to Art. 6(1)(a) and Art. 7 GDPR.

Since the actual data processing is carried out by the provider of the social network, our access options to your data are limited. Only the provider of the social network is authorized to have full access to your data. Therefore, only the provider can directly implement measures to fulfill your user rights (request for information, deletion request, objection, etc.). Exercising these rights is therefore most effective directly with the respective provider.

We are jointly responsible with LinkedIn for the personal data content of our company profile. Data subject rights can be asserted with LinkedIn Inc. as well as with us.

We make no decisions regarding the data collected on LinkedIn's pages by means of tracking technologies.

More information about LinkedIn can be found at: <https://about.linkedin.com>.

More information about data protection at LinkedIn can be found at:

<https://www.linkedin.com/legal/privacy-policy>.

More information about storage duration/deletion as well as guidelines on the use of cookies and similar technologies within the framework of registration and use at LinkedIn can be found at:

[https://de.linkedin.com/legal/cookie-policy?trk=homepage-basic\\_footer-cookie-policy](https://de.linkedin.com/legal/cookie-policy?trk=homepage-basic_footer-cookie-policy).

#### XING page

XING is a social network operated by New Work SE, headquartered in Hamburg, Germany, which enables the creation of private as well as professional profiles of natural persons and company profiles. Users can maintain existing contacts and make new ones within the social network.

Companies and other organizations can create profiles on which photos and other company information are uploaded in order to present themselves as employers and to recruit employees.

Other XING users have access to this information and can write their own articles and share this content with others. The network focuses on professional exchange on specialist topics with people who share the same professional interests.

When using or visiting the network, XING or third parties used by it automatically collects data from users or visitors, such as username, job title and IP address. This is done using various tracking technologies. XING uses the collected data, among other things, to provide users with information, offers and recommendations.

We collect your data via our company profile only in order to enable possible communication and interaction with us. This collection generally includes your name, message content, comment content, and the profile information you have made “publicly” available.

Processing of your personal data for our above-mentioned purposes is based on our legitimate business and communication interest in offering an information and communication channel pursuant to Art. 6(1)(f) GDPR. If you, as a user, have given consent to data processing to the respective social network provider, the legal basis for processing extends to Art. 6(1)(a) and Art. 7 GDPR.

Since the actual data processing is carried out by the provider of the social network, our access options to your data are limited. Only the provider of the social network is authorized to have full access to your data. Therefore, only the provider can directly implement measures to fulfill your user rights (request for information, deletion request, objection, etc.). Exercising these rights is therefore most effective directly with the respective provider.

We are jointly responsible with XING for the personal data content of our company profile. Data subject rights can be asserted with New Work SE as well as with us.

We make no decisions regarding the data collected on XING’s pages by means of tracking technologies.

More information about XING can be found at: <https://corporate.xing.com/de/unternehmen>.

More information about data protection at XING can be found at:

<https://privacy.xing.com/de/datenschutzerklaerung>.

#### Use of analytics, advertising and tracking tools and other services on our website

To make our website as pleasant and convenient as possible for you as a user, we sometimes use services from external providers. Below you have the opportunity to learn about the data protection provisions regarding the use and application of the services and functions used, so that you may also exercise your rights with these providers if necessary.

#### Google Analytics

Our website uses Google Analytics 4, a web analytics service of Google LLC. The controller for users in the EU/EEA and Switzerland is Google Ireland Limited, Google Building Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland (“Google”).

Google Analytics uses cookies that enable an analysis of your use of our website. The information collected by means of the cookies about your use of this website is generally transmitted to a Google server in the USA and stored there.

We use the User-ID function. With the help of the User ID, we can assign a unique, permanent ID to one or more sessions (and the activities within these sessions) and analyze user behavior across devices.

We also use Google Signals. This captures additional information in Google Analytics about users who have activated personalized ads (interests and demographic data) and ads can be delivered to these users in cross-device remarketing campaigns.

In Google Analytics 4, IP anonymization is activated by default. Due to IP anonymization, your IP address is shortened by Google within Member States of the European Union or in other states party 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. According to Google, the IP address transmitted by your browser as part of Google Analytics is not merged with other Google data.

During your visit to the website, your user behavior is recorded in the form of “events”. Events can be:

- Page views
- First visit to the website
- Start of session
- Your “click path”, interaction with the website
- Scrolls (whenever a user scrolls to the end of the page (90%))
- Clicks on external links
- Internal search queries
- Interaction with videos
- File downloads
- Viewed / clicked ads
- Language setting

In addition, the following is recorded:

- Your approximate location (region)
- Your IP address (in shortened form)
- Technical information about your browser and the end devices you use (e.g. language setting, screen resolution)
- Your internet provider
- The referrer URL (via which website/which advertising medium you came to this website)

Purposes of processing

On our behalf, Google will process the transmitted information to evaluate the use of the website by website visitors and to compile reports on website activities. The reports provided by Google Analytics are used by us to analyze the performance of the website.

Recipients

Recipients of the data are/can be:

- Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (as processor pursuant to Art. 28 GDPR)
- Google LLC, 1600 Amphitheatre Parkway Mountain View, CA 94043, USA
- Alphabet Inc., 1600 Amphitheatre Parkway Mountain View, CA 94043, USA

It cannot be ruled out that US authorities may access the data stored by Google.

Transfer to third countries

Insofar as data is processed outside the EU/EEA and there is no level of data protection corresponding to European standards, we have concluded EU standard contractual clauses with the service provider to establish an adequate level of data protection. The parent company of Google Ireland, Google LLC, is headquartered in California, USA. A transfer of data to the USA and access by US authorities to the data stored by Google cannot be ruled out. From a data protection perspective, the USA is currently considered a third country. You do not have the same rights there as within the EU/EEA. You may not have any legal remedies against access by authorities.

Storage period

The data sent by us and linked to cookies is automatically deleted after 14 months. Deletion of data whose retention period has been reached takes place automatically once a month.

Legal basis and withdrawal

We process your data with the help of Google Analytics 4 on the basis of your consent pursuant to Art. 6(1)(a) GDPR in conjunction with § 25 TDDDG. Your consent. You give your consent by setting cookie preferences (cookie banner / consent manager), with which you can also declare your withdrawal pursuant to Art. 7(3) GDPR at any time with effect for the future.

You can also prevent the storage of cookies from the outset by setting your browser software accordingly. However, if you configure your browser to reject all cookies, this may result in

restrictions of functionalities on this and other websites. You can also prevent the collection of the data generated by the cookie and related to your use of the website (including your IP address) by Google and the processing of this data by Google by (I) not giving your consent to the setting of the cookie or (II) downloading and installing the browser add-on to deactivate Google Analytics here <https://tools.google.com/dlpage/gaoptout?hl=de>.

Further information can be found in the terms of use <https://marketingplatform.google.com/about/analytics/terms/de/> and in Google's privacy policy <https://policies.google.com/?hl=de>.

#### Google Tag Manager

We use Google Tag Manager of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Google Tag Manager is used to manage website tags via an interface and enables us to control the precise integration of services on our website.

This allows us to flexibly integrate additional services in order to evaluate users' access to our website.

#### Purpose and legal basis

The use of Google Tag Manager is based on your consent pursuant to Art. 6(1)(a) GDPR and § 25(1) TDDDG.

We intend to transfer personal data to third countries outside the European Economic Area, in particular the USA. The transfer of data to the USA takes place pursuant to Art. 45(1) GDPR on the basis of the adequacy decision of the European Commission. The participating US companies and/or their US subcontractors are certified under the EU-U.S. Data Privacy Framework (EU-U.S. DPF).

In cases where no adequacy decision of the European Commission exists (including US companies that are not certified under the EU-U.S. DPF), we have agreed with the recipients of the data on other appropriate safeguards within the meaning of Art. 44 et seq. GDPR. These are—unless otherwise stated—standard contractual clauses of the EU Commission pursuant to Implementing Decision (EU) 2021/914 of 4 June 2021. A copy of these standard contractual clauses can be viewed at <https://eur-lex.europa.eu/legal-content/DE/TXT/HTML/?uri=CELEX:32021D0914&from=DE>.

In addition, prior to such a third-country transfer we obtain your consent pursuant to Art. 49(1) sentence 1(a) GDPR, which you provide via the consent manager (or other forms, registrations, etc.). We point out that transfers to third countries may involve risks that are unknown in detail (e.g. processing of data by security authorities of the third country, the exact scope and consequences of which are unknown to us, over which we have no influence and of which you may not become aware).

#### Storage period

The specific storage period of the processed data cannot be influenced by us; it is determined by Google Ireland Limited. Further information can be found in the privacy policy for Google Tag Manager: <https://marketingplatform.google.com/about/analytics/tag-manager/use-policy/>.

#### Google reCAPTCHA

We have integrated components of Google reCAPTCHA on our website. Google reCAPTCHA is a service of Google Ireland Limited and enables us to distinguish whether a contact request originates from a natural person or is automated by a program. If you access this content, a connection to servers of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland is established, whereby your IP address and, if applicable, browser data such as your user agent are transmitted. In addition, Google reCAPTCHA records the user's length of stay and mouse movements in order to distinguish automated requests from human ones. This data is processed exclusively for the purposes mentioned above and to maintain the security and functionality of Google reCAPTCHA.

#### Purpose and legal basis

The use of Google reCAPTCHA is based on your consent pursuant to Art. 6(1)(a) GDPR and § 25(1) TDDDG

We intend to transfer personal data to third countries outside the European Economic Area, in particular the USA. The transfer of data to the USA takes place pursuant to Art. 45(1) GDPR on the basis of the adequacy decision of the European Commission. The participating US companies and/or their US subcontractors are certified under the EU-U.S. Data Privacy Framework (EU-U.S. DPF).

In cases where no adequacy decision of the European Commission exists (including US companies that are not certified under the EU-U.S. DPF), we have agreed with the recipients of the data on other appropriate safeguards within the meaning of Art. 44 et seq. GDPR. These are—unless otherwise stated—standard contractual clauses of the EU Commission pursuant to Implementing Decision (EU) 2021/914 of 4 June 2021. A copy of these standard contractual clauses can be viewed at <https://eur-lex.europa.eu/legal-content/DE/TEXT/HTML/?uri=CELEX:32021D0914&from=DE>.

In addition, prior to such a third-country transfer we obtain your consent pursuant to Art. 49(1) sentence 1(a) GDPR, which you provide via the consent manager (or other forms, registrations, etc.). We point out that transfers to third countries may involve risks that are unknown in detail (e.g. processing of data by security authorities of the third country, the exact scope and consequences of which are unknown to us, over which we have no influence and of which you may not become aware).

#### Storage period

The specific storage period of the processed data cannot be influenced by us; it is determined by Google Ireland Limited. Further information can be found in the privacy policy for Google reCAPTCHA: <https://policies.google.com/privacy?hl=en-US>.

#### Triptease

On this website we use Triptease, a service of Triptease Ltd, . We may pass on and use a limited part of your information (such as room search, email address and name, insofar as you provide these) to Triptease in order to collect data for analytical purposes when you visit our website to book a stay with us. Triptease analyzes your use of our website and tracks it using cookies and similar technologies so that we can improve our service for you.

#### Purpose and legal basis

We use Triptease to analyze user behavior. The legal basis for the use of Triptease is your consent pursuant to Art. 6(1)(a) GDPR and § 25(1) TDDDG.

#### Storage period

The specific storage period of the processed data cannot be influenced by us; it is determined by Triptease Ltd. Further information can be found in the privacy policy for Triptease: <https://triptease.com/en/privacy-policy/>.

#### Changes to this privacy notice

We revise this privacy notice when changes are made to this website or on other occasions that make this necessary. The current version can always be found on this website.

Last updated on 22.11.2025