

# Privacy policy

Responsible party pursuant to data protection laws, in particular the EU General Data Protection Regulation (GDPR), is  
Hotel Adler Zürich

## Your rights as the data subject

You can exercise the following rights at any time using the contact details of our data protection officer:

- Information on your data stored by us and the processing thereof (Art. 15 GDPR),
- Rectification of inaccurate personal data (Art. 16 GDPR),
- Deletion of your data stored by us (Art. 17 GDPR),
- Restriction of the data processing, provided that we may not delete your data due to legal obligations (Art. 18 GDPR),
- Objection to the processing of your data with us (Art. 21 GDPR) and
- Data portability, provide that you have consented to the data processing or have entered into a contract with us (Art. 20 GDPR).

If you have given us consent, you may withdraw it at any time, which will remain in effect in the future.

You can contact a supervisory authority with a complaint at any time, e.g. the supervisory authority of the state of your residence or the authority that oversees us as the responsible party.

You'll find a list of supervisory authorities (for the non-public area) with their respective addresses at: [https://www.bfdi.bund.de/DE/Infothek/Anschriften/Links/anschriften\\_links-node.html](https://www.bfdi.bund.de/DE/Infothek/Anschriften/Links/anschriften_links-node.html).

## Contact form

### Type and purpose of the processing

The data you enter are used for individual communication with you. A valid e-mail address and your name are required for this communication, which serves to organize your inquiry and the respective subsequent reply. Providing additional information is optional.

### Legal basis

The processing of the data entered in the contact form occurs on the basis of a legitimate interest (Art. 6 Para. 1 (f) GDPR).

By providing the contact form, our aim is to facilitate an uncomplicated means for you to contact us. The information you enter will be used to process the inquiry and saved for possible follow-up questions.

If you contact us to request an offer, the processing of the information provided in the contact form will occur in order to implement pre-contractual measures (Art. 6 Para. 1 (b) GDPR).

## **Recipients**

Recipients of the data may be processors.

## **Retention period**

The data will be deleted no later than 6 months after processing the inquiry. Provided that we enter into a contract together, we will use the statutory retention periods in the German Commercial Code (Handelsgesetzbuch) and delete your data according to the respective stipulated deadlines.

## **Mandatory or required provision**

The provision of your personal data is voluntary. However, we can only process your inquiry if you provide us with your name, e-mail address and the reason for your inquiry.

## **Using Google Analytics**

### **Type and purpose of the processing**

This website uses Google Analytics, a web analytics service of Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043 USA (hereinafter: 'Google'). Google Analytics uses so-called 'cookies', i.e. text files that are stored on your computer and allow an analysis of your use of the website. The information generated by the cookie about your use of this website is typically transmitted to a Google server in the U.S. and stored there. However, due to the activation of IP anonymisation on these websites, your IP address will be truncated beforehand by Google within the member states of the European Union or in other contracting states of the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be sent to a Google server in the U.S. and truncated there. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, summarise reports on website activities and provide other services related to website and Internet usage to the website operator. The IP address transferred from your browser as part of Google Analytics will not be combined with other data from Google. The data processing purposes are the website-use analysis and the summary of reports on activities on the website. Based on the use of the website and the Internet, other related services will be provided.

### **Legal basis**

The processing of the data occurs on the basis of the user's consent (Art. 6 Para. 1 (a) GDPR).

### **Recipients**

The recipient of the data is Google as the processor. For this, we have entered into the corresponding data-processing contract with Google.

### **Retention period**

The deletion of the data occurs as soon as they are no longer necessary for our recording-keeping purposes.

## **Third country transfers**

Google processes your data in the United States of America and is subject to the EU-U.S. Privacy Shield: <https://www.privacyshield.gov/EU-US-Framework>.

### **Mandatory or required provision**

The provision of your personal data is voluntary, based solely on your consent. If you prevent access, this can lead to functional limitations on the website.

### **Revocation of consent**

You can prevent the storage of cookies by a corresponding setting in your browser software; however, please note that in this case you may not be able to use all the functions of this website in their entirety. Furthermore, you can prevent the collected data generated by the cookie and the data related to your use of the website (including your IP address) being transmitted to Google, as well as the processing of this data by Google, by downloading and installing the browser plug-in available at the following link: [browser add-on to deactivate Google Analytics](#).

In addition, or as an alternative to the browser add-on, you can prevent tracking by Google Analytics on our web pages [by clicking this link](#), which will install an opt-out cookie on your device. This will prevent data collection by Google Analytics for this website and for this browser in the future, as long as the cookie remains installed in your browser.

### **Profiling**

With the assistance of the tracking tool Google Analytics, the browsing behaviour of the website visitors can be evaluated and their respective interests can be analysed. For this analysis, we create a pseudonymous user profile.

## **Using script libraries (Google Webfonts)**

### **Type and purpose of the processing**

In order to present our content correctly and graphically appealing across all browsers, we use 'Google Webfonts' from Google LLC (1600 Amphitheater Parkway, Mountain View, CA 94043, USA, hereinafter 'Google') to display fonts on this website.

You'll find the data protection guidelines of the library operator Google here: <https://www.google.com/policies/privacy/>

### **Legal basis**

Your consent is the legal basis for the integration of Google Webfonts and the associated data transfer to Google (Art. 6 Para. 1 (a) GDPR).

### **Recipients**

The use of script libraries or font libraries automatically triggers a connection to the operator of the library. It is theoretically possible – but currently also unclear whether and to what end – that the operator, in this case Google, will collect data.

## **Retention period**

We do not collect any personal data via the integration of Google Webfonts. You'll find additional information on Google Webfonts at <https://developers.google.com/fonts/faq> and in Google's privacy policy: <https://www.google.com/policies/privacy/>.

## **Third country transfers**

Google processes your data in the United States of America and is subject to the EU-U.S. Privacy Shield: <https://www.privacyshield.gov/EU-US-Framework>.

## **Mandatory or required provision**

The provision of your personal data is neither legally nor contractually required. However, the correct presentation of standard-fonts content is not possible without this provision.

## **Revocation of consent**

The programming language JavaScript is regularly used to display content. Thus, you can opt out of the data processing by disabling JavaScript execution in your browser or by installing a JavaScript blocker. Please note that this may result in functional limitations on the website.

## **Using Google Maps**

### **Type and purpose of the processing**

We use Google Maps on this website. Google Maps is operated by Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA (hereinafter 'Google'). This allows us to show you interactive maps directly on the website, allowing you to conveniently use the map feature.

You'll find additional information about Google's data processing [on the Google privacy policy page](#), where you can also change your personal privacy settings in the data protection center.

[Click here](#) for detailed instructions on how to manage your own data related to Google products.

### **Legal basis**

Your consent is the legal basis for the integration of Google Maps and the associated data transfer to Google (Art. 6 Para. 1 (a) GDPR).

### **Recipients**

By visiting the website, Google receives information that you have accessed the corresponding subpage of our website. This occurs regardless of whether Google provides a user account that you are logged into or if there is no user account. When you're logged into Google, your data will be directly assigned to your account.

If you do not want this assignment in your Google profile, you must log out of Google before activating the button. Google stores your data as usage profiles and uses them for advertising, market research and/or tailor-made design of its

website. Such an analysis occurs in particular (even for users who are not logged in) to provide needs-based advertising and to inform other users of the social network about your activities on our website. You have the right to object to the formation of these user profiles, but you must submit this objection to Google.

### **Retention period:**

We do not collect any personal data via the integration of Google Maps.

### **Third country transfers**

Google processes your data in the United States of America and is subject to the EU-U.S. Privacy Shield: <https://www.privacyshield.gov/EU-US-Framework>.

### **Revocation of consent**

If you do not want Google to collect, process or use information about you via our website, you can disable JavaScript in your browser settings. In this case, you cannot or only partially use our website.

### **Mandatory or required provision**

The provision of your personal data is voluntary, based solely on your consent. If you prevent access, this can lead to functional limitations on the website.

## **Embedded YouTube videos**

### **Type and purpose of the processing**

We embed YouTube videos on several of our websites. The operator of the respective plugins is YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA (hereinafter 'YouTube'). YouTube, LLC is a subsidiary of Google LLC, 1600 Amphitheater Pkwy, Mountain View, CA 94043, USA (hereinafter 'Google'). When you visit a page with the YouTube plug-in, a connection to YouTube's servers will be created, which tells YouTube which pages you visit. When you are logged into your YouTube account, YouTube can associate your browsing behaviour with you personally. You can prevent this by logging out of your YouTube account beforehand.

If a YouTube video is started, the provider uses cookies that collect information about user behaviour.

You will find additional information on the purpose and scope of the data collection and its processing by YouTube in the provider's privacy policy, as well as additional information on your rights and setting options for protecting your privacy (<https://policies.google.com/privacy>). Google processes your data in the United States of America and is subject to the EU-U.S. Privacy Shield: <https://www.privacyshield.gov/EU-US-Framework>.

### **Legal basis**

Your consent is the legal basis for the integration of YouTube and the associated data transfer to Google (Art. 6 Para. 1 (a) GDPR).

### **Recipients**

Visiting YouTube automatically triggers a connection to Google. .

### **Retention period and revocation of consent**

Everyone who has disabled the storage of cookies for the Google ad programme will not have to expect any cookies when watching YouTube videos. However, YouTube also stores non-personal usage information in other cookies. If you would like to prevent this, you must block the storage of cookies in the browser. You'll find additional information on data protection at 'YouTube' in the provider's privacy policy at: <https://policies.google.com/privacy>.

### **Third country transfers**

Google processes your data in the United States of America and is subject to the EU-U.S. Privacy Shield: <https://www.privacyshield.gov/EU-US-Framework>.

### **Mandatory or required provision**

The provision of your personal data is voluntary, based solely on your consent. If you prevent access, this can lead to functional limitations on the website.

## **Google AdWords**

### **Type and purpose of the processing**

Our website uses Google Conversion Tracking. The operating company of the Google AdWords services is Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA. If you have reached our website via a Google advertisement, Google Adwords will place a cookie on your computer. The conversion tracking cookie is used when a user clicks on an ad from Google.

If the user visits certain pages on our website, and the cookie has not expired, we and Google can recognise that the user clicked on the ad and was redirected to this page. Every Google AdWords customer receives a different cookie. Thus, cookies cannot be tracked by the websites of AdWords customers. The information gathered by the conversion cookie is used to generate conversion statistics for AdWords customers who have opted for conversion tracking. The customers see the total number of users who clicked on their advertisement and were redirected to a conversion tracking tag page. However, they do not receive information that personally identifies users.

### **Legal basis**

Your consent is the legal basis for the integration of Google AdWords and the associated data transfer to Google (Art. 6 Para. 1 (a) GDPR).

### **Recipients**

Whenever you visit our website, your personal information, including your IP address, is transferred to Google in the U.S. This personal information is saved by Google. Google may transfer such personal data collected through the technical process to third parties.

We do not receive information from Google that could identify the data subject.

### **Retention period**

These cookies lose their validity after 30 days and are not used for personal identification.

### **Third country transfers**

Google processes your data in the United States of America and is subject to the EU-U.S. Privacy Shield: <https://www.privacyshield.gov/EU-US-Framework>.

### **Revocation of consent**

If you do not want to participate in the tracking, you can reject the required cookie use – for example via a general browser setting that disables the automatic use of cookies or configures your browser to block cookies from the domain 'googleleadservices.com'.

Please note that you should not delete the opt-out cookies as long as you do not want to save measurement data. If you have deleted all your cookies in the browser, you must use the respective opt-out cookie again.

### **Mandatory or required provision**

The provision of your personal data is voluntary, based solely on your consent. If you prevent access, this can lead to functional limitations on the website.

## **Using Google Remarketing**

### **Type and purpose of the processing**

This website uses the remarketing function of Google Inc. The operating company of the Google Remarketing services is Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, United States (hereinafter "Google").

The function is designed to present interest-based ads to website visitors within the Google advertising network. A so-called 'cookie' is saved in the browser of the website visitor, which makes it possible to recognise the visitor when he or she visits websites that belong to the advertising network of Google. On these pages, visitors can be presented with ads related to content that the visitor previously viewed on websites using Google's remarketing feature.

### **Legal basis**

Your consent is the legal basis for the integration of Google Remarketing and the associated data transfer to Google (Art. 6 Para. 1 (a) GDPR).

### **Recipients**

With every visit of our website, personal data, including your IP address, are transmitted to Google in the U.S. These personal data are saved by Google. Google may transfer these personal data collected through the technical process to third parties.

We do not receive any information from Google that could identify the data subject.

### **Revocation of consent**

According to its own statements, Google does not collect any personal data during this process. However, if you still do not want Google's Remarketing

feature, you can always disable it in general via the corresponding settings at <https://support.google.com/adwordspolicy/answer/143465>. Alternatively, you can disable the use of cookies for interest-based advertising via the advertising network initiative by following the instructions at: [http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp).

### **Mandatory or required provision**

The provision of your personal data is voluntary, based solely on your consent. If you prevent access, this can lead to functional limitations on the website.

### **SSL encryption**

To protect the security of your data during transmission, we use state-of-the-art encryption methods (such as SSL) via HTTPS.

### **Revision of our privacy policy**

We reserve the right to amend this privacy policy so that it always complies with current legal requirements or to implement changes to our services in the privacy policy, e.g. when introducing new services. Your next visit will be subject to the new privacy policy.

### **Questions for the data protection officer**

If you have any questions pertaining to data protection, please send us an e-mail or contact the person responsible for data protection in our organization:

+41 44 266 96 96 or [info@hotel-adler.ch](mailto:info@hotel-adler.ch)

*The privacy policy was created via the activeMind AG [privacy policy generator](#) (Version: #2018-09-24).*