

PRIVACY POLICY

Status: May 2018

Martin Schürch, Haus Binublick, 3925 Grächen manages the Hotel Helvetia in Zermatt and is the operator of the website www.hotel-helvetia-zermatt.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 other applicable data protection provisions of Swiss or EU law, in particular the General Data Protection Regulation (GDPR).

In order for you to know what personal data we collect from you and for what purposes we use it, please read the information below.

The address of our data protection representative in the EU is: Martin Schürch, Haus Binublick, 3925 Grächen.

A. Data processing in the connection with our website in

1. Calling up our website

When you visit our website, our servers temporarily store every 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 12 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 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
- If applicable, your user name from a registration/authentication.

The collection and processing of this data is carried out for the purpose of enabling the use of our website (connection establishment), system security and -stability on a permanent basis and to optimise our internet service.

bots and for internal statistical purposes. This is our legitimate interest in data processing within the meaning of Art. 6 Para. 1 lit. f DSGVO.

The IP address is also 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 identification and for 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 information:

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

We use this data and a telephone number voluntarily provided by you only to be able to answer your contact request in the best possible and personalised manner. 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. 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:

- First and last name
- E-mail address
- Telephone number

We will only use this data and other information voluntarily provided by you (e.g. expected arrival time, motor vehicle registration plate, preferences, comments) to process the contract, unless otherwise stated in this data protection declaration or you have given your separate consent. 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 for data processing for this purpose is the fulfilment of a contract in accordance with Art. 6 Para. 1 lit. b DSGVO.

4. Cookies

Cookies help in many ways to make your visit to our website easier, more pleasant and more useful. 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 retrieve 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 message always appears when you receive a new cookie. On the following pages you will find explanations of how you can configure the processing of cookies in the most common browsers:

- [Microsoft's Windows Internet Explorer](#)
- [Microsoft's Windows Internet Explorer Mobile](#)
- [Mozilla Firefox](#)
- [Google Chrome for Desktop](#)
- [Google Chrome for Mobile](#)
- [Apple Safari for Desktop](#)
- [Apple Safari for Mobile](#)

Deactivating cookies may mean that you cannot use all the functions of our website.

5. Tracking tools

a. General

We use the Google Analytics web analysis service for the purpose of designing and continuously optimising our website in line with requirements. In this context, pseudonymised usage profiles are created and small text files that are 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 also receive the following information:

- 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.
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The information is used to evaluate the use of the website, to compile reports on website activities 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 information 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 of 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 provide contractual guarantees to ensure that Google Inc. complies with an adequate level of data protection. According to Google Inc., the IP address will never 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

6. 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 and canton
- Date of birth
- Birthplace
- Nationality
- Official identification card and number
- Arrival and departure day
- Room number

We collect this information in order to fulfil 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.

7. Recording of purchased services

If you purchase 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 of the service purchase 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

8. 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 this privacy policy. 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 about disputes in connection with a booking. We may also receive information about the booking process, which may include a copy of the booking confirmation as proof of the actual completion of the booking. 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.

9. 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. We use software from the Bocco Group GmbH for this purpose. 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.

10. Retention period

We only store personal data for as long as is necessary to use the above-mentioned tracking services and other processing within the scope of our legitimate interest. We retain contractual data for longer, as this is required by statutory retention obligations.

is written. Retention obligations that require us to retain data result from regulations on the right to register, 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. If we no longer need this data to provide services for you, the data will be blocked. This means that the data may then only be used for accounting and tax purposes.

11. Disclosure of data to third parties

We only pass on your personal data if you have expressly consented to this, 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. Furthermore, we pass on your data to third parties insofar as this is necessary within the framework 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 passed on or who has or may have access to it is our web host augensaft GmbH, Alexander Walter, 3925 Grächen. The website is hosted on servers in Switzerland. The data is passed on 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.

12. 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 obliged to the same extent as we are to data protection. If the level of data protection in a country does not correspond to that in Switzerland or the EU, we will contractually ensure that the protection of your personal data corresponds to that in Switzerland or the EU at all times.

D. Further information

13. Right to information, rectification, erasure and restriction of processing; right to data portability

You have the right to request information about the personal data that we have stored about you. In addition, you have the right to correct inaccurate data and the right to have your personal data deleted, provided that there is no 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 mail@helvetia-zermatt.ch. We may, at our discretion, require proof of identity to process your applications.

14. 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 treat your access data confidentially and close the browser window when you have finished communicating with us, especially if you use the computer together with others.

We also take internal data protection very seriously. Our employees and the service companies commissioned by us are obliged by us to maintain confidentiality and to comply with the provisions of data protection law.

15. Note on data transfers to the USA

For the sake of completeness, we would like to point out to users resident or domiciled in Switzerland that the US authorities have surveillance measures in place 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, restriction or exception based on the objective pursued and without any objective criterion that makes it possible to restrict 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 the Swiss data subjects.

The data subject is not entitled to obtain access to the data concerning him or her and to have it corrected or deleted, or there is no effective 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 enable him or her to make an appropriately informed decision about consenting to the use of his or her data.

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

16. 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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