

# Privacy statement

## 1. Data protection: An overview

### General information

The following information provides a simple overview of what happens with your personal data when you visit our website. Personal data is all data with which you can be personally identified. The privacy statement below contains comprehensive information on the topic of data protection.

### Data collection on our website

#### Who is responsible for data collection on this website?

Data on this website is processed by the website operator. The relevant contact details are available in this website's legal notice.

#### How do we collect your data?

One way your data is collected is simply by you sharing it with us. For example, this may refer to data you enter in a contact form. Other data is automatically collected by our IT systems when you visit our website. This refers primarily to technical data (e.g. internet browser, operating system or the time at which the page is accessed). This data is collected automatically as soon as you enter our website.

#### What do we use your data for?

Some of the data is collected to ensure that the provision of the website occurs without error. Other data may be used to analyse your user behaviour.

#### What rights do you have regarding your data?

You have the right to obtain information concerning the origin, receiver and purpose of your stored personal data at any time and free of charge. You are also entitled to demand the rectification, blocking or erasure of this data. Should you have any questions on this matter or on the topic of data protection in general, you can contact us at any time at the address specified in the legal notice. Furthermore, you have the right to lodge a complaint to the competent supervisory authority. You are also entitled to demand a restriction on the processing of your data under particular circumstances. Details on this point can be found in the privacy statement, under "The Right to Restriction of Processing".

### Tools for analysis and of third-party providers

When visiting our website, your surfing behaviour may be analysed. This is primarily conducted using cookies and so-called analysis programs. As a general rule, the analysis of your surfing behaviour is anonymous; the surfing behaviour cannot be traced back to you. You may object to this analysis or prevent it from being executed by avoiding the use of certain tools. Detailed information on this point is contained in the following privacy statement. You may object to this analysis. We shall provide information on the objection options in this privacy statement.

## 2. General information and mandatory information

### Data protection

The operators of this website take the protection of your personal data very seriously. We treat your personal data confidentially and in accordance with both the statutory data protection provisions and this privacy statement. During your use of this website a range of personal data is collected. Personal data is data with which you can be personally identified. This privacy statement shall explain which data we collect and what it is used for. It shall also clarify how and why this happens. Please note that security gaps may occur during the transmission of data on the internet (e.g. in e-mail communication). Data cannot be fully protected from being accessed by third parties.

### Information on the responsible party

The party responsible for data processing on this website is:

Romantik Hotel am Brühl  
 Claudia Wiese e.K.  
 Billungstrasse 11  
 06484 Quedlinburg  
 Telephone: +49 (0) 3946 96180  
 E-mail: kontakt@hotelambruehl.de

The responsible party is the natural or legal person who decides either solely or jointly with other parties on the purpose and means of the processing of personal data (e.g. names, e-mail addresses etc.).

### **Revocation of your consent to process data**

Many data processing procedures can only be conducted with your express consent. Previously assigned consent can be revoked at any time. This can be done by sending us an e-mail. The legality of the data processing executed up until the point of revocation remains unaffected by the revocation.

### **Right to object to the collection of data in special cases and to direct marketing (Art. 21 GDPR)**

Should data processing occur on the basis of Art. 6 (1) point e or f GDPR, you have the right to object, on grounds relating to your personal situation, at any time to the processing of your personal data; this also applies to profiling based on these provisions. The relevant legal basis on which processing is based can be found in this privacy statement. Should you submit an objection, we shall cease to process the relevant personal data, unless we are able to demonstrate compelling and legitimate grounds for it to be processed which override your interests, rights and freedoms, or its processing serves to establish, exercise or defend legal claims (Objection pursuant to Art. 21 (1) GDPR). Should your personal data be processed for direct marketing purposes, you are entitled to object at any time to the processing of personal data concerning yourself for purposes of such marketing; this also applies to profiling to the extent that it is related to such direct marketing. Should you submit an objection, your personal data shall no longer be used for direct marketing purposes (Objection pursuant to Art. 21 (2) GDPR).

### **Right to complain to the competent supervisory authority**

In the event of breaches of GDPR, the affected party has the right to lodge a complaint to a supervisory authority, in particular in the Member State of his or her habitual residence, his or her place of work or the location of the suspected breach. The right to complain exists without prejudice to other administrative or judicial remedies.

### **Right to data portability**

You have the right to receive data, which we automatically process based on your consent or the completion of a contract, in a commonly used, machine-readable format, or to have this data transmitted to a third party. Should you demand the direct transmission of data to another responsible party, this shall only be executed insofar as it is technically feasible.

### **SSL or TLS encryption**

For reasons of security and to safeguard the transmission of confidential content, such as orders or inquiries that you submit to us as the website operator, this website uses SSL or TLS encryption. An encrypted connection can be recognised by a change in the address bar of the browser from "http://" to "https://" and by the lock symbol in your browser bar. When SSL or TLS encryption is activated, any data that you pass on to us cannot be read by third parties.

### **Information, blocking, erasure and rectification**

Within the scope of the effective legal provisions, you are entitled at all times to the free-of-charge provision of information on your stored personal data, its origin and the receiver and the purpose of data processing, and where applicable to the rectification, blocking or erasure of this data. Should you have any questions on this matter or on the topic of personal data in general, you can contact us at any time at the address given in the imprint.

### **Right to restriction of processing**

You have the right to demand the restriction of processing of your personal data. Should you have any questions on this matter, you can contact us at any time at the address specified in the legal notice. You have the right to restriction of processing in the following cases: If you contest the accuracy of the personal data we have stored, we generally need time to check it. For the duration of this checking process, you have the right to demand the restriction of processing of your personal data. If the processing of your personal data was / is unlawful, you may demand the restriction of the processing of the data in lieu of its erasure. If we no longer require your personal data but you nevertheless require it for the exercise, defence or establishment of legal claims, you are entitled to demand the restriction of the processing of your personal data in lieu of its erasure. If you have filed an objection pursuant to Art. 21 (1) GDPR, a consideration of both your and our interests is required. Insofar as it remains unclear as to whose interests are overriding, you have the right to demand the restriction of processing of your personal data. If you have restricted the processing of your personal data, this data may only be processed – with the exception of its storage – with your consent or for the establishment, exercise or defence of legal claims, or for the protection of the rights of another natural or legal person, or on the grounds of significant public interest of the European Union or a Member State.

### **Objection to marketing e-mails**

The use of contact details, published within the framework of the obligation to provide a legal notice, for the purpose of sending marketing and informative material which has not been expressly requested is hereby refuted. Page operators reserve the express right to take legal action in the event of the unsolicited sending of marketing information, for instance via spam e-mails.

### 3. Data protection officer

#### Statutory data protection officer

We have appointed a data protection officer for our company  
 Torben Bues  
 TBCS IT GmbH  
 - available at [datenschutz@hotelambruehl.de](mailto:datenschutz@hotelambruehl.de)

### 4. Data collection on our website

#### Cookies

The internet pages sometimes make use of so-called cookies. Cookies will not cause any damage to your computer and do not contain any viruses. Cookies are used to make our offer more user-friendly, more effective and more secure. Cookies are small text files that are filed on your computer and saved by your browser. Most of the cookies we use are so-called "session cookies". They are automatically deleted upon the termination of your visit. Other cookies remain stored on your end device until you delete them. These cookies allow us to recognise your browser upon your next visit. You can set your browser up to inform you of the use of cookies and to only allow cookies in individual cases; to rule out the acceptance of cookies in certain cases or as a general rule; and to activate the automatic erasure of cookies upon closing the browser. If cookies are deactivated, the functionality of this website may be restricted. Cookies which are required for electronic communication or the provision of certain functions that have been specifically requested by you (e.g. shopping cart function) are stored on the basis of Art. 6 (1) point f GDPR. The website operator has a legitimate interest in the storage of cookies to ensure the technically correct and optimised provision of its services. If other cookies (e.g. cookies for the analysis of your surfing behaviour) are stored, they will be covered separately in this privacy statement,

#### Inquiry by e-mail, telephone or fax

Should you contact us by e-mail, telephone or fax, your inquiry including all personal data contained within it (name, inquiry) shall be stored and processed by us for the purposes of processing your request. This data shall not be forwarded without your consent. This data is processed based on Art. 6 (1) point b GDPR, provided that your inquiry is associated with the performance of a contract or necessary for the execution of pre-contractual measures. In all other cases, processing is based on your consent (Art 6 (1) point a GDPR) and/or on our legitimate interests (Art 6 (1) point f GDPR), as we have a legitimate interest in the effective processing of inquiries submitted to us. Data that you send to us via contact inquiries shall remain with us until you request its erasure, revoke your consent to storing your data, or the purpose for storing the data becomes obsolete (e.g. once your request has been successfully processed). Compelling legal provisions – especially legal retention periods – remain unaffected.

### 5. Social media

#### Social media plug-ins with Shariff

Our pages make use of social media plug-ins (e.g. Facebook, Twitter, Google+, Instagram, Pinterest, XING, LinkedIn, Tumblr). You can generally recognise the plug-ins by their respective social media logo. To guarantee the effective protection of data on our website, we only use these plug-ins in combination with the so-called "Shariff" solution. This application prevents the plug-ins that are integrated on our website from transmitting data to the respective provider the first time you visit the page. It is only by activating the respective plug-in by clicking on the corresponding button that a direct connection to the provider's server is created (consent). As soon as you activate the plug-in, the respective provider receives a notification that you visited our page with your IP address. If you are logged in to your respective social media account (e.g. Facebook) at the same time, the relevant provider can allocate the visit to our pages to your user account. The activation of plug-ins constitutes consent within the meaning of Art. 6 (1) point a GDPR. You may revoke this consent at any time with future effect.

#### Facebook plug-ins (Like & Share buttons)

Plug-ins of the social media network Facebook are integrated on our pages; provider - Facebook Inc., 1 Hacker Way, Menlo Park, California 94025, USA. Facebook plug-ins can be recognised via the Facebook logo or the "Like" button on our page. An overview of the Facebook plug-ins is available here: [https://developers.facebook.com/docs/plugins/?locale=de\\_DE](https://developers.facebook.com/docs/plugins/?locale=de_DE).

When you visit our pages, a direct connection between your browser and the Facebook server is created via the plug-in. Facebook receives a notification that you have visited our page with your IP address. If you click the Facebook "Like" button while logged into your Facebook account, you can create a link to the content of our pages on your Facebook profile. Facebook is thus able to allocate the visit to our pages to your user profile. Please note that as the provider of the pages, we have knowledge of neither the content of the data that is transmitted to Facebook nor its use by Facebook. Further information on this point can be found in Facebook's privacy statement at: <https://de-de.facebook.com/privacy/explanation>. If you do not want Facebook to be able to allocate the visit to our pages to your Facebook user account, please log out of your Facebook user account. The use of the Facebook plug-ins is conducted based on Art. 6 (1) point f GDPR. It is in the legitimate interest of the website operator to be as visible as possible on social media.

### Twitter plug-in

The functions of the social media service Twitter are integrated on our pages. Said functions are provided by Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA. By using Twitter and the "Re-Tweet" function, the website you have visited is linked with your Twitter account and disclosed to other users. This also causes data to be transmitted to Twitter. Please note that as the provider of the pages, we have knowledge of neither the content of the data that is transmitted to Twitter nor its use by Twitter. Further information on this point can be found in Twitter's privacy statement at: <https://twitter.com/de/privacy>.

The use of the Twitter plug-ins is conducted based on Art. 6 (1) point f GDPR. It is in the legitimate interest of the website operator to be as visible as possible on social media. You can adjust your privacy settings on Twitter in Account Settings at <https://twitter.com/account/settings>.

### Instagram plug-in

The functions of the social media service Instagram are integrated on our pages. These functions are provided by Instagram Inc., 1601 Willow Road, Menlo Park, CA 94025, USA. If you click the Instagram button while logged into your Instagram account, you can create a link to the content of our pages on your Instagram profile. Instagram is thus able to allocate the visit to our pages to your user profile. Please note that as the provider of the pages, we have knowledge of neither the content of the data that is transmitted to Instagram nor its use by Instagram. The use of the Instagram plug-ins is conducted based on Art. 6 (1) point f GDPR. It is in the legitimate interest of the website operator to be as visible as possible on social media. Further information on this point can be found in Instagram's privacy statement at: <https://instagram.com/about/legal/privacy/>.

### Pinterest plug-in

On our website, we make use of social plug-ins of the social network Pinterest, operated by Pinterest Inc., 808 Brannan Street, San Francisco, CA 94103-490, USA ("Pinterest"). When you view a page that includes such a plug-in, your browser creates a direct connection to the Pinterest servers. During this process, the plug-in transmits log data to Pinterest's servers in the USA. This log data is likely to contain your IP address, the address of the website visited which also contains Pinterest functions, the browser type and settings, date and time of the request, your manner of use of Pinterest and cookies. The use of the Pinterest plug-ins is conducted based on Art. 6 (1) point f GDPR. It is in the legitimate interest of the website operator to be as visible as possible on social media. Further information on the purpose, scope and further processing and use of data by Pinterest, as well as your related rights and options for protecting your privacy are available in Pinterest's privacy policy. <https://policy.pinterest.com/de/privacy-policy>.

## 6. Plug-ins and tools

### Google Maps

This page uses the map service Google Maps via an API. The provider is Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. In order to use the functions provided by Google Maps, your IP address must be stored. This information is usually transmitted to one of Google's servers in the USA and stored there. The provider of this website has no influence on this data transmission. Google Maps is used in the interest of presenting our online offers in an appealing manner and facilitating the location of places that we indicate on our website. This constitutes a legitimate interest within the meaning of Art. 6 (1) point f GDPR. More information on how user data is treated can be found in Google's privacy statement: <https://policies.google.com/privacy?hl=de>.

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