

DATA PROTECTION

Hotel Schweizerhof, Gotthardstrasse 85, 6490 is the operator / operator of the website <https://www.schweizerhof-anderlatt.ch> and the services offered thereon and thus 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, that's why we take the topic of data protection seriously and pay attention to appropriate security. Of course, we observe the statutory provisions of the Federal Data Protection Act (DSG), the Federal Data Protection Act (VDSG), the Telecommunications Act (FMG) and other applicable data protection provisions under Swiss or EU law, in particular the General Data Protection Regulation (DSGVO). To know what personal information we collect from you and for what purpose we use it, please note the information below.

1. Call our website

When visiting our website, our servers temporarily store every access in a log file. The following technical data will be collected by us, as always with every connection to a web server, without your intervention and stored by us until the automated deletion after 12 months at the latest: the IP address of the requesting computer, the name of the owner of the IP address range (i.d.R., 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 (for example, error message), the operating system of your computer, the browser you are using (type, version and language), the transfer protocol used (e.g., HTTP / 1.1) The collection and processing of this data is for the purpose of enabling the use of our website (connection establishment), to ensure the long-term security and stability of the system and to optimize our website and for internal statistical purposes. This is our legitimate interest in the processing of data within the meaning of Art. 6 para. 1 lit. f DSGVO.

4. Disclosure of data to third parties

We only pass on your personal data if you have expressly consented to a legal obligation to do so or if this is necessary to enforce our rights, in particular to enforce claims arising from the contractual relationship. In addition, we pass on your data to third parties, as far as this is necessary in the context of the use of the website and the execution of the contract (also outside the website), namely the processing of your order. This includes the respective transport service provider who was entrusted with the shipment of ordered goods. The website is hosted on servers in Switzerland. The transfer of data is for the purpose of providing and maintaining the functionality of our website. This is our legitimate interest within the meaning of Art. 6 para. 1 lit. f EU-GDPR. If we are in advance, e.g. In the case of a purchase on account, we may, in order to safeguard our legitimate interests, obtain credit information from an information agency on the basis of mathematical-statistical procedures. For this purpose, we provide the personal data required for a credit check to the credit agency CRIF AG, Hagenholzstrasse 81, 8050 Zurich and use the information received on the statistical probability of default for a balanced decision on the establishment, implementation or termination of the contract. The credit information can contain probability values (score values) which were calculated on the basis of scientifically recognized mathematical-statistical methods and whose calculation includes, among other things, address data. Your interests worthy of protection are taken into account in accordance with the statutory provisions. In the purposes described above, our legitimate interest in the processing of data within the meaning of Art. 6 para. 1 lit. f EU-GDPR. Finally, we forward your credit card information on credit card payments on the website via the payment service provider Datatrans AG, Kreuzbühlstrasse 26, 8008 Zurich, 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 the necessary information. The legal basis for passing on the data lies in the fulfillment of a contract pursuant to Art. 6 para. 1 lit. b EU-GDPR. Regarding the processing of your credit card information by these third parties, we ask you to also read the terms and conditions and privacy policy of your credit card issuer.

5. Transmission of data abroad

We are also entitled to transfer your personal data to third parties (contracted service providers) abroad for the purposes of the data processing described in this privacy policy. These are obligated to the same extent as we ourselves for data protection. If the level of data protection in one country does not correspond to the Swiss or the European one, we contractually ensure that the protection of your personal data at all times corresponds to that in Switzerland or in the EU.

6. cookies will we have cookies?

Cookies help in many ways to make your visit to our website easier, enjoyable and meaningful. Cookies are information files that your web browser automatically saves to your computer's hard drive when you visit our website. For example, we use cookies to provide you with the Shopping Cart feature across multiple pages, and to temporarily store your submissions when you fill out a form on the Site, so you do not need to repeat the entry when you visit another site. Cookies may also be used to identify you as a registered user after you have registered on the website without having to log in again when you access another subpage. Most internet browsers accept cookies automatically. However, you can configure your browser so that no cookies are stored on your computer or a note always appears when you receive a new cookie. On the following pages you will find explanations on how to configure the processing of cookies in the most popular 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 Disabling cookies may mean that you can not use all features of our website

7. tracking

For the purpose of the needs-oriented design and continuous optimization of our website, as well as the control of advertising measures on external platforms, we use so-called tracking links, e.g. for Google Analytics. These tracking links are delivered via Google Tag Manager. You have the option to disable Google Tag Manager at this link and to block all tracking links. Please note that a cookie is set for this purpose.

8. Google Analytics will we have?

For the purpose of the needs-based design and continuous optimization of our website, we use the web analytics service provided by Google Analytics. In this context, pseudonymized usage profiles are created and small text files stored on your computer ("cookies") are used. The information generated by the cookie about your use of this website is transmitted to the servers of the providers of these services, stored there and prepared for us. In addition to the under no. 1, we may receive the following information: Navigation path that a visitor takes on the site Length of stay on the website or subpage, the subpage on which the website is being left, the country, region, or city from which access is made, Terminal (type, version, color depth, resolution, width and height of the browser window) and Recurring or new visitor. The information is used to evaluate the use of the website, to compile reports on website activity, and to provide other services related to website activity and internet usage for the purposes of market research and tailoring of this website. This information may also be transferred to third parties if required by law or if third parties process this data in the order. Provider of Google Analytics is Google Inc., a company of the holding company Alphabet Inc, based in the US. Before the data is transmitted to the provider, the IP address will be truncated 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 anonymized IP address provided by Google Analytics within the scope of Google Analytics will not be merged with other data provided by Google. Only in exceptional cases will the full IP address be sent to a Google server in the US and shortened there. In these cases, we provide contractual warranties to ensure that Google Inc. maintains a reasonable level of data protection. According to Google Inc., under no circumstances will the IP address be associated with other data related to the user. For more information about the web analytics service used, visit the Google Analytics website. For instructions on how to prevent your data from being processed by the Web Analytics Service, see <http://tools.google.com/dlpage/gaoptout?hl=en>.

9. Notice about data transfers to the USA

For the sake of completeness, we would like to point out to users domiciled or domiciled in Switzerland that there are surveillance measures in the US by US authorities, which generally require the storage of all personal data of all persons whose data were transferred from Switzerland to the USA. This is done without any differentiation, limitation or exception on the basis of the objective pursued and without an objective criterion that would limit the US authorities' access to the data and its subsequent use to very specific, strictly limited purposes, which is consistent with both the To justify access to these data as well as to interfere with their use. Furthermore, we would like to point out that in the USA there are no legal remedies available for the persons concerned from Switzerland which allow them to obtain access to the data concerning them and to obtain their rectification or deletion, or no effective judicial protection against general legal protection Access rights of US authorities. We explicitly inform the person concerned about this legal and factual situation in order to make a correspondingly informed decision to consent to the use of his data. For users residing in EU Member States, please note that, from the point of view of the European Union, the US does not have sufficient data protection levels due, inter alia, to the issues mentioned in this section. To the extent we have explained in this privacy policy that recipients of data (such as Google) are based in the US, we will either be governed by contractual arrangements with these companies or by ensuring the certification of such companies under the EU or Swiss-US -Privacy Shield to ensure that your data is protected at a reasonable level by our partners.

10. Right to information, correction, erasure and restriction of processing

You have the right to receive information about the personal data that we store about you on request. In addition, you have the right to correct inaccurate data and the right to delete your personal data, as far as there is no statutory storage obligation or an authorization requirement that allows us to process the data. You can reach us for the aforementioned purposes via the email address hotelschweizerhof@bluewin.ch. We may, at our sole discretion, require proof of identity to process your requests. 10. Data security We use appropriate technical and organizational security measures to protect your personal data stored against manipulation, partial or complete loss and against unauthorized 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 share your computer with others. We also take corporate privacy very seriously. Our employees and the service companies commissioned by us have been obliged by us to secrecy and to comply with data protection regulations.

11. Storage of data

We only retain personal information for as long as is necessary to use the above tracking and analysis services as well as any further processing within the scope of our legitimate interest. Contract data is kept longer by us, as this is required by statutory storage requirements. Retention requirements that oblige us to keep data arise from accounting and tax regulations. According to these regulations, business communication, closed contracts and accounting documents must be kept for up to 10 years. As far as we no longer need this data to carry out the services for you, the data will be blocked. This means that the data may then only be used for accounting purposes and for tax purposes.

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

privacy policy

Data Protection

Privacy Statement

Thank you for your interest in our website. The protection of your privacy is very important to us. The following informs you if how we handle your personal data.

Storage of Access Data in Server Log-Files

You may visit our website without giving any personal information. We only save the access data of the so-called server log-file, f.e. the name of the file, the date and time of your visit, the amount of data that was transmitted, and the requesting provider. This information is exclusively used to ensure the undisturbed function of the page and to improve our offers without being capable of connecting the data with your person.

Data Collection and Use for Agreement Purposes and Opening of a Customer Account

We collect personal data, when you provide your contact information of your own volition when ordering, contacting us (f.e. through our contact form or e-mail), or when opening a customer account. What data is collected can be seen in the respective input forms. We use the data you share with us to process your orders and answer your questions. After an agreement has been concluded or your customer account is deleted your data is locked and deleted after the tax and lawful retention period is over, as long as you have not agreed to the further use of your data, or we have lawful permission to use certain data, over which you are to be informed. Deleting your customer account is possible at any time and can be done through a message directed to the contact information provided below, or through the function provided in your customer account settings.

Data Sharing and Contract Performance

To perform your contract your data is shared with the delivery service that was chosen, as long as this is necessary for the shipment of your ordered products. To process payment we share the payment data provided by you with the credit institute commissioned for payment, and if necessary with the payment service you have chosen during the order process.

Data Use with Newsletter Subscription

If you subscribe to our newsletter, we will use the necessary data provided by you to regularly send you our e-mail newsletter. You may unsubscribe from the newsletter at any time through a message or the contact form provided through a link included in each newsletter.

Data Use for Postal Advertising and Your Right to Object

Additionally, we hold the right to save your first and last names and address – as long as it was shared by you in the order process – your title, academic standing, birth year, and job, branch, or company name in a summarized list and to use this data for personal advertising purposes, f.e. the sending of special offers or informational brochures about our products through the mail. You have the right to object to the storage and use of your data for this purpose at any time, by way of a message directed to the contact address below.

Use of Cookies

In order to make your visit to our website attractive, and to enable certain functions, we employ the use of cookies on some of our pages. These are small text files that are stored on your computer. Some of these cookies are deleted upon exiting the browser (so-called session cookies). Other cookies are stored on your computer and enable us to recognize you when you return to our website (persistent cookies). You can change your browser settings to be informed when cookies are being used, which allows you to decide when to accept the individual storage of cookies in specific situations, or you can prohibit the use of cookies all together. If you chose not to accept the use of cookies, you may find the functionality of our website to be restricted.

Use of Google Analytics for Web Analysis

This website uses Google Analytics, a web analysis service provided by Google, Inc. (www.google.de). Google Analytics uses cookies, or text files, that are stored locally on your computer and used for analysis when using our website. The information gathered by these cookies about the use of our website are generally transmitted to and saved in Google servers located in the USA. If you have activated the use of an anonymous IP-address, then it is stored by Google, but in an abbreviated form for countries within the European Union and in other countries that hold this agreement. The IP-address is only transmitted whole in

exceptional cases, and is then shortened once it is transmitted to the US Google server. Anonymous IP-addresses are active on our website. On behalf of the operator of this website, Google will use gathered information in order to analyze the website and report about its activity in order to promote the use of the website and its internet related services. The IP-address that is collected in the use of Google Analytics cannot be connected with other data collected by Google. You can disable cookies in your browser settings, however, we would like to point out that this may cause a disturbance in some of our website functions.

Additionally, you can also block the data collected with regard to your use of our website through cookies (including your IP-address) by Google by downloading and installing the plug-in available at the following link: <http://tools.google.com/dlpage/gaoptout?hl=de>

An alternative to the browser plugin can be found at this link, which also hinders the collection of data by Google Analytics on our website. The second link installs a so-called opt-out cookie on your computer. If you delete your cookies, then the link must be followed again.

Use of Facebook, Google+, Twitter, and Instagram Plugins

Our website uses so-called social plugins, specifically those of Facebook and Google+, and the micro blogging services of Twitter and Instagram. These services are offered by Facebook Inc., Google Inc., Twitter Inc., and Instagram LLC (providers).

Facebook is run by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook"). An overview of the plugins used by Facebook and what they look like can be found here: <https://developers.facebook.com/docs/plugins/>

Google+ is run by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). An overview of the plugins used by Google and what they look like can be found here: <https://developers.google.com/+/web/>

Twitter is run by Twitter Inc., 1355 Market St, Suite 900, San Francisco, CA 94103. An overview of the plugins used by Twitter and what they look like can be found here: <https://twitter.com/about/resources/buttons>

Instagram is run by Instagram LLC., 1601 Willow Road, Menlo Park, CA 94025, USA ("Instagram"). An overview of the plugins used by Instagram and what they look like can be found here: <http://blog.instagram.com/post/36222022872/introducing-instagram-badges>.

When you bring up one of our web page that contains a plugin, then your browser creates a direct link to the servers of Facebook, Google, Twitter or Instagram. The content of the plugin is transmitted directly to your browser by the respective provider and is integrated into the page. The integration of the plugin transfers information to the provider, that your browser has accessed our website, even if you do not have a profile with the provider or are not logged in. This information (including your IP-address) is transmitted directly from your browser and then saved on a server of the corresponding provider in the. If you are logged into one of these services, then the provider can directly link this visit with your profile on Facebook, Google+, Twitter, or Instagram. If you interact with the plugins, for example by clicking the "like" button, "+1," or by re-tweeting or using the "Instagram" button, then the corresponding information is also sent directly to a server, where it is saved. The data is also published in your social network, f.e. on your Twitter or Instagram account, where your contacts can see it.

Purpose and extent of data collection and its further processing and use through providers, as well as your pertaining rights and protection options concerning your privacy can be found at the following data protection notices of the providers.

Data protection notice of Facebook: <http://www.facebook.com/policy.php>

Data protection notice of Google: <http://www.google.com/intl/de/+policy/+1button.html>

Data protection notice of Twitter: <https://twitter.com/privacy>

Data protection notice of Instagram <https://help.instagram.com/155833707900388/>

If you do not want Google, Facebook, Twitter, or Instagram to link the data collected when visiting our website to your profile of that service, then you need to log out of your account before visiting our website. The plugins can also be entirely prevented with add-ons for your browser, f.e. by using „NoScript“ (<http://noscript.net/>).

Right to Information and Contact Opportunity

You have the right to request free information about your stored personal data, as well as the right to be informed when the data is being locked or deleted. If you have any questions in regard to the collection, processing, and use of your personal data, and the notification, authorization, locking, and deleting of your data, as well as the recall of given consent or objection to a specific data use, please contact us directly through our contact information indicated under "Impressum"

The responsible person is Ms Barbara Somoza-Sasso.