

## PRIVACY POLICY

### Data protection

As a collection of hotels, we recognize our obligation for our guests privacy, and you can be sure that we maintain a responsible use of your personal information that you provide to us before or during your stay. We only use your data to provide you to ensure a unique holiday in our hotels. Below is our privacy policy. Should you require further information on this, you can always contact us by e-mail to [vienna@urbanauts.at](mailto:vienna@urbanauts.at).

### Scope of this data protection notice

Responsible for this privacy notice is the URBANAUTS Hospitality GmbH (hereinafter referred to as "we" or "us") Please read these instructions carefully regarding privacy, the following points are explained in more detail:

- The type of personal information that we collect, stating the purpose
- The transfer of data within our hotel group
- The ability to query your personal information to change or to anonymize.

These instructions are as easy to understand as possible. Should you have any questions or individual items you do not understand terms used in full, you can contact us.

### Personal data that is collected

If you are interested in our hotel (which included surfing on our website) or book directly with us, you may provide us with the following data:

- The personal information such as your address, email address, telephone number and date of birth.
- The personal details of your party
- Payment data (eg credit card data, account information, billing address)
- Your requested / booked services
- travel preferences
- Information about your surfing habits on the homepage
- Information on when clicking on one of our acquisitions, including those that appear elsewhere on the Internet
- Information about the way how guests visit our website, including operating system, IP address, online identifiers and browser details
- Necessary medical data and any special requirements
- Their preferences in terms of accommodation.
- Your questions / comments / requests in connection with your hotel stay.

**Other sources of personal data**

We may use personal data from other sources that of companies that provide information and data, trading partners or from public records. If you log in with your access to a social network to connect with our platforms and online services such as Facebook, Instagram, or Google, you consent to share your user data with us. For example, your name, email address, date of birth, your location and if you want to share with us any other information.

**Personal information about passengers**

We use your personal information about other people traveling with you or plan to do so. By submitting personal data about other people, you secure that these agree and may transmit the data. You should also, where appropriate, ensure that these people know how their personal data is used by us.

**Use of your personal data**

We use your personal information, as explained below, in various ways, but always for the purpose of our business relationship in compliance with your rights.

- To provide information that you request
- To manage your booking, provide you with the requested products and services and provide you help in booking and any required refunds.

- To manage our products, services and everyday use and improve
- To manage our hotels, websites and other services and improve.
- To protect your personal data and to detect fraud, other crimes and misuse of services and prevent. This helps us ensure that you can use our services safely to complete.
- In order to respond to security incidents, disturbances or other similar events. This can also be medical or insurance-related nature.
- To conduct market research and internal developments and our range of products, services, stores and IT systems development, security, expertise and methods of our communication with you and improve.
- In order to contact you and interact
- To serve you better as a guest. If you send us we may contact (eg by e-mail, mail, phone, social media and messenger services) use personal information to best-serve your concern and as quickly as possible to do.

We do not sell your personal information to third parties.

#### **Various marketing activities with your consent**

From time to time we would like to send you offers and news about our services in various ways (eg by e-mail or messenger), information about products and services of other companies, we will only send you, if the services are directly linked to our hotels.

You may withdraw all or part of your consent at any time, they can do that by using the link in our newsletter or send us an email to the respective hotel or office (vienna@urbanauts.at).

We want to ensure that marketing communications (including online advertising) is tailored in connection with our products and services to your interests.

To do this, we use the personal information provided by you or auto generated to know your concerns better so that we can try to predict to which other products, services and information you might be most interested.

#### **Cookies and site analysis**

Cookies are data files that allow a Website to collect a set of data used on your device and save. Cookies

help to provide important features and functionality to our websites. For example, we use cookies to do:

improve the functioning and performance of our websites:

- Cookies allow us to evaluate the operation of our websites and to improve, so that we can personalize your experience and allow you to use many of the useful features.
- Cookies help us, for example, keeping track of which side you call when you move through each stage of the booking process.
- Cookies can help us understand how our websites and mobile apps are used, for example, by giving notice us if you get error messages when using the Site, so that we can then test various configurations of our website and mobile apps.
- Site analysis, including Google Analytics, provide information on the number of visitors to our website, which areas of our website are particularly popular.
- These cookies help us ultimately to improve your visit to our website

provide relevant online advertising:

- We use cookies to provide online advertising, which we assume to be of particular interest to you for visiting our websites and visiting other sites. So, these cookies help us, for example, about to propose products that you might like.
- These cookies may collect information about your online behavior such as your IP address, the website from which you came to our as well as information about your order history or the contents of your shopping cart. This means that you can see our advertising on our websites and on websites of other companies.
- To help us to provide only relevant online advertising for you, we also link data that we collect through cookies in the browser of your devices.

The effectiveness of our marketing communications, including online advertising measure cookies and can tell us whether you have seen a particular advertisement and how long ago that happened. This

information allows us to measure the effectiveness of our online advertising campaigns and to control how many times you were shown an advertisement. So, we prevent, that the same advertising is displayed. We also use cookies to measure the effectiveness of our marketing communications to see if you have, for example, opened a marketing e-mail that we sent you.

You can use your browser settings to accept new cookies or reject and delete existing cookies. You can also set your browser to notify you each time new cookies are stored on your computer or other device. If you choose to disable some or all cookies, you will not be able to make full use of our websites or mobile apps.

We use Google Analytics continue to evaluate data from Double-click cookies and AdWords for statistical purposes. If you do not want this, you can do so on the Ads Preferences Manager (<http://www.google.com/settings/ads/onweb/?hl=de> disable).

Learn more about privacy in the context of Google Analytics you can find about the Google Analytics Help Center (<https://support.google.com/analytics/answer/6004245?hl=de>).

#### **Sharing data protection relevant data with external service providers**

We work with carefully selected vendors that perform certain functions for us. For example, with companies that assist in IT services, data storage and linking, marketing, market research, processing of payment transactions and in providing products and services to us.

We may need to share personal information in order to protect our legal rights or defend; this includes the transfer of personal data to third parties in order to prevent, for example, fraud and reduce default risks.

When we share personal information with other organizations, we require them to keep the data secure, and they may not use your personal data for their own marketing purposes.

We share only the minimum amount of personal information that allows our partners to offer their services to you and to render us.

**Sharing of personal information with authorities**

To the extent required by law to disclose their personal data (registration), we will fulfill this obligation to give you a carefree holiday experience. We may share the necessary minimum of personal information with other authorities if the law obliges us to this.

**Protecting your personal data**

As mentioned initially, we take our duty to best protect your data seriously. We take appropriate security measures to help protect your personal data from loss and from unauthorized access, use, modification and disclosure.

The personal data that we collect from you may possibly also to a destination outside the European Economic Area (EEA) are transmitted and stored there. They may be also process by operating outside the EEA companies that work for us one of our suppliers or. We take appropriate precautions to ensure that your personal data are adequately protected and that they are treated in accordance with this Privacy Notice. These safeguards include, among others appropriate contractual clauses, such as approved by the European Commission standard contractual clauses, and appropriate security measures.

**Storage of data**

We store your personal data only as long as is necessary for the set out in this Privacy Notice purposes and / or to meet legal retention requirements. Because we want to enable our long-standing regular guests with the full functionality holiday experience, this can be up to thirty years. After this period, we will delete personal information in a secure manner. If data is needed after this period for analytical, historical or other legitimate business purposes, we will take steps to anonymize this data.

**Links to other websites**

Our website may contain links to websites of other organizations that have their own privacy policy. Please make sure to read the Terms of use and the privacy policy carefully before you enter personal data on a website because we assume no responsibility or liability for third-party websites.

**Integration of social media**

Our websites may include features (plug-ins) of social media such as Facebook, Twitter, Google+, Pinterest, Instagram which have their own privacy policy.

If you do not want that social networks overactive plugins data you collect, you can in the browser's preferences "blocking third-party cookies" to select the function. Then, the browser sends cookies to the server with embedded content from other providers. With this setting, however, other cross-page features no longer function except the plugins might.

By integrating the plugin, the social network receives the information that you have accessed the corresponding page of our website. If you are logged in the social network, it can assign your visit to your account. If you interact with the plugins, for example, the Facebook "Like" button or making a comment, the corresponding information from your browser directly to the social network is transmitted and stored there. The purpose and scope of data collection and further processing and use of data by social networks as well as your rights and ways to protect your privacy, please see the privacy policies of the respective networks or websites.

**Access and update your personal data**

You have the right to obtain information from the personal information that we hold about you. Please note that a corresponding proof of identity is required. We want to ensure that the personal information we hold about you is accurate and current. In case any of the information that we hold about you is incorrect, please let us know.

You can also correct your personal data or delete it. To this end, a brief written information ranges with proof of your identity. We will update or delete your data, unless we have to keep them for legitimate business or legal purposes.

You can also contact us if you have a complaint about how we collect your personal data, store and use. It is our goal to create the best possible remedy with regard to your complaints. However, if you are not satisfied with our response, you can also contact the local data protection authority.

**The legal basis for the processing of personal data**

We use the data available to us only with your consent or initiation and implementation of an association.

Unless we have to process special categories of personal data such as health data for medical reasons, we do so only if one or more additional conditions are true: we have their express consent; it is necessary to protect your vital interests or those of another person and you are physically or legally unable to give consent; it is necessary to establish legal rights to assert or defend; it is necessary for reasons of substantial public interest.

**Changes to our Privacy Policy**

This Privacy Policy supersedes all previous versions. We can always change the note, so check it regularly please visit our website regarding any updates.