

## PRIVACY POLICY FOR THE WEBSITE WWW.HOTELFEICHTER.IT

On this page, Hotel Feichter SNC/OHG (hereafter "Hotel Feichter") explains how it handles data for the users who visit its website and the behaviour of the cookies its site installs.

This Privacy Policy is provided in compliance with article 13 of GDPR 2016/679 (General Data Protection Regulation, the European regulation on the protection of personal data), Recommendation no. 2/2001 by the Workgroup under article 29 and the general Act of the Garante Privacy [the Italian Data Protection Authority] on cookies no. 229 of 8 May 2014.

The following information applies only to the site [www.hotelfeichter.it](http://www.hotelfeichter.it); the data controller is not responsible for any data entered or cookies installed by other sites that may be consulted using links.

### Information on the data controller.

The data controller is Hotel Feichter SNC/OHG, with legal offices at Via Grappoli 15, 39100 Bolzano (BZ). To exercise your rights under the regulations, you can contact the data controller at his/her office or by calling 0471 978768 or sending an email to [info@hotelfeichter.it](mailto:info@hotelfeichter.it).

### Purpose and legal basis for data processing

The Hotel Feichter handles data provided by the user through the site for the following purposes:

#### a. Fulfilment of obligations established by law, by regulations, or by community regulations

The provision of data for this purpose is mandatory and the legal basis for processing it is the fulfilment of a legal obligation to which the data controller is subject, as established by article 6, paragraph 1c of the GDPR. The processing of personal data for these purposes does not require the user's consent.

The processed data will be kept for the time foreseen by the referenced legislation.

#### b. Statistical analysis on aggregate or anonymous data

This processing doesn't allow for the identification of the user, but simply wants to verify the adequacy of adopted web marketing campaigns and/or the correct functioning of the site, measuring user traffic generated. The processing of aggregate or anonymous data, which does not allow for the identification of the user, does not fall within the scope of the application of the law on the protection of personal data and therefore no consent is required for its processing.

#### c. Availability and quote requests, booking and reservations

The provision of the data requested is necessary to provide feedback to your inquiry. The legal basis of the processing is indicated by Article 6 paragraph 1b of the GDPR, and it is the execution of a contract of which the interested party is a part or the execution of pre-contractual measures adopted at the request of the same, as well as by Article 6 paragraph 1f, and is the pursuit of a legitimate interest of the data controller or third parties.

The data processed and related to your request will be kept by us, in the event of a reservation, for the time required by civil, accounting, and tax laws (10 years) or alternatively, in the case of simple request for availability/quote, for 5 years.

### **Processing methods, automated decision-making processes, and data retention times.**

The processing of your data takes place electronically, although potential paper-based processing is not excluded. No automated decision-making processes are used to process your personal data.

Data collected through cookies will be kept for the period of time established by the individual cookie.

### **Data communication (Recipients).**

To guarantee the functioning of our website and the use of its content, we may rely on use third-party suppliers such as IT service providers, hosting companies, and communication companies. In addition, to guarantee the requested service, for example in the case of the purchase of products and the likes, we may also use additional third-party suppliers (postal couriers, etc.). The legal basis of the communication is the fulfilment of contractual and regulatory obligations, as well as the execution of pre-contractual measures adopted at your request. It is understood that we will only communicate to the Addressees the data necessary to be able to perform the service, preferring, where possible, the anonymization of the data. The information you provide will not be disclosed without your specific prior consent.

As for the use of third-party cookies, please refer to the specific section at the end of this document.

### **Transfer of data to third countries or international organizations.**

The data you have provided will not be transferred by us to third countries or international organizations outside the EU. The hosting of the site is within the European Community (Frankfurt)

### **Rights of the interested party and complaints to the Privacy Guarantor.**

You have the right to request access to your data at any time, its modification, integration, or deletion, limitation or opposition to its processing, where legitimate reasons exist, as well as the portability of the aforementioned data to another Data controller. We will reply in writing to any requests within 30 days. You can revoke, at any time, consent given to this site, by contacting one of the addresses listed in this Privacy Policy. You may also lodge a complaint with the National Control Authority, if you believe that your data has been illegitimately processed.

## **COOKIES ON OUR SITE**

### **Navigation data**

This website implicitly acquires, using Internet communications protocols, for and in the course of its normal operations, some personal data on the users who access the site, like IP address, domain names of the computers used for access, MAC addresses assigned by network and wireless card manufacturers, etc.

This information is not collected for the purpose of identifying users, but this could be done by associations and processing, including cross-referencing with third-party data; statistical information is obtained from this data on site usage and operations and further information in cases of establishing responsibility related to computer crimes.

## **What are cookies?**

Cookies are small text strings that the websites visited by a user install on the user's terminal; these strings are then re-transmitted to the site that installed them upon further visits by the user. When the user also receives cookies sent by other sites or web servers during site navigation, those cookies are called third-party cookies.

Cookies are installed for various purposes, possibly including the performance of computer authentications, navigation session monitoring, and language choice.

## **First-party cookies and third-party cookies**

The cookies that are installed directly by Hotel Feichter are called 'First-party cookies', and the cookies that are installed and acquired by a site other than the one the user is navigating are called 'Third-party cookies'.

Third-party cookies may include social media buttons (or social media plug-ins), which allow the site to interact with the most popular social media sites, such as Facebook, Instagram, LinkedIn, Twitter, etc., or Google Analytics cookies, which are necessary to implement YouTube iframes, etc. As regards third-party cookies, it is the responsibility of the third parties installing those cookies to provide statements and information on the handling of the data collected.

## **Types of cookies**

### Technical cookies

These are normally installed directly by the site administrators and are cookies that allow communications between the site and the user. They can be navigation cookies or session cookies, used to ensure normal navigation and use of the site and normally persisting for as long the site is being navigated, or functional cookies, which allow better use of the site, like cookies related to the choice of language used on the site, adding selected items to an online shopping cart, etc.

As these cookies are necessary for the functioning of the site, it is not necessary to obtain prior consent for their installation on the user's terminal.

### Analytical cookies

These are cookies that allow the collection of user information, for example, the number of users who visit the site and how they visit the site, in a more or less aggregated form. One of the best-known tools for obtaining such statistical reports is Google Analytics, a service provided by Google Inc.

Analytical cookies are similar to technical cookies when the information collected is in aggregate form and it is not possible to identify the habits of an individual user; regarding Google Analytics cookies specifically, it will be necessary to anonymise, at least partially, the IP address of the user who visits the site and to prevent data being shared with Google. When this anonymization and prevention of sharing is not possible, these cookies fall under the category of profiling cookies.

### Profiling cookies

These are used to track a user's preference and offer him/her advertising messages based on those preferences. These cookies are especially invasive, and it is necessary to obtain the user's consent before installing them on the user's terminal.

### First access banner

In the event cookies other than technical cookies are used, the Act of 8 May 2014 by the Garante Privacy requires the site to provide a banner when a user first accesses the site (called a short notice) that summarises information on the processing methods the site uses for cookies, with a reference to its full privacy policy.

Hotel Feichter has provided this banner: by clicking on any point other than the banner itself, the user accepts the installation of cookies and decides to continue using the site. It has also provided a specific cookie that records the user's choice regarding cookie installation for 365 days; this means that the user will see the cookie only one time, and if he/she should later wish to change the choice made, he/she can do this by following the instructions under the section 'Procedures for disabling cookies'.

### List of cookies installed by Hotel Feichter

Our website installs the following cookies:

Nome cookie	Percorso	Durata	Funzione
_gat	Hotelfeichter.it	1 minute	Google Analytics
_ga	Hotelfeichter.it	2 years	Google Analytics
_gid	Hotelfeichter.it	24 hours	Google Analytics
AltCookX	www.hotelfeichter.it	30 days	Saves the cookie box acceptance
1892a5e3977228baad5bd7232f24f940	www.hotelfeichter.it	Session	Technical cookie
d45e1ae8697edd286563ebd5ff3e4a6d	www.hotelfeichter.it	1 year	Technical cookie
resolution	www.hotelfeichter.it	session	Saves the resolution of the screen

Google Analytics cookies have been rendered anonymous and the sharing of this information with Google has been prevented.

### Procedures for disabling cookies

Google Chrome: <https://support.google.com/chrome/answer/95647?hl=it>

Internet Explorer: <https://support.microsoft.com/it-it/help/17442/windows-internet-explorer-delete-manage-cookies>

Mozilla Firefox: <https://support.mozilla.org/it/kb/Attivare%20e%20disattivare%20i%20cookie>

Safari: <https://support.apple.com/it-it/HT201265>

### Links to the privacy policies of the third parties that install cookies

Google, YouTube: [https://www.google.com/intl/it\\_it/policies/technologies/cookies/](https://www.google.com/intl/it_it/policies/technologies/cookies/)

