

Privacy notice of the Helmut Marko Hotels

1. Basic information

This privacy notice applies to all people using the services of the Marko Hotelbetriebs GmbH, hereinafter referred to as Helmut Marko Hotels. In the following we inform you about the nature, extent and purpose of the collection and use of your personal data by our company. We value your privacy and aim to strictly comply with the legal specifications for processing your personal data (EU-Regulation No. 679/2016 (DSGVO), DSG 2000, DSG 2018 and TKG 2003). All your personal data is processed according to this regulation. By using our services and therefore accepting this privacy notice you confirm that you have reached the age of 14 and are capable and allowed to enter a legal agreement or that your legal guardian or your custodian have previously given their consent.

2. Information in accordance with Art 13 DSGVO

Your personal data, in particular

- personal master data (last name, first name, address, e-mail address, telephone or fax number, date of birth, customer number) as well as language and licence plate number,
- data from your travel documents (passport number, passport data, date of birth, issuing authority, validity, nationality) and documents of identification (identity card, driver's licence etc. including issuing authorities and validity),
- method of payment and data connected with payments, in particular connected to debit cards, credit cards and other bank cards,
- the requested duration of your stay, as well as destinations, hotels, contact persons, terms and conditions, special services, health data, frequent flyer numbers, personal preferences that you have informed us about and are connected to your stay and
- special categories of data connected to health, as well as special requirements and data connected to marriage/partnerships,

are needed to provide our services. These include the booking of trips, tourist guides, restaurants, rental vehicles, transfers, registry issues, insurances, events, tours, accreditation, vouchers including customer investment, billing and verification (B2B, B2C, FIT) and ticket bookings. This data is therefore stored, processed and, as far as necessary, forwarded to third parties, with whom we cooperate to provide an efficient and high quality service for our customers. These third parties can include service providers in other countries as data processor or software service providers.

The legal grounds for the processing of this data are

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- the fulfilment of our pre-contractual and contractual obligations towards you,
- confirmation of consent given by you at our reception,
- legal, contractual and further statutory obligations on our part (e.g. documentation rights and duties according to accountancy, customs and tax laws, contracting, registration, litigations) as well as § 96 TKG and
- our legitimate interests (e.g. improvement of our customer service or the pursuit of our own legal interests).

The duration of storage depends on the duration of our business relationship, the consent given by you, as well as the legal obligations regarding the retention of records and other statutory regulations applying to us. We further emphasize that in the case of a long-lasting customer relationship we strive to know the personal preferences you have informed us about, to continuously and permanently meet and exceed your expectations.

3. Video surveillance

Due to safety reasons all our entrances are monitored with surveillance cameras. The resulting recordings are saved locally for 72 hours and are only dealt with in detail if a specific case arises and demands this.

4. Our website

When accessing our website your access data is automatically processed and stored. This includes the accessed page, the accessed files, date and time of access, IP-address of the user, data of the calling computer, especially of the browser and the operating system, as well as the data volume and the confirmation of the successful call. This access information is used by us for internal statistical purposes, to ensure the security of our offers and to optimize them. If an illegal act is suspected, the access data will be evaluated to secure evidence. The legal grounds for this data processing are your given consent, our pre-contractual and contractual obligations towards you and our legitimate interests and legal obligations of any kind as well as § 96 TKG.

5. Transmission to third parties / obligations of processors

If needed, your personal data might be transferred

- within the company according to the lawfully intended use,
- to processors (e.g. accounting) as well as to third parties that need to be engaged to provide the service expected by you.

6. Cookies and tracking services

Our website uses cookies, which are small text elements used to store information in web browsers. Cookies are retrieved during your next visit on our website and they significantly shorten loading times and make the usage of our offers more comfortable for you. Your data, retrieved and stored by cookies, serves the purpose of recognition, but is also used in the analysis of your user behaviour.

After you have visited our website, cookies remain saved on your device, if you have not disallowed this beforehand or actively delete your cookies. The active deactivation of cookies can compromise the functionality of our website. You can also prevent the saving of cookies by changing the relevant settings in your browser software. We do advise, though, that in this case it might not be possible to use all functions on our website. Furthermore, you can prevent the transmission of your user data created by the cookies (including your IP-address) to Google as well as the processing of this data by Google, by downloading and installing the relevant browser-plugin on google.com. However, this plug-in is only available for specific browser programs

We also use contents of third parties on our website to make our web presence as informative and comfortable as possible. This includes e.g. Google Maps and embedded booking plug-ins. These third party service providers receive your IP-address out of technical reasons. We do not have any influence on the usage of your data by these third party service providers. We use Google Analytics, a web analysis service of Google Inc. 1600, Amphitheatre Parkway, Mountain View, CA 94043, USA („Google“). Google Analytics uses cookies. The information about your user behaviour created by these cookies is usually processed and then transmitted to and stored on a Google server in the USA. Before this, your IP-address is shortened and with this also anonymised or at least pseudonymised within the European Union. Only in exceptional cases the full IP-address is transmitted to a Google server in the USA and then shortened. Google uses this information to evaluate your usage of the website, to create reports about your website activity and to render further services connected to the website usage and the internet usage to the website owners. The IP-address transmitted by your browser to Google Analytics is not combined with other data of Google. Please refer to the privacy notice of Google for more information, especially the information available at these links:

- <http://www.google.com/analytics/terms/en.html> and
- <https://www.google.de/intl/en/policies/>

7. Contact information

At any time, you can demand information about your personal data stored by us free of charge. As the party concerned you have the right of revocation, disclosure, deletion, rectification, limitation and transmission of your personal data, as long as this does not breach the legal obligations of the retention of records required from us. For further information regarding your rights as a party concerned please contact us at:

office@markohotels.com

We would be pleased to further assist you on this topic. In the case of complaints the regulatory body is the Österreichische Datenschutzbehörde (DSB), Wickenburggasse 8-10, 1080 Wien.

8. Others

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We have implemented organisational and technical safety measures that are continuously evaluated and updated to protect your personal data processed and stored by us. We reserve the right to change this privacy notice at any time and adapt it to new developments. The new version applies from the moment it is provided on our website. The current and therefore relevant version can be retrieved at all times at <https://markohotels.com/privacy-policy>, the imprint can be retrieved at the respective websites of the Helmut Marko Hotels.

Helmut Marko Hotels

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