Privacy Policy of Hotel Rosa Alpina

pursuant to art. 13 Reg. EU 679/2016

This privacy policy of Hotel Rosa Alpina is made due to Reg. EU 679/2016 to inform our guests about processing of your personal data in respect of the principles and requirements of the new European law. In this way we want to give you some information about the kind of data, the purposes and the modalities of processing them.

Purposes

Data are collected for the purpose of permitting to the controller to provide his services and so to be able to answer to your requests, to interact with the social medias, to conclude reservations, to register and authenticate the guests and fulfill every connected obligation requested by the law and to process the payments. To the specified purposes we have to add promotional activities, newslettering, advertising, marketing, mailing, profiling and statistic activities.

Lawfulness

The lawfulness of data processing depends of the above mentioned purposes. Regarding the management of bookings the lawfulness is based on the execution of the contract and/or on the performing of legal obligations. For the other purposes the processing is based on your free and informed consent and on the exercises of a legitimate interest of the data controller.

We inform that it is always possible to ask the controller to clarify the lawfulness of data processing. Whenever the processing relies on the consent of the concerned person, an eventual refusal could prevent the possibility of achieving fully or partially the purposes referred to in the previous point.

In case that the data subject provides Hotel Rosa Alpina with data of third parties he declares to have the consent to do it and undertakes to provide the third with this privacy policy, exempting Hotel Rosa Alpina from every kind of responsibility connected with processing of personal data.

Modality of data processing and storage period

Hotel Rosa Alpina processes data collected from the forms on our web page (contacts, newsletter subscriptions, online-booking, a.s.o.), from software applications provided by us, which can be used on PCs and mobile devices, from social media pages operated by us, e-mail messages, Wi-fi connections, online services, your visit and stay at our hotel and other offline interactions.

We inform that in addition to personal data (name, address, e-mail, IP-address, a.s.o.) there can be processed also particular categories of personal data such us data concerning health (allergies, intollerances, a.s.o.) religious beliefs and data about racial or ethnic origins.

Our guests declare that the data are right and correct.

The processing is performed in the registered office of the data controller through any written and/or electronic operation connected with personal data, whether or not by automated means, even by entering data bases such us collection, recording, organization, storage, consultation, elaboration, adaptation, selection, retrieval, alignment, blocking, communication, erasure or destruction of the data. The data processing is carried out by the controller and/or his authorized staff.

For organizational reasons of the controller personal data can be transmitted to third subjects (banks, consultants, companies which offer different kind of services, a.s.o.) contractually bound with
the controller in Italy or in the EES. On request the data controller will give you a detailed list of the third parties to which data can be transmitted.

Your personal data will be stored for the period established in the purposes for which they have been collected without prejudice to a longer period required by the law. Therefore, in case of execution of a contract or of performance of a legal obligation the data will be saved until the formalities have been completed and in any case, for the longer period which could be necessary to support eventual claims. For the purposes which refer to the legitimate interest until fulfilment and for data purely relied on the consent of the data subject as long as the consent will be withdrawn and in any case for a period not longer than 8 years.

In case of withdrawal of consent the processing until this date will be rightful.

We inform that data of minors (under 16 years) acquired thanks to stays in our hotel will be immediately erased after the ademption to the legal obligations.

**Right of data subject**

The data subject has the right to information and access, to limitation and opposition to data processing, to withdrawal of consent, to verification, to rectification, and erasure of the data, and also the right to data portability and to lodge a complaint to the supervisory authority (garante). The exercise of the rights mentioned above can be pursued by sending a written communication through the contacts provided below or through explicit request to the guarantor.

**Security measures**

The Hotel Rosa Alpina will process your data in every moment in full compliance with the new regulation adopting all technical and organizational measures to guarantee the safety of your data taking into account the current state of technology, the art of data and the risks to which they are exposed.

**Data controller**

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We specify that this privacy policy may be subject to changes.

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