

**PRIVACY POLICY**  
**HOTEL ŚLĄSK SP. Z O.O.**

The purpose of the developing this policy is to inform our clients about the principles of privacy protection when using the information we use directly or indirectly from our clients, including information obtained through our websites.

- I. The owner of the hotel and at the same time the Personal Data Administrator is Hotel Śląsk Sp. z o.o. with its headquarters in Wrocław 53-434, ul. Oporowska 60.
- II. The Personal Data Administrator informs that the provided personal data will be processed in accordance with the European Parliament and Council (EU) 2016/679 of 27 April 2016, on the protection of individuals with regard to the processing of the personal data and on the free movement of such data and repealing Directive 95/46/WE (general regulation on data protection), hereafter referred as RODO.
- III. We collect the necessary personal in order to manage room reservations and to deliver comprehensive hotel services.
- IV. Providing personal data by the Customer and giving consent to its processing is voluntary, although necessary for making room reservations and for providing hotel services.
- V. We collect data during:
  - the booking process through the website
  - the booking process carried out personally at the hotel, by phone or email, as well as during the guest's check-inWe can also collect data from our partners from booking portals (Booking.com, HRS, event organizers, etc.) if consent has been given.

- VI. We collect the following data:

When booking through the website, it is possible to create a customer account or create a one-time reservation.

1. When creating an account on the hotel website, the Customer sets the account access password by himself and provides the following data:
  - a) Name and Surname
  - b) Address (street, house / flat number, zip code and city)
  - c) Telephone number
  - d) E-mail address

The customer can modify the above-mentioned data after logging into his/her account.

With a one-off reservation made through the website, the range of collected data is the same as when setting up the account, including the country of residence.

2. During the bookings made personally, by phone or e-mail or by chat, as well as the Customer's check-in at the hotel, the following data is collected:
  - a) Name and Surname
  - b) Address (street, house/flat number, zip code and city)
  - c) Telephone number
  - d) Email address

- e) Company data together with its tax identification number (when issuing a TVA invoice to a company)
  - f) Registration number of the vehicle belonging to the customer (when using the hotel car park)
  - g) ID number
3. Children's data, such as first name, surname, nationality and date of birth, is collected only from their parents or legal guardians in order to determine their age and discounts they are entitled to, and for statistical purposes (CSO's duty and the tourist tax).
  4. When using the hotel's websites, additional information is automatically downloaded (the IP address assigned to the computer from which the hotel website was accessed, the external IP address of the Internet provider, domain name, browser type, access time, type of operating system).

VII. We use the collected data for the following purposes:

1. Fulfilling our obligations towards clients.
2. Room reservations and accommodation requests service:
  - creating and storing legal documentation in accordance with accounting standards.
3. Customer service at the hotel:
  - monitoring the use of services (telephone, bar, pay TV, etc.)
  - managing access to rooms,
  - managing internally list of customers who have behaved improperly while staying in the hotel (aggressive and anti-social behaviour, breach of contract with the hotel, breach of security rules, theft, damage and vandalism, payment problems).
4. Improvement of hotel service, especially:
  - processing of your personal data as part of our marketing program - in order to conduct marketing activities, promote brands and better understand the client's requirements and wishes,
  - better adapting our products and services to customer requirements,
  - matching commercial offers and news about promotions sent to the Customer,
  - informing the client about special offers and new hotel services.
5. Management of customer relations before, during and after a stay:
  - servicing the loyalty program,
  - segmentation operations based on the booking history and customer preferences - in order to send the client customized messages,
  - creating statistics, reports and calculating trading results
  - providing context data used by the offer suggesting tool when the client visits the hotel's website or books a hotel,
  - sending newsletters, promotions and offers of tourist and hotel services, as well as telephone contact with the client,
  - handling requests for cancellation of subscriptions, promotions, tourist offers and satisfaction surveys,
  - taking into account the right to object.
6. Improvement of hotel services, in particular:
  - handling complaints and grievances,
  - offering the customer benefits from the loyalty program.
7. Providing security and improving the use of hotel websites including:
  - improving navigation,
  - implementing safeguards and anti-fraud measures.
8. Ensuring compliance with legal regulations (e.g. in case of storing accounting documents)

- VIII. Access to customers' personal data is directly accessible only to the authorized hotel employees, and processing entities with which separate agreements have been concluded (subcontractors providing services to the hotel). The data may also be made available to entities authorized under applicable law.
- IX. Hotel Śląsk takes the appropriate technical and organizational measures, in accordance with the applicable law, to ensure maximum protection of our clients' personal data.
- X. When the customer provides us with credit card information during the booking, he is redirected to the side of the payment card acceptor who ensures the security of the transaction.
- XI. We grant the clients of Hotel Śląsk access rights to data correcting, transferring, and the right to receive a copy of personal data processed by the hotel. In addition, the right to withdraw your consent at any time, requests to limit its processing, removal, and the right to be forgotten when processing personal data for marketing purposes.
- XII. Data collected for providing hotel services will be processed for the period specified by law, and in the case of data collected with client's consent until such consent is revoked.
- XIII. Data obtained from camera surveillance system is deleted maximum 30 days after the date of recording.
- XIV. If you find that your personal data is being processed unlawfully, you have the right to file a complaint to the President of the Office for the Protection of Personal Data (PUODO).
- XV. Contact with the person responsible for the protection of personal data is possible at the hotel's headquarters, or via email: [ado@hotelslask.pl](mailto:ado@hotelslask.pl)
- XVI. Cookies Policy  
Hotel Śląsk's website uses cookies for statistical and functional purposes. By using it, you consent to their use in accordance with the settings of your browser.
- XVII. Changes to the Hotel Śląsk privacy policy  
The Hotel Śląsk reserves the right to change, modify or correct this policy at any time.

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