

Information on Data Protection

Our handling of your data and your rights - Information pursuant to Articles 13, 14 and 21 of the General Data Protection Regulation (GDPR) -

Dear customer, dear client,

In the following, we would like to inform you about our processing of your personal data and the claims and rights to which you are entitled under regulations on data protection. Which specific data is processed and how they are used depends largely on the requested or agreed services.

1. Who is controller and who can I contact?

The controlling body is:

Adina Germany Holding GmbH & Co. KG
Schumannstraße 6
D-10117 Berlin, Germany
Telephone: +49 (0)30 200 767 590
E-mail: info@adina.eu

You can contact our company Data Protection Officer at:

Thomas Gutte Datenschutzberatung
Hochstraße 2
D-65195 Wiesbaden, Germany
Telephone: +49 (0)611 711 869 90
E-mail: thomas.gutte@gutte-datenschutz.de

2. What sources and data do we use?

We process personal data that we receive from you in the course of our business relationship. To the extent necessary for the provision of our services (e.g. for the execution of orders, for the fulfilment of contracts or on the basis of your consent, we additionally process personal data that we have legitimately received from other companies (e.g. IHD). On the other hand, we process personal data that we have obtained from publicly accessible sources (e.g. trade and association registers, press, media) and are permitted to process.

Relevant personal data is personal details (name, address and other contact data, date and place of birth and nationality) or also authentication information (e.g. identification data). Furthermore, this may also include order data (e.g. reservation data), data from the fulfilment of our contractual obligations (e.g. accommodation contract), information about your financial situation (e.g. data on creditworthiness), advertising and sales data (including advertising scores), documentation data (e.g. call logs), register data, data on your use of the telemedia which we offer (e.g. time of accessing our websites, apps or newsletter, pages you click on or entries you make) and other data comparable with the categories mentioned.

3. What do we process your data for (purpose of processing) and on which legal basis?

We process personal data in accordance with the provisions of the European General Data Protection Regulation (GDPR) and the Federal Data Protection Act (BDSG):

3.1 For the fulfilment of contractual obligations (Article 6 Para. 1 lit. b GDPR)

The processing of personal data (Article 4 Para. 2 GDPR) takes place is conducted for our contracts or pre-contractual measures with you and the execution of your orders, as well as all company activities required for its operation and administration.

The purposes of data processing are primarily based on the specific product or order (e.g. the reservation and provision of rooms) and may include, among other things, needs analyses, advice and execution of transactions.

Further details for the purpose of data processing can be found in the respective contractual documents and terms and conditions.

3.2 In line with the balancing of interests (Article 6 Para. 1 lit. f GDPR)

To protect the legitimate interests of us or third parties, we process your data if necessary, beyond the actual performance of the contract; for example, in the following cases:

- Safeguarding IT security and IT operations;
- Review and optimisation of procedures for needs analysis and direct customer approach;
- Advertising or market and opinion research, as long as you have not objected to the use of your data;
- Enforcement of legal claims and defence in legal disputes;
- Measures for building security (e.g. entry controls);
- Measures to secure house rights (e.g. video surveillance);
- Measures for business management and further development of services and products;
- Consultation and data exchange with credit agencies (e.g. SCHUFA) to determine creditworthiness and default risks;
- Prevention and investigation of criminal offences.

3.3 On the basis of your consent (Article 6 Para. 1 lit. a GDPR)

If you have given us your consent to process personal data for any specific purposes (e.g. transferring data, evaluating user data for marketing purposes), the lawfulness of this processing is given on the basis of your consent. Consent that has been given may be revoked at any time. This also applies to the revocation of declarations of consent which – such as the “SCHUFA clause” – were issued to us before the GDPR became valid, i.e. before 25 May 2018.

Please note that the revocation is only effective in the future. Any processing that took place before the revocation is not affected by this.

3.4 Due to legal requirements (Article 6 Para. 1c GDPR)

As a hotel, we are additionally subject to various legal obligations, i.e. statutory requirements (e.g. according to German Registration Law). Among other things, the purposes of the processing include the checking of identity and the reporting obligations arising from the German Registration Law.

4. Who receives my data?

The departments in our company which have access to your data, need them to fulfil our contractual and legal obligations. Contractors we commission (Article 28 GDPR) may also receive data for these purposes. These are companies in the categories of IT services, logistics, printing services, telecommunications, debt collection, consulting and sales and marketing.

With regard to the transfer of data to recipients outside of our company, please note that we only disclose information on you if required to do so by law, if you have given your consent or if we are authorised to provide such information.

Recipients of personal data under these conditions may be, for example:

- In the event of a legal or official obligation, public bodies and institutions (e.g. authorities).
- Other institutions to which we transfer personal data in order to conduct the business relationship with you (e.g. credit agencies such as IHD).

Other recipients of data may be those bodies for which you have given us your consent to the transfer of data.

5. How long will my data be stored?

If necessary, we process and store your personal data for the duration of our business relationship, which also includes, for example, the initiation and processing of a contract. Furthermore, we are subject to various obligations for storage and documentation, which result inter alia from the German Commercial Code (HGB) and the German Fiscal Code (AO). The periods for storage and documentation specified there range from two to ten years.

Finally, the storage period is also assessed according to the statutory limitation periods, which, for example, according to Sections 195 et seqq. of the German Civil Code (BGB) can generally amount to three years, but in certain cases also up to thirty years.

6. Is data transferred to a third country or to an international organisation?

Data is only to be transferred to third countries (countries outside the European Economic Area (EEA)) if this is necessary for the execution of your orders, is required by law or you have given us your consent. If required by law, we will inform you separately of details.

7. What data protection rights do I have?

According to Article 15 GDPR, every data subject has the right of access; according to Article 16 GDPR, the right to rectification; according to Article 17 GDPR, the right to erasure; according to Article 18 GDPR, the right to restriction of processing; and, according to Article 20 GDPR, the right to data portability. According to Sections 34 and 35 BDSG, the restrictions apply to the right of access and the right to erasure. In addition, you have the right to lodge a complaint with a data protection supervisory authority (Article 77 GDPR in conjunction with Section 19 GDPR).

8. Is there an obligation to provide data?

In the context of our business relationship, you only have to provide the personal data which is necessary for the establishment, execution and termination of a business relationship or which we are legally obliged to collect. Without this data, we will usually have to reject the conclusion of the contract or the execution of the order or we will no longer be able to execute an existing contract and may have to terminate it.

9. To what extent is automated decision-making in individual cases conducted?

For the establishment and implementation of the business relationship, we generally do not use fully automated decision-making according to Article 22 GDPR. Should we use these procedures in individual cases, we will inform you separately, insofar as this is required by law.

10. To what extent is my data used for profile formation (scoring)?

In principle, we do not use profile formation according to Article 22 GDPR. Should we use this procedure in individual cases, we will inform you of this separately, insofar as this is required by law.

Or (if applicable)

We process some of your data automatically with the aim of evaluating certain personal aspects (profiling). We use profiling, for example, to be able to inform and advise you about products in a targeted manner. These enable demand-oriented communication and advertising, including market and opinion research.

Information on your right of objection according to the General Data Protection Regulation (GDPR)

1. For reasons arising from your particular situation, you have the right to object at any time to the processing of personal data concerning you; this is based on Article 6(1e) GDPR (data processing in the public interest) and Article 6 Para.1 lit. f GDPR (data processing on the basis of a balance of interests). Within the meaning of Art. 4 Para. 4 GDPR, this also applies to profiling that we use for credit assessment or for advertising purposes.
If you object, we will no longer process your personal data unless we can prove compelling legitimate grounds for the processing which outweigh your interests, rights and freedoms, or the processing serves to assert, exercise or defend legal claims.
2. In individual cases, we process your personal data for direct marketing purposes. You have the right to object at any time to the processing of your personal data for the purpose of such advertising; this also applies to profiling insofar as it is associated with such direct advertising.
If you object to the processing for direct advertising purposes, we will no longer process your personal data for these purposes.

The objection does not have to follow any particular form and should be addressed to:

Adina Germany Holding GmbH & Co. KG
Schumannstraße 6
D-10117 Berlin, Germany
E-mail: info@adina.eu