

## Information about the processing of your data

In accordance with Art. 12 of the General Data Protection Regulation (hereinafter: DSGVO), we are obliged to inform you about the processing of your data when using our website. We take the protection of your personal data very seriously and this privacy policy informs you about the details of the processing of your data and your legal rights in this regard.

We reserve the right to adapt the data protection declaration with effect for the future, in particular in the event of further development of the website, the use of new technologies or changes to the legal basis or the relevant case law.

We recommend that you read the privacy policy from time to time and take a printout or copy for your records.

## Definitions of terms

- **"Website"** or **"Internet presence"** hereinafter means all pages of the responsible person on <https://blog.bestwestern.de>.
- **"Personal data"** means any information relating to an identified or identifiable natural person. An identifiable person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person. Personal data therefore includes, for example, a person's name, e-mail address and telephone number, but may also include data about preferences, hobbies and memberships.
- **"Processing"** means operations or series of operations performed with or without the aid of automated procedures in connection with personal data, such as collection, recording, organization, classification, storage, adaptation, alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment, combination, restriction, erasure or destruction.
- **"Pseudonymization"** means the processing of personal data in such a way that the personal data can no longer be attributed to a specific data subject without the use of additional information, provided that such additional information is kept separate and is subject to technical and organizational measures to ensure that the personal data is not attributed to an identified or identifiable natural person.
- **"Consent"** hereinafter means any voluntary expression of will in the form of a declaration or other unambiguous affirmative action, given in an informed and unambiguous manner for the specific case, by which the data subject indicates that he or she consents to the processing of personal data relating to him or her.
- **"Google"** hereinafter means Google, LLC 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; accessible in the European Union at: Google Dublin, Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001.

## Scope

The data protection declaration applies to all pages of <https://blog.bestwestern.de>. It does not extend to any linked websites or Internet presences of other providers.

## Responsible provider

Responsible for the processing of personal data within the scope of this privacy policy is:

Best Western Hotels Central Europe GmbH  
Frankfurter Street 10-14  
65760 Eschborn  
info@bestwestern.de

## Questions about data protection

If you have any questions about data protection with regard to our company or our website, you can contact our data protection officer:

Spirit Legal LLP Attorneys at Law  
Attorney at Law and Data Protection Officer  
Peter Hense  
Postal address:  
Data Protection Officer  
c/o Best Western Hotels Central Europe GmbH  
Frankfurter Street 10-14

65760 Eschborn  
info@bestwestern.de

Contact via encrypted online form:  
[Contact data protection officer](#)

## Security

We have taken comprehensive technical and organizational precautions to protect your personal data from unauthorized access, misuse, loss and other external interference. To this end, we regularly review our security measures and adapt them to the state of the art.

## Your rights

You have the following rights with regard to the personal data concerning you, which you can assert against us:

- Right to information (Art. 15 DSGVO),
- Right to rectification (Art. 16 DSGVO) or deletion (Art. 17 DSGVO),
- Right to restriction of processing (Art. 18 DSGVO),
- Right to object to processing (Art. 21 DSGVO),
- Right to withdraw your consent (Art. 7(3) DSGVO),
- Right to receive the data in a structured, common, machine-readable format ("data portability"), as well as the right to have the data transferred to another controller if the conditions of Art. 20 (1) a, b DSGVO are met (Art. 20 DSGVO).

You can assert your rights by notifying the contact details listed in the "Responsible Provider" section or the data protection officer appointed by us.

You also have the right to complain to a data protection supervisory authority about our processing of your personal data (Art. 77 DSGVO).

## Use of the website, access data

In principle, you can use our website for purely informational purposes without disclosing your identity. When calling up the individual pages of the website in this sense, only access data is transmitted to our web space provider so that the website can be displayed to you. These are the following data:

- Browser type/ browser version,
- operating system used,
- Language and version of the browser software,
- host name of the accessing end device,
- IP address,
- Website from which the request comes,
- Content of the request (specific page),
- Date and time of the server request,
- Access status/HTTP status code,
- Referrer URL (the previously visited page),
- Amount of data transferred,
- Time zone difference from Greenwich Mean Time (GMT).

The temporary processing of the IP address by the system is necessary to technically enable delivery of the website to your computer. Processing your IP address for the duration of the session is necessary for this. The legal basis for this processing is Art. 6 para. 1 p. 1 lit. f) DSGVO.

The access data is not used to identify individual users and is not merged with other data sources. The access data is deleted when it is no longer necessary to achieve the purpose of its processing. In the case of the collection of data for the provision of the website, this is the case when you end your visit to the website.

IP addresses are stored in log files to ensure the functionality of the website. In addition, we use the data to optimize the website and to ensure the security of our IT systems. An evaluation of the data for marketing purposes does not take place in this context either. The data is generally deleted after seven days at the latest; processing beyond this

is possible in individual cases. In this case, the IP address is deleted or alienated in such a way that an assignment of the calling client is no longer possible.

The collection of data to provide the website and the processing of data in log files is mandatory for the operation of the website. You can object to the processing. Your right to object exists for reasons arising from your particular situation. We will not further process your data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, furthermore, if the processing serves the assertion and exercise of or defense against legal claims (Article 21 (1) DSGVO). In the event of your justified objection, we will review the situation and either discontinue or adjust the data processing or show you our compelling legitimate grounds on the basis of which we will continue the processing. You can send us your objection via the contact details listed in the section "Responsible provider".

## Cookies

In addition to the aforementioned access data, so-called cookies are stored in the Internet browser of the end device you are using when you use the website. These are small text files with a sequence of numbers that are stored locally in the cache of the browser used. Cookies do not become part of the PC system and cannot execute any programs. They are used to make our website user-friendly. The use of cookies may be technically necessary or for other purposes (e.g. analysis / evaluation of website usage).

### a) Technically necessary cookies

Some elements of our website require that the calling browser can be identified even after a page change. The following data is processed in the cookies:

- Language settings.

The user data collected through technically necessary cookies are not processed to create user profiles. We also use so-called "session cookies", which store a session ID that can be used to assign various requests from your browser to the joint session. Session cookies are necessary for the use of the website. In particular, they allow us to recognize the terminal device used when you return to the website. We use this cookie to recognize you on subsequent visits to the website if you have an account with us; otherwise, you would have to log in again for each visit. The legal basis for this processing is Art. 6 para. 1 p. 1 lit. f) DSGVO. We use session cookies to make the use of the website more attractive and effective. The session cookies are deleted as soon as you log out or close the browser.

Most browsers are preset to accept cookies automatically. You can object to the processing. Your right to object exists for reasons arising from your particular situation. We will not further process your data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, furthermore, if the processing serves the purpose of asserting and exercising or defending against legal claims (Article 21 (1) DSGVO). By changing the settings in your Internet browser, you can disable or restrict the transfer of cookies. Cookies that have already been stored can be deleted at any time. This can also be done automatically. If cookies are deactivated for our website, it may no longer be possible to use all functions of the website in full.

### b) Technically non-essential cookies

We also use cookies on the website that enable an analysis of the user's surfing behavior. The following data, for example, is stored and processed in the cookies:

- Search terms entered,
- Frequency of page views,
- Use of website functions.

These cookies are used to make the use of the website more efficient and attractive. The legal basis for this processing is Art. 6 para. 1 p. 1 lit. f) DSGVO. The technically unnecessary cookies are automatically deleted after a specified duration, which may differ depending on the cookie.

You may object to the processing. Your right to object exists for reasons arising from your particular situation. We will not further process your data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or if the processing serves the purpose of asserting, exercising or defending legal claims (Art. 21 (1) DSGVO). By changing your browser settings, you have the option to generally or selectively block the placement of cookies or to remove cookies that have already been stored. You can also display appropriate notices before setting a cookie. You can also prevent the use of Cookies by opening the browser

you are using in "private mode". If you change the browser settings for the use of cookies or disable cookies, the functionality of this website may be limited.

Insofar as we integrate third-party cookies into our website, we will point this out to you separately below.

## Contacting our company

When contacting our company, e.g. by e-mail, the personal data you provide will be processed by us in order to answer your inquiry. The legal basis for the processing is Art. 6 para. 1 sentence 1 lit. f) DSGVO or Art. 6 para. 1 sentence 1 lit. b) DSGVO, if the contact is aimed at the conclusion of a contract. If the processing is necessary for the conclusion of a contract, it may be impossible to conclude or execute the contract if the data is not provided. In the event of contact being made by e-mail, the processing of the contact also constitutes the necessary legitimate interest in the processing of the data.

In this context, the data will not be passed on to third parties. The data is processed exclusively for the processing of the conversation. We delete the data accruing in this context after the processing is no longer necessary, or restrict the processing to compliance with the existing legally mandatory retention obligations.

You may object to the processing. Your right to object exists for reasons arising from your particular situation. We will not further process your data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or if the processing serves the purpose of asserting, exercising or defending legal claims (Art. 21 (1) DSGVO). You can send us your objection via the contact details listed in the section "Responsible provider".

## Processing and disclosure of personal data for contractual purposes

We process your personal data if and insofar as this is necessary for the initiation, establishment, execution and/or termination of a legal transaction with our company. The legal basis for this results from Art. 6 para. 1 p. 1 lit. b) DSGVO. If the data processing is required for the conclusion of a contract, the conclusion, execution and/or termination of a legal transaction with our company may be impossible if the data is not provided.

After the purpose has been achieved (e.g. contract execution), the personal data will be blocked for further processing or deleted, unless we are entitled to further storage and processing required in the respective context on the basis of a consent granted by you (e.g. consent to the processing of the e-mail address for sending electronic advertising mail), a contractual agreement, a legal authorization (e.g. authorization to send direct advertising) or on the basis of legitimate interests (e.g. storage for the enforcement of claims).

The transfer of your personal data takes place to this extent if

- it is necessary for the establishment, implementation or termination of legal transactions with our company (e.g. in the case of the transfer of data to a payment service provider / a shipping company for the processing of a contract with your person), (Art. 6 para. 1 sentence 1 lit. b) DSGVO), or
- a subcontractor or vicarious agent that we use exclusively in the context of providing the offers or services you have requested requires this data (unless you are expressly informed otherwise, such auxiliaries are only authorized to process the data to the extent that this is necessary for the provision of the offer or service), or
- an enforceable official order (Art. 6 para. 1 p. 1 lit. c) DSGVO) exists, or
- an enforceable court order exists (Art. 6 para. 1 p. 1 lit. c) DSGVO), or
- we are obliged to do so by law (Art. 6 (1) p. 1 lit. c) DSGVO), or
- the processing is necessary to protect the vital interests of the data subject or another natural person (Art. 6 (1) p. 1 lit. d) DSGVO), or
- it is necessary for the performance of a task carried out in the public interest or in the exercise of official authority (Art. 6 para. 1 sentence 1 lit. e), or
- we are authorized or even obliged to disclose data in order to pursue overriding legitimate interests (Art. 6 para. 1 p. 1 lit. f) DSGVO).

Any further transfer of your personal data to other persons, companies or bodies will not take place unless you have effectively consented to such a transfer. The legal basis of the processing is then Art. 6 para. 1 p. 1 lit. a) DSGVO.

## Hosting

We use external hosting services to provide the following services: Infrastructure and platform services, computing capacity, storage resources and database services, security and technical maintenance services. All data required for the operation and use of our website is processed.

We use external hosting services for the operation of this website. By using external hosting services, we aim to provide our website efficiently and securely. The legal basis for the processing is Art. 6 para. 1 p. 1 lit. f) DSGVO.

The collection of data for the provision and use of the website and the processing of data via external web hosts is absolutely necessary for the operation of the website. You may object to the processing. Your right to object exists for reasons arising from your particular situation. We will not further process your data unless we can demonstrate compelling legitimate grounds for the processing that override your interests, rights and freedoms, or if the processing serves the purpose of asserting and exercising legal claims or defending against legal claims (Article 21 (1) DSGVO). In the event of your justified objection, we will review the situation and either discontinue or adapt the data processing or show you our compelling legitimate grounds on the basis of which we will continue the processing. You can send us your objection via the contact details listed in the section "Responsible provider".

## Integration of third-party content

Third-party content such as videos, maps, RSS feeds or graphics from other websites are integrated on the website. This integration always requires that the providers of this content ("third-party providers") perceive the IP addresses of the users. This is because without the IP address they cannot send the content to the browser of the respective user. The IP address is thus necessary for the display of this content.

We endeavor to only use content from third-party providers who only process the IP address for the delivery of the content. However, we have no influence if the third-party providers process the IP addresses, e.g. for statistical purposes. Insofar as this is known to us, we will inform you about it below.

Some of the third-party providers may process data outside the European Union.

You can object by installing a JavaScript blocker such as the browser plugin 'NoScript' ([www.noscript.net](http://www.noscript.net)) or by deactivating JavaScript in your browser. Your right to object exists for reasons arising from your particular situation. We will not further process your data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or if the processing serves the purpose of asserting, exercising or defending legal claims (Art. 21 (1) DSGVO).

## Google AJAX Search API

We use Google AJAX Search API as a central search service. The integrated search service enables a full-text search for contents of the present Internet offer.

For the information of the user, the text "search with Google™ ..." is displayed in the search box. If the user selects the input field of the search box and fills it with a search term, an additional link appears below the search box that refers to this information on data protection.

Data is only transferred to Google as soon as you activate the search box, start a full-text search and thereby call up the search results page. By using the search function within the search results page, your data will also be transferred to Google at the same time. This includes, for example, the search terms you entered and the IP address of the computer you are using. If you visit our official website without activating the Google AJAX Search API, no data will be transmitted to Google. We would like to point out that Google is responsible for processing any personal data that may be transferred and that we have no influence on the type and scope of the data transferred or on its further processing. If you are logged in to Google at the same time, the Google service is able to assign the information directly to your user profile. You should log out to avoid the collection of profile information about you.

The legal basis for the processing is Art. 6 para. 1 p. 1 lit. f) DSGVO. The processing serves to make our website more attractive and to offer you additional service. We have no knowledge of the storage period at Google and no possibility to influence it.

Further information from Google about the handling of user data (privacy policy) can be found at: <http://www.google.com/intl/de/policies/privacy>.

You may object to the processing. Your right to object exists for reasons arising from your particular situation. We will not further process your data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or if the processing serves the purpose of asserting, exercising or defending legal claims (Art. 21 (1) DSGVO). By changing the settings in your internet browser, you can disable or restrict the transfer of cookies. Cookies that have already been stored can be deleted at any time. This can also be done automatically. You can also prevent the use of cookies by opening the browser you are using in "private mode". If cookies are deactivated for our website, it may no longer be possible to use all functions of the website in full.

## Google Web Fonts

We use so-called web fonts provided by Google for the uniform display of fonts. When you call up a page, your browser loads the required web fonts into its browser cache in order to display texts and fonts correctly.

For this purpose, the browser you are using must connect to Google's servers. This gives Google knowledge that our website has been accessed via your IP address. Google also processes your personal data in the USA and has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>. You can view Google's certification at <https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>. Google Web Fonts are used in the interest of a uniform and appealing presentation of our online offers. This represents a legitimate interest within the meaning of Art. 6 (1) p. 1 lit. f) DSGVO. We have no knowledge of the storage period at Google and no possibility to influence it.

Further information on Google Web Fonts can be found at <https://developers.google.com/fonts/faq> and in Google's privacy policy: <https://www.google.com/policies/privacy/>.

You may object to the processing. Your right to object exists for reasons arising from your particular situation. We will not further process your data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or if the processing serves the purpose of asserting, exercising or defending legal claims (Art. 21 (1) DSGVO). You can send us your objection via the contact details listed in the section "Responsible provider".

## Services for statistical, analytical and marketing purposes

We use third-party services for statistical, analysis and marketing purposes. In this way, it is possible for us to provide you with a user-friendly, optimized use of the website. The third-party providers use cookies to control their services (see the section "Cookies" above). Personal data is not processed, unless otherwise explained below.

Some of the third-party providers offer the possibility to directly object to the use of the respective service, e.g. by setting an opt-out cookie.

You may object to the processing. Your right to object exists for reasons arising from your particular situation. We will not further process your data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or if the processing serves the purpose of asserting, exercising or defending legal claims (Art. 21 (1) DSGVO).

If you activate a corresponding opt-out cookie, the external provider will no longer process any data about your usage behavior in the future. A merely selective objection to an individually made selection of external services is also possible. If you change the browser or the end device used or delete all cookies, you must set the opt-out cookie again.

Furthermore, you can also directly object to the use of cookies via the opt-out platform of the Bundesverband Digitale Wirtschaft e.V. (BVDW) at [http://www.meine-cookies.org/cookies\\_verwalten/praeferenzmanager.html](http://www.meine-cookies.org/cookies_verwalten/praeferenzmanager.html) or via the deactivation page of the Network Advertising Initiative at <http://www.networkadvertising.org/choices/>.

Further information on usage-based advertising and opt-out options can also be found at the following link: <http://www.youronlinechoices.com/de/>.

You can also prevent the use of cookies by opening the browser you are using in "private mode".

In the following, we inform you about the services of external providers currently used on our website as well as about the purpose and scope of the respective processing in each individual case and about your existing objection options.

## **etracker**

On this website, data is collected and processed for marketing and optimization purposes using technologies from etracker GmbH (Erste Brunnenstraße 1, 20459 Hamburg; <http://www.etracker.com>, hereinafter: "etracker"). From this data, usage profiles can be created under a pseudonym. Cookies may be used for this purpose (see the section "Cookies" above). The data collected with the etracker technologies will not be processed to personally identify the visitor to this website without the separately granted consent of the person concerned and will not be merged with personal data about the bearer of the pseudonym. We use etracker to analyze and regularly improve the use of our website. The statistics obtained enable us to improve our offer and make it more interesting for you as a user. The collected data is analyzed pseudonymously.

The legal basis for processing by etracker is Art. 6 para. 1 p. 1 lit. f) DSGVO. We have no knowledge of the storage period at etracker and no possibility to influence it.

You can find more information from etracker at: <https://www.etracker.com/en/data-privacy/>.

You may object to the processing. Your right to object exists for reasons arising from your particular situation. We will not further process your data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or if the processing serves the purpose of asserting, exercising or defending legal claims (Art. 21 (1) DSGVO). You can send us your objection via the contact details listed in the section "Responsible provider". If you wish to prevent the further collection of your usage behavior, you can exercise your right to object by clicking the opt-out button under the following link under the heading "Web Analysis and Website Optimization": <https://www.etracker.com/en/data-privacy/>. You can also prevent the use of cookies by opening the browser you are using in "private mode".

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