

DATA PROTECTION STATEMENT

1. Important legal information

Please read the following conditions carefully.

Your trust is important to us, so we take the topic of data protection seriously and pay attention to appropriate security measures. We also train our staff accordingly.

When we use third parties to process personal data, the third party is carefully selected and must take reasonable security measures to ensure the confidentiality and security of your personal data.

Of course, we observe the statutory provisions of the Federal Data Protection Act (DSG), the Ordinance regarding the Federal Data Protection Act (VDSG), the Telecommunications Act (FMG) and, if applicable, other data protection provisions, in particular, the Basic Data Protection Regulation of the European Union (DSGVO). In order for you to know what personal data we collect from you and for what purpose we use it, please take note of the information contained within our Data Protection Statement.

Responsible body within the meaning of the Federal Data Protection Act (DSG):

Grischa – DAS Hotel Davos

Talstrasse 3, 7270 Davos Platz
info@hotelgrischa.ch

2. General remarks

Any personal data which are collected in the context of any inquiry, booking, arrival, stay, departure, quality management and customer loyalty and which are protected by the DSG or the DSGVO are processed solely for the purpose of performance of the contract, unless, namely based on this Data Protection Statement, you agreed to a more extensive data procession or if such more extensive data procession is permitted by the applicable law.

Our staff is obliged to process your personal data confidentially.

If you have any questions or comments about our legal notices or data protection, please contact us at <info@hotelgrischa.ch>.

3. Scope and purpose of the collection, processing, and use of personal data

3.1 When visiting www.hotelgrischa.ch

When visiting our website, our servers temporarily store every access in a log file. The following data are stored by us (respectively our ISP - Internet Service Provider) without your assistance:

- the IP address of the requesting computer
- the date and time of access
- the name and URL of the retrieved file
- the website from which the access occurred
- the operating system of your computer and the browser you use
- the country from which you accessed and the language settings in your browser

The collection and processing of this data is for the purpose of enabling the use of our website (connection establishment), to ensure the long-term security and stability of the system, to optimize our website, and for internal statistical purposes. This is our legitimate interest in the processing of the relevant data. The IP address is used in particular to record the country of

residence of the website visitor. Furthermore, the IP address is evaluated for statistical purposes when accessing the network infrastructure of <www.hotelgrischa.ch>. In addition, when visiting our website, we use so-called pixels and cookies to display personalized advertisements and to use web analytics services.

3.2 When using our contact forms

You have the option to use a contact form to contact us. The entry of the following personal data is required:

- first name and surname
- address (street address, city, ZIP code, country)
- telephone
- e-mail address

We will mark the required entries. Failure to provide this information may hinder the provision of our services. The provision of other information is optional and has no influence on the use of our website.

We only use this data to answer your contact request in the best possible and personalized way. You can object to this data processing at any time (see heading "Your Rights").

3.3 When registering for our newsletter

You have the option to subscribe to our newsletter on our website. This requires a registration. As part of the registration, the following data must be provided:

- e-mail address
- first name and surname.

The e-mail address is required for sending our newsletter. The information about the name and surname is needed so that we can address you personally.

By registering, you give us your consent to process the data provided for the regular sending of the newsletter to the address you have provided and for the statistical evaluation of the user behaviour as well as the optimization of the newsletter. We are entitled to commission third parties with the technical handling of advertising measures and to pass on your data for this purpose. At the end of each newsletter, you will find a link you can use to unsubscribe at any time. We expressly point to the data analyses during the newsletter distribution (see heading "Evaluation of newsletter usage").

Further, you have the possibility to unsubscribe from the newsletter by giving notice directly to <info@hotelgrischa.ch>.

3.4 When booking or making a reservation

On our website you can make hotel bookings and table reservations. Depending on the required service, various data is collected in this context. This includes, for example, the following data:

- form of address and/or company
- first name and surname
- address (street, house number, postcode, city, country)
- further contact data (e-mail address, telephone number)
- credit card details if applicable.

We will mark the mandatory entries. Failure to provide the relevant information may interfere with the provision of booking services. Providing other information is optional and does not affect your use of our website.

The legal basis for the processing of the aforementioned data is the fulfilment of a contract within the meaning of Art. 6 para. 1 lit. b DSGVO.

3.5 Social Media Plug-Ins

The social plugins described below are used on the website. The plugins are deactivated by default on our website and therefore do not send any data. You can activate the plugins by clicking on the corresponding social media button.

If these plugins are activated, your browser establishes a direct connection with the servers of the respective social network as soon as you access one of our websites. The content is transferred directly from the social network to your browser and integrated into the website by it. The plugins can be deactivated with one click. Further information can be found in the respective data protection statements.

a. Social Plugins from Facebook and Instagram

Social plugins from Facebook are used on this website to make our website more personal. For this purpose, we use the "LIKE" or "SHARE" button. It is an offer of the US-American company Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA.

By integrating the plugins, Facebook receives the information that your browser has accessed the corresponding page of our website, even if you do not have a Facebook account or are not logged in to Facebook. This information (including your IP address) is transmitted directly from your browser to a Facebook server in the USA and stored there.

If you are logged in to Facebook, Facebook can assign your visit to our website directly to your Facebook account. If you interact with the plugins, for example by pressing the "LIKE" or "SHARE" button, the corresponding information is also transmitted directly to a Facebook server and stored there. The information is also published on Facebook and displayed to your Facebook friends.

Facebook may use this information for the purposes of advertising, market research and tailoring Facebook pages to your needs. To this end, Facebook creates usage, interest and relationship profiles, e.g. to evaluate your use of our website with regard to the advertisements displayed to you on Facebook, to inform other Facebook users about your activities on our website and to provide other services associated with the use of Facebook.

If you do not want Facebook to associate the information collected through our website with your Facebook account, you must log out of Facebook before visiting our website.

The purpose and scope of the data collection and the further processing and use of the data by Facebook as well as your rights in this regard and setting options to protect your privacy can be found in Facebook's data protection information.

4. Transfer of data to third parties

We will only disclose your personal information if you have expressly consented, if there is a legal obligation to do so, or if it is necessary to enforce our rights, in particular, to enforce claims arising from the relationship between you and Grischa – DAS Hotel Davos. In addition, we will share your information with third parties as far as the use of the website requires it to provide the services you request and to analyse your user behaviour.

When passing on personal data to third parties, we ensure that there are sufficient contractual guarantees that such third parties will use the personal data in accordance with the legal requirements and exclusively in our interest.

If the website contains links to third-party websites, Grischa – DAS Hotel Davos no longer has any influence on the collection, processing, storage, or use of personal data by the third party after clicking these links and assumes no responsibility for them.

5. Transfer of personal data abroad

Grischa – DAS Hotel Davos is also entitled to transfer your personal data to third parties (commissioned service providers) abroad if this is necessary for the data processing described in this privacy policy. They are obliged to data protection to the same extent as we are. If the level of data protection in one country does not correspond to Swiss or European standards, we contractually ensure that the protection of your personal data corresponds to that in Switzerland or in the EU at all times.

For the sake of completeness, we would like to point out to users, resident or domiciled in Switzerland that in the USA, there are surveillance measures taken by US authorities, which generally entail the storage of all personal data of all persons whose data was transferred from Switzerland to the USA. This is done without any differentiation, limitation, or exception on the basis of the objective pursued, and without an objective criterion that would limit the US authorities' access to the data and its subsequent use to very specific, strictly limited purposes, which justify access to this data as well as intervention associated with their use. Furthermore, we would like to point out that in the US, there are no legal remedies available for affected Swiss residents that allow them to obtain access to the data concerning them and to demand their rectification or deletion, and that there is no effective legal protection against general legal access rights of US authorities. We explicitly inform the person concerned about this legal and factual situation in order to make an informed decision to consent to the use of his data. For users residing in EU Member States, we point out that, from the point of view of the European Union, the US does not have sufficient data protection levels due to, inter alia, the issues mentioned in this section. To the extent that we have explained in this Data Protection Statement that recipients of data (such as Google, Facebook, or Twitter) are based in the US, we will either ensure that your data is protected at a reasonable level by our partners by contractual arrangements with these companies or by securing certification of these companies under the EU-US-Privacy Shield.

6. Data security

We use appropriate technical and organizational security measures to protect your stored personal data against manipulation, partial or complete loss, and unauthorized access by third parties. Our security measures are continuously improved in line with technological developments. You should always keep your information confidential and close the browser window when you have finished communicating with us, especially if you share your computer with others. We also take internal privacy very seriously. Our employees and the service companies commissioned by us have been sworn to secrecy and to comply with data protection regulations.

7. Evaluation of newsletter usage

For sending our newsletter, we use third party e-mail marketing services. Therefore, our newsletter can contain a so-called Web Beacon (counting pixel) or similar technical means. A web beacon is a 1x1 pixel, non-visible graphic that is related to the user ID of each newsletter subscriber. This pixel is only activated when you display the pictures of the newsletter. The use of corresponding services enables the evaluation of whether the e-mails with our newsletter have been opened. In addition, the click behaviour of the newsletter recipients can also be recorded and evaluated. We use this data for statistical purposes and to optimize the content and structure of the newsletter. This enables us to better align the information and offers in our newsletter with

the interests of our readers. The counting pixel is deleted when you delete the newsletter. To prevent the use of tracking pixels in our newsletter, please set your e-mail program so that in messages no HTML is displayed.

8. Google Analytics

Our website uses Google Analytics, a web analytics service provided by Google Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyse how you use the site. The information generated by the cookie about your use of the website will generally be transmitted to and stored by Google on servers in the United States.

However, if IP anonymisation is activated on this website, your IP address will be abbreviated by Google previously within member states of the European Union or within other signatory states to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA where it will be abbreviated subsequently.

On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide other services relating to website activity and internet usage to the website operator. The IP address transmitted by your browser as part of Google Analytics is not combined with other data from Google. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use all functions of this website.

You can also prevent Google from collecting the data generated by the cookie and related to your use of the website (including your IP address) as well as Google from processing this data by downloading and installing the browser plug-in available under the following link:
<<http://tools.google.com/dlpage/gaoptout>>.

You will find more information on the terms of use and on data protection in the terms and conditions of Google Analytics or in the Google Analytics Overview. We would like to point out that on this website Google Analytics has been extended by the code "gat._anonymizeIp();" in order to guarantee an anonymous recording of IP addresses (so-called IP masking).

Third parties, including Google, place ads on websites on the Internet. Third parties, including Google, use stored cookies to serve ads based on a user's previous visits to this website.

9. Automated Individual Decision-Making and Profiling

Generally, we (or, as the case may be, any third parties) do not make automated individual decisions which concern your personal data or which may have legal effects or similar impacts on you.

10. Your Rights

Upon request, we will provide each person concerned with information as to whether and, if so, which personal data is being processed about them (right to confirmation; right to information).

Upon request:

- we waive the processing of personal data in whole or in part (right to revoke your consent to the processing of personal data that is not absolutely necessary; right to be forgotten). We will also share your request to be forgotten with third parties to whom we have previously forwarded your personal data;
- we correct the corresponding personal data (right to correction);

- we limit the processing of the relevant personal data (right to limit the processing; in this case we will only store your personal data or use it to protect our legal claims or the rights of another person);
- you will receive the personal data concerned in a structured, common and machine-readable format (right to data transferability).

To make such a request to exercise a right described in this section, for example if you no longer wish to receive e-mail newsletters from us or wish to delete your account, please use the appropriate function in our newsletter or contact our data protection officer or an employee in accordance with the information at the beginning of this data protection statement. If we do not comply with a request, we will inform you of the reasons. We may, for example, refuse to delete your personal data in a legally permissible manner if it is still required for the original purposes (e.g. if you continue to receive a service from us), if the processing is based on a mandatory legal basis (e.g. statutory accounting regulations) or if we have an overriding interest of our own (e.g. in the event of a legal dispute against the person concerned).

If we assert an overriding interest in the processing of personal data against you, you have the right to object to the processing, provided that your particular situation results in a different weighing of interests compared to other data subjects (right to object).

This could be the case, for example, if you are a person of public interest or if the processing creates the risk that you may be harmed by third parties. If you are not satisfied with our response to your request, you have the right to lodge a complaint with a competent supervisory authority, for example in your country of residence (right of complaint).

11. Retention periods for your personal data We process personal data only as long as it is necessary for the purpose in question or prescribed by law. If you have set up an account with us, we will store the master data provided here without restriction. However, you can request the deletion of your account at any time (see heading "Your Rights"). We will delete the master data unless we are required by law to retain it. In the case of an order/booking without an account, your master data will be deleted after expiry of the guarantee period or the end of the service to the extent that we are not obliged by law to store it. This deletion can take place immediately or in the context of periodically carried out deletion runs.

Contract data, which may also include personal data, will be kept by us until the end of the statutory retention period of 10 years. Obligations to retain data arise, inter alia, from accounting as well as tax regulations and from the obligation to retain electronic communications. If we no longer need this data to perform the services for you, the data will be blocked. This means that the data may then only be used for accounting and tax purposes.

If we wish to refuse further business contacts with an affected person due to misuse, payment defaults or other legitimate reasons, we will retain the corresponding personal data for five years, or in the event of a repeat of this for ten years

12. Amendments of this Data Protection Statement

We may amend this Data Protection Statement at any time without prior notice. The current version published on our website shall apply. If the Data Protection Statement is part of an agreement with you, we will notify you by e-mail or other appropriate means in case of an amendment.

11 July 2019