

Privacy Policy

We are pleased that you are visiting our website. The protection and security of your personal information when using our website is very important to us. We therefore wish to inform you below about which of your personal data we collect when you visit our website and for what purposes it is used.

This Privacy Policy applies to the online services of Fidelity Hotels, which are accessible under the domain www.fidelity-hotels.com and the various subdomains (hereinafter referred to as “our website”).

Who is responsible and how can you contact us?

Controller

within the meaning of the EU General Data Protection Regulation (GDPR)

Fidelity Hotels
Lange Str. 35
60311 Frankfurt am Main
Germany

Data Protection Officer

Erich Zimmermann
c/o ZiDa-Datensicherheit GmbH
Office: Mannheim
Schwarzwaldstraße 17
68163 Mannheim
Germany
Website: www.zida-datensicherheit.de
Email: e.zimmermann@zida-GmbH.de

What is this about?

This Privacy Policy fulfills the legal requirements for transparency regarding the processing of personal data. Personal data refers to any information relating to an identified or identifiable natural person. This includes, for example, your name, age, address, telephone number, date of birth, email address, IP address, or user behavior when visiting a website. Information that cannot be associated with you personally, or only with disproportionate effort (e.g., through anonymization), does not constitute personal data.

The processing of personal data (such as collection, retrieval, use, storage, or disclosure) always requires a legal basis and a defined purpose.

Stored personal data is deleted once the purpose of processing has been fulfilled and no lawful reasons exist for further storage. We inform you about specific storage periods or criteria in the individual processing operations. Independently thereof, we may store

personal data in individual cases for the establishment, exercise, or defense of legal claims and where statutory retention obligations apply.

Who receives my data?

We only disclose personal data processed on our website to third parties if this is necessary to fulfill the respective purposes and is covered by a legal basis (e.g., consent or legitimate interests). In individual cases, data may also be disclosed if this serves the establishment, exercise, or defense of legal claims. Possible recipients may include law enforcement authorities, lawyers, auditors, courts, and similar entities.

Where we use service providers to operate our website who process personal data on our behalf in accordance with Article 28 GDPR, these providers may also receive your personal data. Further details regarding processors and web services can be found in the descriptions of the respective processing activities.

Do we use cookies?

Cookies are small text files that are sent to your browser during your visit to our website and stored on your device. Alternatively, information may also be stored in your browser's local storage. Certain functions of our website cannot be provided without the use of cookies or local storage (technically necessary cookies). Other cookies enable various analyses, such as recognizing your browser upon a subsequent visit and transmitting certain information to us (non-essential cookies).

Cookies allow us to make our website more user-friendly and effective, for example by understanding how our website is used and storing preferred settings such as language or country preferences. If third parties process information via cookies, they collect the data directly through your browser. Cookies do not cause any damage to your device, cannot execute programs, and do not contain viruses.

We provide information about the specific services using cookies in the respective processing descriptions. Detailed information about cookies can be found in the cookie settings or consent manager of this website.

What rights do I have?

Under the conditions of the GDPR, you have the following rights as a data subject:

- Right of access pursuant to Article 15 GDPR to information about your stored personal data and a copy thereof;
- Right to rectification pursuant to Article 16 GDPR of inaccurate or incomplete data;
- Right to erasure pursuant to Article 17 GDPR, unless processing is required for freedom of expression and information, legal obligations, public interest, or legal claims;
- Right to restriction of processing pursuant to Article 18 GDPR under the specified conditions;
- Right to data portability pursuant to Article 20 GDPR, provided processing is based on

consent or a contract and carried out by automated means;

- Right to object pursuant to Article 21 GDPR to processing based on Article 6(1)(e) or (f) GDPR, particularly in cases of direct marketing;
- Right to withdraw consent pursuant to Article 7(3) GDPR with effect for the future;
- Right to lodge a complaint pursuant to Article 77 GDPR with a supervisory authority.

How is my data processed in detail?

Below we describe the individual processing activities, including scope, purpose, legal basis, obligation to provide data, and storage period. Automated decision-making, including profiling, does not take place.

Provision of the Website

When you access and use our website, we collect personal data that your browser automatically transmits to our server. This information is temporarily stored in log files and includes IP address, date and time of access, accessed file name and URL, referrer URL, browser type, operating system, and access provider.

Our website is hosted by an external service provider that processes this data on our behalf in accordance with Article 28 GDPR.

Processing is carried out on the basis of Article 6(1)(f) GDPR to safeguard our legitimate interest in website display, security, and stability. Data storage is technically necessary and objection is excluded pursuant to Article 21(1) GDPR. Data is generally stored for the duration of website display and for technical reasons for up to seven days.

Contact Form

When you use our contact form, mandatory fields are required to process your inquiry. Additional information may be provided voluntarily. No data is shared with third parties.

Processing is based on your consent pursuant to Article 6(1)(a) GDPR or, if contract-related, on Article 6(1)(b) GDPR. Data is stored for three years after completion of the inquiry or until consent is withdrawn.

Social Media Presence

We maintain presences on social media platforms to provide information and enable communication. When contacting us via messenger or direct messages, we process usernames and provided content based on legitimate interests under Article 6(1)(f) GDPR.

Aggregated statistical usage data (“Insights”) provided by platforms is non-personal and non-identifiable.

Each platform processes user data independently, including cookies and tracking technologies, potentially outside the EU/EEA. Detailed information can be found in the respective platform privacy policies.

Separate detailed sections apply to Facebook, Instagram, Twitter/X, and YouTube, including joint controllership, legal bases, data transfers to third countries, and reference to applicable privacy notices.

YouTube Videos

Embedded YouTube videos process personal data via cookies and tracking technologies. Processing is based on your consent pursuant to Article 6(1)(a) GDPR and § 25(1) TDDDG. Data transfers to third countries may occur under the EU-U.S. Data Privacy Framework or Standard Contractual Clauses. Storage duration is determined by YouTube. Further details are available in Google's privacy policy.