

Alice Hotel Limited Liability Company

PUBLIC NOTICE ON DATA PROCESSING

Public Notice on Data Processing by Alice Hotel Kft.

This Notice on Privacy and Data Protection contains the data protection and data processing principles applied by Alice Hotel Kft. (Alice Hotel Ltd.) and the company's policy on data protection and data processing. The company, as Data Controller, agrees to and accepts to be bound by such principles and policy. The aim and purpose of the Data Protection and Privacy Policy is to comply with the provisions of Act CXII of 2011 on the Right of Informational Self-Determination and Freedom of Information (hereinafter referred to as: Infotv.) and the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation), Act CVIII of 2001 on Electronic Commerce and on Information Society Services relevant to the processing and protection of personal data of visitors to the website <https://alicehotel.hu/hu/fooldal/> operated by Alice Hotel Kft and offering services provided by Alice Hotel Kft as well as of any persons using the services advertised on the above mentioned site, and relevant to the processing and protection of any and all personal data voluntarily provided by the Data Subjects by electronic means in the course of any contact or communication.

**We kindly ask you to read this Notice carefully to understand how we process your personal data
Should you have any questions or queries, feel free to contact me! Do not hesitate to contact us!**

As a data controller, Alice Hotel Kft. respects the privacy of the persons who provide their personal data to the company, and it is also committed to protecting these data.

This notice applies to our clients, the employees of our clients, the visitors of the website, our hotel guests, our partners, our contractors (and their potential subcontractors) as well as all the employees. In the course of its operation, Alice Hotel Kft. requests help from an external partner to perform certain tasks. To perform these tasks, a contractual relationship is established between the partners and the company, and the contracts include the data processing rules.

Alice Hotel Kft. is connected to these partners in relation to data processing, and the principles of this data processing regulation shall also apply to these partners. In the case of each data processing, the name, seat and contacts of this partner are to be indicated in this notice.

In case you wish to request any operations in connection with the processing of your data (transfer, deletion, rectification of your data etc.), do not hesitate to contact us.

1. Information of the data controller

Name: Alice Hotel Korlátolt Felelősségű Társaság (Limited Liability Company)

Address of the registered office: H-9027 Győr, Juharfa utca 11.
Company registration number: 08-09-034987
Type of Company: Limited Liability Company
Managing director: Csaba Pápai
Tax number: 27893405-2-08
Statistical number: 27893405-5510-113-08
Contact: adatvedelem@alicehotel.hu
Electronic contact of the company: info@alicehotel.hu
Place of data processing: 1062 Budapest, Andrássy út 116.

Basic notions

1. Personal data:

Any information relating to an identified or identifiable natural person (“Data Subject”); an identifiable natural 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.

2. User

Any natural person who visits the Website and/or who voluntarily provides his/her personal data on the Website.

3. Data processing:

Any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

4. Restriction of data processing:

Marking of stored personal data with the aim of limiting their processing in the future.

5. Filing system:

Any structured set of personal data which are accessible according to specific criteria, whether centralised, decentralised or dispersed on a functional or geographical basis.

6. Data Controller:

The natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data; where the purposes and means of such processing are determined by Union or Member State law, the Data Controller or the specific criteria for its nomination may be provided for by Union or Member State law.

7. Data Processor:

A natural or legal person, public authority, agency or other body which processes personal data on behalf of the controller.

8. Recipient:

A natural or legal person, public authority, agency or another body, to which the personal data are disclosed, whether a third party or not. However, public authorities which may receive personal data in the framework of a particular inquiry in accordance with Union or Member State law shall not be regarded as recipients; the processing of those data by those public authorities shall be in compliance with the applicable data protection rules according to the purposes of the processing.

9. Third party:

A natural or legal person, public authority, agency or body other than the Data Subject, Data Controller, Data Processor and persons who, under the direct authority of the Data Controller or Data Processor, are authorised to process personal data.

10. External service provider:

Third party service providers used by the Data Controller or the Website Operator, either directly or indirectly, in connection with the provision of individual services, to which Personal Data are or may be transmitted or which may transmit Personal Data to the Data Controller relevant to the provision of their services. Service providers also qualify as external service providers even if they are not in cooperation with the Data Controller or the operators of the services, but by accessing the Website, collect data about Users, which – either individually or in combination with other data – may be used to identify the User. Furthermore, in the course of providing the hosting service, the Data Controller also considers the User as an External Service Provider for the purposes of the data processing activities carried out on the hosting service it uses.

11. Consent of the Data Subject:

Any freely given, specific, informed and unambiguous indication of the Data Subject's wishes by which he or she, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to him or her.

12. Data breach:

A breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, personal data transmitted, stored, or otherwise processed.

- II. The principles of data processing
- III./1. Lawfulness, fair procedure and transparency
- III./2. Necessity and proportionality
- III./3. Purpose limitation
- III./4. Data minimisation
- III./5. Accuracy
- III./6. Storage limitation
- III./7. Integrity and confidentiality
- III./8. Accountability

II./1. Lawfulness, fair procedure and transparency

Your personal data shall be processed in a lawful and fair as well as transparent way. But what does it mean exactly? Let's get into the details.

Lawfulness and fairness mean that personal data shall always be acquired by lawful and fair means, and these conditions shall remain through the entire period of data processing. It is also required that data processing shall have the appropriate legal basis. GDPR identifies 6 different legal bases, under which we may process your data. These are consent, performance of the contract, legal obligation, vital interest, public interest and the legitimate interest of the data controller.

You may find more information on these legal bases in the section entitled 'The legal basis of data processing'.

And of course, transparency, which also means that your data shall be processed in a way that You are aware of all the circumstances affecting you during the whole time of data processing e.g. what kind of data, for what purpose and for how much time we process, whether we transmit your data to anyone (e.g. your accountant), whether we transmit your data to a data controller or data processor operating outside the European Union.

Transparency implies that You have the right to learn all this, and we are obliged to communicate all this to You. However, it is important to know that the information obligations have boundaries. Information does not mean that we shall contact everybody, whose data we process, in person, but we shall always inform You on the fact that we process your data. There are several legal provisions and positions on the means of data processing. They indicate that, in the case of companies who have a website, like us, it is considered appropriate information if they make a notice available on their website. There are also strict cases when, for example, we are required to inform the data subject on the specific changes made in data processing via e-mail.

It is also required under the GDPR that in case we do not receive Your personal data from You, but from someone else, we shall inform You as soon as possible, when first contacting You, but within 1 month at the latest.

II./2. Necessity and proportionality

Fundamental rights may be restricted necessarily and proportionately only. Necessity means that data processing is strictly necessary for the achievement of the objectives of data processing. Proportionality sets the limits of this necessity, as the restriction on fundamental rights and freedom required for data processing shall be proportionate to the objective.

The Fundamental Law of Hungary states that a fundamental right may be restricted to allow the effective use of another fundamental right or to protect a constitutional value, to the extent absolutely necessary, proportionate to the objective pursued and with full respect for the essential content of that fundamental right. When processing Your data, we fully respect the principles of necessity and proportionality.

II./3. Purpose limitation

We collect personal data for specified, explicit and legitimate purposes, and we do not process them in a manner incompatible with those purposes. It means that we always specify the purpose of data processing first, and the data are used for this purpose only. This purpose is never contrary to law. However, it is important to know that Your data may be processed for several purposes, but we always regulate data processing by purposes.

An example for this: we process Your name first for quotation requests, then for performance (when you become our client), then for invoicing (following your purchase).

In these three cases the purposes of data processing are clearly separated: when you request a quote, your data are needed for the contract preparation; following your order, your data are needed for the performance of the contract; and, after invoicing your data are processed due to legal obligations for the specific purpose.

Furthermore, data may be processed in parallel for several purposes (e.g. following performance of the contract, we may retain data by keeping the relevant document in our legitimate interest as an evidence in a potential legal dispute in the future; the same data on the invoice are processed due to data retention obligation required by law.

Should the purposes of data processing change, You shall always be informed on that.

Furthermore, data processing for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes is not considered incompatible with the original purpose under the GDPR.

II./4. Data minimisation

In relation to the purposes of data processing, personal data are stored appropriately and relevantly, and the processing of personal data is restricted to the necessary extent.

We do not process any data that are not required for the achievement of the objective.

II./5. Accuracy

We store the personal data accurately and up-to-date in accordance with the best information available. To the extent possible, we take all reasonable measures to erase or rectify the personal data which are inaccurate in relation to the purpose of data processing without delay.

However, no unrealistic demands shall be made on the data controller.

We cannot call everybody every day to ask if they still have the same name. However, if You learn that any of Your data have changed or they have been transmitted to us incorrectly, and it is not contrary to the purpose of data processing, they shall be rectified, and we shall be informed on that.

We are obliged to comply with the requirement of accuracy, however, if You learn that we process Your data improperly, You shall obviously inform us on that.

II./6. Storage limitation

Personal data are stored in a form that allows Your identification only for the time required for achieving the purposes of personal data processing. Following this, we delete the data. Our IT system has been set up to delete the electronically stored data by the deadline. The exact time of data storage and the rules for the discarding of data are regulated in our data processing regulation, and we act in line with it in all cases. Data are not stored unnecessarily.

Your personal data are stored for a period longer than described above only if the data are processed for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes in accordance with the GDPR, with a view to the implementation of appropriate technical and organisational measures required by the GDPR in order to safeguard Your rights and freedoms, as well.

II./7. Integrity and confidentiality

Your personal data are processed in a manner that ensures appropriate security of the personal data, including protection against unauthorised or unlawful processing and against accidental loss, destruction or damage, using appropriate technical or organisational measures.

Data storage has been set up in a manner that the data cannot be accessible for unauthorised parties within the company, either. For example, an expert colleague of ours does not use the order data of the web shop, does not participate in the process, therefore the user access settings do not allow him to see these data.

II./8. Accountability

Alice Hotel Kft. is in charge of the compliance with the data protection rules and is able to certify this compliance, as well.

But how does it happen? Who does the data controller have to account for? The authority, of course. In Hungary it is primarily the National Authority for Data Protection and Freedom of Information, NAIH in short. In the case of notifications (but also ex officio), NAIH examines if the data processing of the enterprise is lawful and complies with the legal requirements in all respects. In the case of such an examination the data controller shall prove that the data are processed in accordance with the laws and regulations. An important part and way of this is the existence of the data protection policy, which shall lawfully regulate data processing. Another important aspect is that if there is a good policy, which means that it is in accordance with the legislation, we perform data processing in line with it. A good policy is not appropriate by itself. Alice Hotel Kft. has developed a data processing and data security policy for its whole data processing procedure, and its data processing is performed in line with it!

III. The legality of data processing

When developing our data processing, we always ensure that the processing of data shall be lawful in accordance with the principle of legality. We perform our data processing on the basis of the following legal bases of data processing, taking into account the key detailed rules.

III./1. Consent of the data subject

III./2. Performance of the contract

III./3. Legal obligation

III./4. Vital interest

III./5. Public interest or the exercise of public authority

III./6. Legitimate interest

III./1. Consent of the data subject

You have given consent to the processing of Your personal data for one or more specific purposes. It is important that Your consent shall be voluntary, and consent shall be given through an active effort.

III./2. Performance of the contract

Data processing is required for the performance of contracts where You are one of the parties, or data processing is required for actions to be taken at Your request prior to the conclusion of the contract.

III./3. Legal obligation

Data processing is required for the fulfilment of our legal obligation. We process data on grounds of the legal basis of legal obligation only if it is required by law. We do not apply legal obligation as a legal basis of data processing if it is required by law regarding data processing conditionally.

III./4. Vital interest

Data processing is required for the protection of the vital interests of You or another natural person. When choosing the legal basis, it is an important aspect that data processing from vital interest shall be temporary, it shall end when the vital interest no longer exists.

Data processing is regulated separately when the vital interest no longer exists.

III./5. Public interest or the exercise of public authority

In this case data processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller. We are not considered a public authority and we do not perform data processing in the public interest, therefore we do not process any data on grounds of this legal basis at present.

III./6. Legitimate interest

Data processing is necessary for the purposes of the legitimate interests pursued by Alice Hotel Kft. or by a third party, except where such interests are overridden by Your interests or fundamental rights and freedoms requiring the protection of personal data, especially if You are a child. We often use this legal basis when processing data.

In the event of data processing on grounds of the legal basis of legitimate interest, we always performed an interest balancing test where we examined the proportionality and necessity of the restriction and effect on Your fundamental rights and freedoms.

IV. Data security

Alice Hotel Kft. is committed to protecting the personal data against destruction, unlawful use, transfer, change, unavailability or loss, and it takes all the necessary measures to maintain the confidentiality of the personal data, including the use of appropriate technical and organisational measures.

In our buildings the organisational measures involve the control of physical access, the training of employees as well as the closing of paper-based files in appropriate rooms. Technical measures involve encryption connected to the access to our systems, the protection of passwords as well as the use of anti-virus software. As part of the process, during which You provide Your personal data to us, these data may be transmitted via the Internet, as well. In spite of the fact that we take all the necessary measures to protect the personal data you have provided to us, data transmission via the Internet cannot be considered fully secure.

In line with this, You shall acknowledge and accept that we cannot take full responsibility for the security of data transmission via our website, and you may transfer Your data in this way at Your own risk.

However, as soon as we receive Your personal data in our systems, we follow strict procedures for security interests and to prevent unlawful access.

In cases where we have provided a password to You (or You have chosen one), You are responsible for keeping the confidentiality of this password. We kindly ask you not to share this password with anyone.

Occasionally, our websites and social media sites may contain links leading to websites operated by third parties, including the websites of member companies and partnership networks. The new data processing of these are not part of the activities carried out by us.

V. Management of cookies

VI./1.What is a cookie?

VI./2.Why do we use cookies?

VI./3.What kind of cookies do we use?

VI./4.Cookie settings

VI./5.Data protection information on cookies ensuring basic functioning

V./1. What is a cookie?

Cookies are small data packets, files that are placed on your computer when you visit a website. Cookies have several functions, including collecting information, remembering user settings, allowing the website owner to understand user habits to enhance the user experience. You can manage your cookie preferences in your browser's settings at any time.

Data Subjects have the possibility to delete cookies in the Tools/Settings menu of their browsers, usually

under Privacy settings. However, changing the default settings for cookies may in some cases lead to the website becoming unusable or some services not working. For further help on cookie settings, Data Subject should consult the help menu of the given web browser. Data Subject may withdraw his or her consent at his or her own discretion in the settings of his or her browser at any time.

The legal basis for the use of different types of cookies, such as session, persistent, statistical, marketing, is provided for the Data Controller by the following legal provisions: Article 13/A (3), Article 5 (1) (a) of Act CVIII of 2001 on Electronic Commerce and on Information Society Services, and Article 6 (1) (a) of the GDPR. The user may read further information about cookies in the pop-up window when visiting the company's website.

V./2. Why do we use cookies?

- We use cookies to improve our websites,
- To enhance user experience,
- To facilitate the management of our websites,
- To obtain information on user behaviour,
- To place targeted advertisements.

V./3. What kind of cookies do we use?

Cookies essential for the functioning of the site

The essential cookies help to make our website usable by allowing essential functions, such as navigation on the site and access to the secure areas of the website. Without these cookies the website cannot function properly.

Cookies used for setting purposes

With the use of the preference cookies, we can remember information that change the behaviour and layout of the website. An example for this may be Your language preference or the region where You reside.

Statistical cookies

By collecting and reporting on the data anonymously, the statistical cookies help the owner of the website to understand how the visitors interact with the website.

Marketing cookies

We use the marketing cookies for tracking the website activity of the visitors. Our aim is to publish relevant advertisements for individual users and to encourage them for activity. This can make our website more valuable for content publishers and third-party advertisers.

The utilisation purpose of these cookies is to be able to display relevant advertisements and contents by creating user groups. The related process is carried out with manual intervention.

These cookies are stored on Your device by the system. Cookies are not suitable for personal identification.

We use remarketing services, for example, the Google AdWords remarketing service with the aim of providing personalised advertisements to You. You may block these cookies in the [Google Ads Settings](#) by following the instructions there. Click here for more information on the privacy policy for Google ads.

V./4. Cookie settings

By default, every browser allows the use of cookies. If you wish to delete the cookies coming from our sites, or

you do not wish to use them, please find information on this matter on the links below (depending on the browser you use):

- [Google Chrome](#)
- [Edge](#)
- [Firefox](#)
- [Microsoft Internet Explorer 11](#)
- [Microsoft Internet Explorer 10](#)
- [Microsoft Internet Explorer 9](#)
- [Microsoft Internet Explorer 8](#)
- [Safari](#)

Please note that it may happen that certain elements or all functions of the website will not be available in case the cookies are blocked.

V./5. Data processing information in connection with cookies

The purpose of data processing

Cookies essential for the functioning of the site: ensuring the proper functioning of the website.

In the case of other cookies: website development, facilitating your navigation on our website and during the use of the site's functions, hereby ensuring seamless user experience, collecting information on the use of our website, placing targeted advertisements on other websites (remarketing), tracking the activities carried out on the website to provide only the relevant offers to you, sending personalised offers to the contact details provided during the registration.

The legal basis of data processing

In the case of cookies essential for the functioning of the site: The legal basis of data processing is point (f) of Article 6 (1) of the GDPR: "processing is necessary for the purposes of the legitimate interests pursued by the data controller or by a third party"

In the case of other cookies: Consent of the data subject - Article 6 (1) of the GDPR: the data subject has given consent to the processing of their personal data for one or more specific purposes;

Presentation of the legitimate interest

Without the cookies the website is unable to operate fully, in all its functions, therefore the website is unable to achieve its purpose. On the other hand, the website shall be protected against the potential attacks.

Accordingly, it is the compelling legitimate interest of the data controller to record the website users' online identifier (IP address) constituting personal data as well as other personal data resulting from browsing (date of browsing, type of browser, some features of the operating system of the device used for browsing; like the type of the operating system and the language preference), hereby preventing any external attacks aimed at the website and the public electronic services. Therefore, the data controller operating the website has a legitimate interest to use the cookies essential for operation.

Categories of the data subjects

Natural persons visiting the website

Categories of the personal data

The website users' online identifier (IP address) constituting personal data as well as other personal data resulting from browsing (date of browsing, type of browser, some features of the operating system of the device used for browsing; like the type of the operating system and the language preference)

Name of the cookie, service provider, purpose and type of the cookie as well as the duration of data processing for this purpose:

Please click on the cookies information at the bottom of the website for more detailed and up-to-date information on this.

Are you required to provide your personal data? The consequences of failure to provide such data

In the case of cookies essential for the functioning of the site:

Yes, because without this you will not be able to enter the site and use it properly.

Allowing the other cookies is not obligatory

Information on the existence of automated decision-making

On the part of the data controller, it is expected to implement an automated decision-making process when the data are processed for this purpose.

VI. Cases of data processing

During our data processing audit, we have found the following cases where we perform data processing:

VI./1. Processing the data of persons who request information or a quote and persons who are interested in our products or services (via e-mail, by post, on the phone or in person)

VI./2. Data processing related to the performance of contracts VI./3. Processing the data of SMS notifications

VI./4. Data processing related to invoicing and other accounting activities VI./5. Processing the data of complaints

VI./6. Processing the data of persons applying for jobs VI./7. Processing of dormant data (in limitation period)

VI./8. Processing the data of the footage of the security camera operating in the hotel and on the territory of the hotel

VI./9. Data processing for statistical purposes

VI./10. Data processing related to newsletters and marketing communications

VI./11. Data processing related to reservations (via e-mail and online booking system) VI./12. Data processing related to customer satisfaction

VI./13 Data processing related to social media platforms

VI./1. Processing the data of persons who request information or a quote and persons who are interested in our services (via e-mail, by post, on the phone or in person)

The purpose of data processing:

Answering the questions of potential clients in connection with the performance of a contract, providing a quote as a preparation of the conclusion of a future contract

The legal basis of data processing:

Point (b) of Article 6 (1) in fine of the GDPR: “necessary in order to take steps at the request of the data subject prior to entering into a contract”

Categories of the data subjects:

Persons who request information or a quote and persons who are interested in products or services.

Categories of the personal data:

- Name
- E-mail
- Phone number

Duration of data processing for this purpose:

- Until withdrawn by the data subject.
- In the case of a product becoming available: on the date when it becomes available
- In the case of requesting information: until response is given
- In the case of providing a quote: until the quote is accepted or rejected, or within the period of validity

Are you required to provide your personal data? The consequences of failure to provide such data:

- Not obligatory, but if your name is not given, we cannot address you.
- If your e-mail address is not given, we cannot inform you on the arrival of products
- If your e-mail address is not given, we cannot send you the quote
- If your phone number is not given, we cannot call you back and consult in person

Are the data transmitted to third countries or international organisations?

Data provided for this purpose are not transmitted to third countries or international organisations.

Information on the existence of automated decision-making:

There is no automated decision-making when processing the data provided for this purpose

VI./2. Data processing related to the performance of contracts

The purpose of data processing:

Conclusion of contracts and the fulfilment of contractual obligations, exercising contractual rights.

The legal basis of data processing:

Performance of contracts - Article 6 (2) of the GDPR: “processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to

entering into a contract”

Categories of the data subjects:

Natural persons acting as contracting parties

Categories of the personal data:

Name, address, place and date of birth, mother’s name, phone number, e-mail address, other data determined in the contract

Duration of data processing for this purpose:

Until the performance of the contract, or until the termination of the contract if the performance of the contract is terminated for any reasons.

Are you required to provide your personal data? The consequences of failure to provide such data:

Yes, in the absence of the data the contract cannot be concluded.

Are the data transmitted to third countries or international organisations?

Data provided for this purpose are not transmitted to third countries or international organisations.

Information on the existence of automated decision-making:

There is no automated decision-making when processing the data provided for this purpose

VI./3. Processing the data of SMS and e-mail notifications

The purpose of data processing:

At Your request, we inform You on the arrival at the hotel on the day before the treatment by SMS and/or e-mail. The aim of sending the reminder to you is to inform you that you have a reservation for a specific date.

The legal basis of data processing:

Performance of contracts - point (a) of Article 6 (1) of the GDPR: “the data subject has given consent to the processing of their personal data for one or more specific purposes”

Categories of the data subjects:

Data subjects with reservation

Categories of the personal data:

Name, phone number and/or e-mail address

Duration of data processing for this purpose:

Until withdrawal, but no later than the date of the scheduled treatments.

Are you required to provide your personal data? The consequences of failure to provide such data:

No, if your phone number is not given, we will not be able to inform you by SMS. If your e-mail address is not given, we will not be able to inform you by e-mail.

Are the data transmitted to third countries or international organisations?

Data provided for this purpose are not transmitted to third countries or international organisations.

Information on the existence of automated decision-making:

There is no automated decision-making when processing the data provided for this purpose

VI./4. Data processing related to invoicing and other accounting activities

The purpose of data processing:

Retention of the invoicing data for the fulfilment of obligation required by the accounting law

The legal basis of data processing:

Under the GDPR, the data controller processes the invoicing and other accounting data lawfully, as there is legal obligation for that.

Legal obligation - point (c) of Article 6 (1) of the GDPR: "data processing is necessary for compliance with a legal obligation to which the controller is subject;"

Law C of 2000 on accounting - Section 169 (1) - (6)

Categories of the data subjects:

Customers, persons involved in other accounting processes (e.g. actual payer)

Categories of the personal data:

Name, address, other data required by law or indicated at the request of the client.

Duration of data processing for this purpose:

As set out in legislation, for the duration of 8 years in principle.

Are you required to provide your personal data? The consequences of failure to provide such data:
Obligatory, in the absence of providing data, we cannot fulfil our legal obligations

Recipients of the personal data:

Data processing: The accounting of our company is performed by an external partner in a contractual relationship. This contract includes the rules on data processing. In all cases, the accounting firm processes the personal data of the Data subjects following the assignment given by us and in accordance with the guidelines of this notice on data protection, and the firm is not entitled to communicate the data to any third parties.

Name: Optima Tax Consulting Számviteli és Pénzügyi Tanácsadó Kft.

Address: H-8000 Székesfehérvár, Kígyó utca 6. fsz.3.

Company registration number: 07-09-009488

Phone number: +36 22 511 291

Are the data transmitted to third countries or international organisations?

Data provided for this purpose are not transmitted to third countries or international organisations.

Information on the existence of automated decision-making:

There is no automated decision-making when processing the data provided for this purpose

VI./5. Processing the data of complaints

The purpose of data processing:

Fulfilment of legal obligations arising from warranty claims, and the handling of other complaint The legal basis of data processing:

Under the GDPR, the data controller performs data processing lawfully, as there is legal obligation for that.

Legal obligation - point (c) of Article 6 (1) of the GDPR: "data processing is necessary for compliance with a legal obligation to which the controller is subject;"

Law C of 2000 on accounting - Section 17/A. (7)

"The enterprise shall keep the record of the complaint and the copy of the response for five years, and present it to the control authorities on request."

The general rules of defective performance are set out in Chapter XXIV of the Civil Code, but there may be other applicable laws and regulations, as well

Categories of the data subjects:

Persons with warranty claims and other complaints

Categories of the personal data:

- name, address, under legal obligation
- in accordance with section 17/A. (5) of Law CLV of 1997, the record of the complaint shall contain the following: a) name, address of the consumer
- other data required by law and provided by the complainant may also be processed, on which the complainant will be informed in the record of complaint.

Duration of data processing for this purpose:

As set out in legislation, for the duration of 5 years in principle.

Are you required to provide your personal data? The consequences of failure to provide such data:

Obligatory,

If data are not provided, we cannot handle your complaint and cannot fulfil our legal obligations

Are the data transmitted to third countries or international organisations?

Data provided for this purpose are not transmitted to third countries or international organisations.

Information on the existence of automated decision-making:

There is no automated decision-making when processing the data provided for this purpose

VI./6. Processing the data of persons applying for jobs

The purpose of data processing

Announcing job advertisements, filling vacancies

The legal basis of data processing:

Under the GDPR, the data controller processes the data required for the preparation of a future contract lawfully.

Point (b) of Article 6 (1) in fine of the GDPR: “necessary in order to take steps at the request of the data subject prior to entering into a contract”

Categories of the data subjects:

Job applicants

Categories of the personal data:

Name, phone number and e-mail address for notifications

The required data under the conditions of the job advertisement.

Data other than the conditions, which the applicant provides to us voluntarily

Duration of data processing for this purpose:

the position is filled or until the closing date of the job application, but for 3 months at most, or until withdrawal if withdrawn by the data subject

Are you required to provide your personal data? The consequences of failure to provide such data:

No. In the absence of the minimum data required by the job application, we cannot evaluate the application, and in the absence of the contact details, we cannot inform you.

Providing the voluntary data is not obligatory, their absence does not have an effect on the application.

Are the data transmitted to third countries or international organisations?

Data provided for this purpose are not transmitted to third countries or international organisations.

Information on the existence of automated decision-making:

There is no automated decision-making when processing the data provided for this purpose

VI./7. Processing of dormant data (in limitation period)

The purpose of data processing:

Providing evidence in administrative and court procedures in the course of law enforcement following the performance of the contract

The legal basis of data processing:

It is the legitimate interest of the data controller to process data following the performance of the contract, which is lawful Legitimate interest - point (f) of Article 6 (1) of the GDPR

“processing is necessary for the purposes of the legitimate interests pursued by the data controller or by a third party,”

Under point (f) of Article 9 (2) of the GDPR, processing the special category of the personal data is lawful if processing is necessary for the establishment, exercise or defence of legal claims or whenever courts are acting in their judicial capacity;

Presentation of the legitimate interest

It is the legitimate interest of the data controller to be able to reconstruct what happened and to have adequate opportunity to provide evidence in an administrative or court procedure. After determining the legitimate interest, we have performed an interest balancing test, on the basis of which data processing is lawful.

In terms of the legitimate interest, we have performed an interest balancing test, on the basis of which we have concluded that the legitimate interest of Alice Hotel Kft. does not restrict Your rights and freedoms disproportionately.

Categories of the data subjects:

Private individuals acting as contracting parties, authorized representatives of contracting parties who are not private individuals, contact persons

Categories of the personal data:

Name, Address, Place and date of birth, Mother's name, E-mail, Phone number, Mailing address, Other data provided for performance and required for the enforcement of claims, which may contain special health data, as well

Duration of data processing for this purpose:

Until the expiration of the limitation period, for 5 years in principle.

Under section 6:22 (1) of the Civil Code, 5 years following the performance of the contract or its termination without performance for any reasons, or, until the limitation period if there is a different limitation period required by law.

We retain other data we have received only if they may be essential for providing evidence later on the substance of the matter or the acts.

Are you required to provide your personal data? The consequences of failure to provide such data:

Yes, in the absence of the data, we cannot conclude the contract.

Are the data transmitted to third countries or international organisations?

Data provided for this purpose are not transmitted to third countries or international organisations.

Information on the existence of automated decision-making:

There is no automated decision-making when processing the data provided for this purpose

VI./8. Processing the data of the footage of the security camera operating in the hotel and on the territory of the hotel

The purpose of data processing:

Ensuring security on the territory of Alice Hotel operated by Alice Hotel Kft with the aim of protecting life, physical integrity and properties

The legal basis of data processing:

It is the legitimate interest of the data controller to use cameras, which is lawful.

Legitimate interest - point (f) of Article 6 (1) of the GDPR “processing is necessary for the purposes of the legitimate interests pursued by the data controller or by a third party,”

Presentation of the legitimate interest

Alice Hotel Kft. uses the video surveillance system on the territory of the hotel in order to protect human life, physical integrity and properties.

Categories of the data subjects:

Persons and employees entering the territory of the hotel

Categories of the personal data:

Picture of the data subjects

Duration of data processing for this purpose:

The image recordings are kept for 15 business days, and then, they are deleted. In case the hotel is closed for a period longer than 15 business days, the recordings are kept until the end of the business day following the re-opening of the hotel.

Data Processor:

Name of the Data Processor	Registered office	Description of the Data Processor's responsibility
M & L-Sec Kft.	1112 Budapest, Péterhegyi lejtő 2.	technical operation of the camera system

Are you required to provide your personal data? The consequences of failure to provide such data:

Yes, if you fail to provide the data to us, you cannot visit our hotel.

Are the data transmitted to third countries or international organisations?

Data provided for this purpose are not transmitted to third countries or international organisations.

Information on the existence of automated decision-making:

There is no automated decision-making when processing the data provided for this purpose.

Persons entitled to view the images shown and recorded by the surveillance cameras:

Employees of the Hotel entitled to act as Data Controllers.

Stored recordings of the camera surveillance and recording system operated by the Data Controller may be viewed by authorised persons only for the purpose of proving acts posing threats to human life, acts causing bodily harm and acts of property crime and for the purpose of identifying the perpetrator.

VI./9. Data processing for statistical purposes

Data processing for statistical purposes is performed by the data controller in a way not suitable for personal identification.

VI./10. Data processing related to newsletters and marketing communications

The purpose of data processing:

Providing the potential customers with information on the current offers and discounts of the hotel

The legal basis of data processing:

Consent of the data subjects under point (a) of Article 6 (1) of the GDPR

Categories of the data subjects:

Subscribers to newsletters

Categories of the personal data:

Name, e-mail address, phone number

Duration of data processing for this purpose:

Until withdrawn by the data subject.

Are you required to provide your personal data? The consequences of failure to provide such

data:

- Not obligatory.
- If your name is not given, we cannot address you.
- If your e-mail address is not given, we cannot inform you on the discounts and current offers
- If your e-mail address is not given, we cannot send you a quote
- If your phone number is not given, we cannot call you back and consult in person

Communal data processing:

Company: We Talk Digital Kft.

Address: 7090 Tamási Szabadság utca 62. 2. em. 13. Tax no.: 29032314-2-17, HU29032314

Accordingly, they perform the tasks related to data processing arising during the definition, design and implementation of marketing activities.

Are the data transmitted to third countries or international organisations?

Data provided for this purpose are not transmitted to third countries or international organisations.

Information on automated decision-making:

No automated decision-making is involved in the course of processing data provided for this purpose.

VI./11. Data processing related to reservations (via e-mail and web-based system)

We provide the possibility to book your accommodation online in order to make your reservation at Alice Hotel quick, convenient and free of charge.

The purpose of data processing:

to facilitate the booking of accommodation and to make it free of charge and more effective.

The legal basis for data processing:

Prior consent of the person booking the accommodation, Article 6(1)(a) and (b) of the GDPR

Categories of Data Subjects:

Natural person booking an accommodation

Categories of personal data:

Name, address, e-mail address, telephone number, bank card number, SZÉP card details, details of identity documents (document number, citizenship, date of birth, name, address), vehicle registration number.

Duration of the data processing for this purpose:

2 years after the last day of the visit as per the reservation.

Are you required to provide your personal data? Are there any consequences if you fail to provide such data?

No, but no contract for the hotel room will be concluded in the absence of such data.

Data processor:

Our company uses the services of an IT service provider to operate the online hotel reservation system as follows.

Name of the Data Processor: D-Edge SAS

Registered office: 14/16 Boulevard Poissonnière, 75009 Paris, France

Responsibility of the Data Processor: to ensure the availability of the online booking module through the D-Edge system.

By accepting this notice on data processing, the Data Subject expressly consents to the use of additional Data Processors by the Data Processor, in order to make the service more convenient and customised, as follows.

Name of the additional Data Processor	Registered office	Description of the Data Processor's responsibilities
Hostware Kft.	1149 Budapest, Róna utca 120-122	Performing tasks related to customer management in case of the use of the Hostware Front Office hotel system.
D-Edge SAS	14/16 Boulevard Poissonnière, 75009 Paris, France	D-Edge channel manager for the management of rates and available rooms in one place in case of using several sales channels.

Are the data transmitted to third countries or international organisations?

The seat of the Data processor Wildbit, LLC is in the United States, therefore, data transmission to this company is considered transmission to a third country. However, Wildbit, LLC incorporated the general data protection conditions proposed and approved by the European Commission in the data protection supplement to its general terms and conditions.

In view of this, data transmission to Wildbit, LLC is considered to have appropriate guarantees without the permission of the supervisory authority, as well, therefore, there is no legal impediment to it.

Information on the existence of automated decision-making:

There is no automated decision-making when processing the data provided for this purpose

Other information related to data processing:

Based on the pre-arrival e-mail, the guests can fill in an online form, hereby speeding up the hotel check-in upon arrival.

- Our company takes all technical and organisational measures necessary to avoid any potential personal data breach (e.g. corruption or disappearance of files containing personal data or their becoming accessible to unauthorized persons.
Should a personal data breach occur, we keep a register to control the necessary measures and to inform the data subject. The register contains the personal data coverage, the data subjects involved in the personal data breach as well as their number, the date, circumstances, effects of the personal data breach as well as the measures taken to prevent it, and, any other data specified in the law on data processing.
- Our company has signed a data processing agreement to perform tasks related to data processing. As part of the contract, NethotelBooking Kft. undertakes to apply the data protection and data processing guarantees provided for in the data processing agreement in case any additional data processors were involved. In view of this, the lawful processing of the personal data are ensured with the data processor, as well.

VI./12. Processing of personal data in relation to customer satisfaction

As a hotel, we aim to provide our guests with high quality services, therefore, we request feedback from them in relation to their experiences gained in our hotel on a permanent basis.

The purpose of data processing:

Requesting feedback from the hotel guests to further improve our services.

The legal basis of data processing:

legitimate interest of the hotel operator - point (f) of Article 6 (1) of the GDPR.

Identification of the legitimate interest: our company has a legitimate interest in receiving information for the improvement of our services on the basis of the feedback.

Categories of the data subjects:

Natural persons making the booking of the accommodation

Categories of the personal data:

name, sex, e-mail address.

Duration of data processing for this purpose:

2 years following the last day of stay according to the reservation.

Are you required to provide your personal data? The consequences of failure to provide such data: The data subject does not receive a guest satisfaction questionnaire from our company.

Involvement of a data processor:

our company requests help from an IT service provider for the online accommodation system, in accordance with the following.

Name of data processor	Address of the registered office	Description of the data processor's responsibilities
D-Edge SAS	14/16 Boulevard Poissonnière, 75009 Paris, France	Operation of the guest satisfaction module

By accepting his notice on data processing, the data subject gives explicit consent to the Data processor requesting the help of additional data processors to make the service more comfortable and customized, in accordance with the following*The address of the registered office of the Data processor is in the United States, therefore, data transmission to this company is considered transmission to a third country. However, Wildbit, LLC incorporated the general data protection conditions proposed and approved by the European Commission in the data protection supplement to its general terms and conditions. In view of this, data transmission to Wildbit, LLC is considered to have appropriate guarantees without the permission of the supervisory authority, as well, therefore, there is no legal impediment to it.

VI./13. Data processing related to the use of social media platforms

Alice Hotel Kft. uses the following social media platforms:

- Google Ads
- Youtube
- Google Analytics
- Google Tagmanager
- Meta:Facebook
- Instagram
- Facebook Pixel

- Tiktok
- Pinterest
- Tripadvisor
- Trivago
- MediaGenius
- Booking.com
- Szállás.hu
- Hotels.com
- Expedia

We kindly inform you that data processing is performed on our social media platforms by our Company as well as by the operator of the platform. In most cases we are not able to influence the activities of the operator, however, where possible, we facilitate the appropriate data processing with the available options.

Your data provided on our social media platforms (links, pictures, comments, videos, news) are made public and available by the platform. Our Company will not use these for any other purposes.

In particular cases we may share your contents on our own platforms (Share button) if the platform makes it possible.

Pursuant to Article 6 of Act XLVIII of 2008 on the Basic Requirements and Certain Restrictions of Commercial Advertising Activities, the Data Subject may expressly consent in advance to the Data Controller contacting the Data Subject with promotional materials, offers and other communication at the e-mail address provided at the time of registration or subscription to the newsletter and to process Data Subject's data for this purpose. The Data Controller shall not send unsolicited promotional materials and the Data Subject may unsubscribe without any limitation, restriction and without giving reasons, free of charge from receiving promotional materials, offers and newsletters. In such cases, the Data Controller will not contact the Data Subject with any further promotional offers. The Data Subject may unsubscribe from the promotional materials by clicking on the link in the message or by contacting the Data Controller.

The purpose of data processing:

Facilitating our communication activities

The legal basis of data processing:

legitimate interest of the hotel operator - point (f) of Article 6 (1) of the GDPR. in order to facilitate communication.

Categories of the data subjects:

Natural persons active on any social media platforms

Categories of the personal data:

links, pictures, videos, comments, profile name

You may find more information in connection with the data processing of the operator as well as the right to object to processing in the notice on data protection of the service providers below:

Data subjected to processing is the set of data provided by the persons registered on any given social networking portal and publicly available on such portal.

The Data Subject may obtain information on the methods of data processing and Data Subject's rights in relation to the data the Data Subject has provided on the social networking platform from the given social networking platform or Data Subject may request information on the contact details provided on the given social networking platform. The legal basis for data processing in this context is the voluntary consent of the Data Subject in each case. Users can access and request further information and clarification on the processing of their data in the privacy policy of the given social networking platform.

For more information on the data processing of operators or to object to data processing, please refer to the privacy notices of each individual service provider.

VII. Your rights

If you wish to exercise your rights (you wish to request the transfer, deletion, rectification etc. of your data), do not hesitate to contact us via e-mail, by phone or by filling in the form at the bottom of this section.

You are entitled to the following rights:

- VII./1.The right to information
- VII./2.The right of access
- VII./3.The right to rectification
- VII./4.The right to erasure
- VII./5.The right to restriction
- VII./6.The right to data portability
- VII./7.The right to object

VII./1. The right to information

We are obliged to provide information, which has the appropriate size, the appropriate and simple language and is easy to find, on the essential aspects of data processing (what, for what, how, from when to when is used etc.), and the GDPR specifies all the required information. Information shall be made available preferably before receiving the personal data. Where this cannot be done because, for example, the data are received from third parties, it shall be made on the first possible date.

You may find information on the right to information in Articles 13 and 14 of the GDPR.

VII./2. The right of access

You can request information whether Your data are processed, and if so, which data and under what conditions we process. The conditions that may be requested are even more detailed than the above right to information.

You may find information on the right of access in Article 15 of the GDPR.

VII./3. The right to rectification

You can notify us that the processed data are inaccurate and request what to indicate instead of them.

Should you find out that Your data are inaccurate or incorrect, contact us as soon as possible, and we will correct them.

You may find information on the right to rectification in Articles 16 and 19 of the GDPR.

VII./4. The right to erasure

In the cases specified and under the conditions laid down in legislation, You may request that Your data shall be deleted from the database. Such cases are, for example, if the personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed, or You withdraw consent and there is no other legal ground for the processing.

However, there are cases, unfortunately, where we need to refuse to delete the data. A case like this is if the storage of data is required by law (for example, data used for invoicing shall be stored for 8 years in principle, in accordance with the applicable legislation), but the erasure of the data within the limitation period may also be refused with reference to the legitimate interest (e.g. due to future evidence to be provided).

And there are numerous other cases where data processing is lawful in spite of the objections made.

It is true for data protection in general, and it is also true for this area that each case is unique, and it shall be considered on a case-by-case basis whether the refusal to erase the data is lawful or not.

You may find information on the right to erasure in Articles 17 and 19 of the GDPR.

VII./5. The right to restriction

In the cases specified and under the conditions laid down in legislation, You may request that Your data processing shall be restricted for a specified time (even under legislation). Restricted data may only be stored, no operation may be performed on them, except in accordance with provisions laid down by law. When the restriction is removed, we will notify You on that.

You may request restriction in the following cases:

- The accuracy of the personal data is contested by You, for a period enabling the controller to verify the accuracy of the personal data.
- In case the processing is unlawful, but You oppose the erasure of the personal data and request the restriction of their use instead.
- The controller no longer needs the personal data for the purpose of the processing, but they are required by You for a legal process.
- You have objected to processing pending the verification whether the legitimate grounds of the controller override Yours.

You may find information on the right to restriction in Articles 18 and 19 of the GDPR.

VII./6. The right to data portability

You have the right to receive personal data which You have provided to the controller, in a structured, commonly used and machine-readable format (e.g. .doc, .pdf etc.), and to transmit those data to another controller without hindrance from the original data controller.

This way, the set of GDPR rules makes it easy for the data subject to transmit their personal data from one data controller to another.

However, it is possible only if the processing is carried out by automated means. You may find information on the right of data portability in Article 20 of the GDPR.

VII./7. The right to object

You are entitled to object to data processing in certain cases. In the case of objection, we shall no longer process the personal data unless there are compelling legitimate grounds for the processing which override Your interests, rights and freedoms or are necessary for a potential legal redress or for an administrative or court procedure.

In certain cases, You are entitled to request the omission of automated decision-making if You do not want to be affected by it. Its prerequisite is that it shall not be necessary for the conclusion or the performance of the contract between us, and similarly, automated decision-making shall not be required by legislation in the specific case.

You may find information on the right to object as well as automated decision-making in Articles 21 and 22 of the GDPR.

VIII. Where to seek legal remedy?

First of all, do not hesitate to contact us, we will do our best to solve Your problem! If it does not work, or You do not wish to contact us, You may contact the data protection authority, or you may also file a suit in the

court.

In the event of the infringement of data subject rights, You may also bring a case before the court against the data controller. You may also bring the case before the court competent according to Your place of stay or habitual residence.

Hungarian National Authority for Data Protection and Freedom of Information
Registered office: 1055 Budapest, Falk Miksa utca 9-11.
Postal address: 1363 Budapest, Pf.: 9.
Phone number: +36 (1) 391-1400
Fax number: +36 (1) 391-1410
Central e-mail address: ugyfelszolgalat@naih.hu
URL of the website: http://www.naih.hu
Official hosting address: short name: NAIH, KRID: 429616918
Phone number: +36 (1) 391-1400
Fax number: +36 (1) 391-1410
Access to online administration: https://online.naih.hu/EMS/Home
Data Protection Officer of the Authority: dr. Kiss Attila
Telephone: +36 (1) 391 1470
E-mail address: dpo@naih.hu

IX. Validity of this regulation

This regulation remains valid until its withdrawal, as of 1 September 2022