

Privacy Policy for Visitors of the LinkedIn-Profile (M11)

1. General and scope of application

This mandatory information applies to the processing of your personal data in the context of accessing and using the profiles of the Business Hotels GmbH on www.linkedin.com (hereinafter „LinkedIn Presence“).

The LinkedIn presence of the Business Hotels GmbH is provided by LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland (hereinafter „LinkedIn“).

The Business Hotels GmbH administers the LinkedIn presence with a corresponding user account. Via this platform, we are given the opportunity to present our hotel to the users of the platforms and other people who visit the channels and to get in touch with them.

2. Controller

The controller for the processing of personal data is the Business Hotels GmbH, Konrad-Adenauer-Ufer 5-7, 50668 Cologne, Germany.

You can reach the controller at the following contact details:

+49 (0) 221 – 9730560, info@eventhotels.com.

3. Data protection officer

The controller has appointed a data protection officer. You can reach the data protection officer at datenschutz@eventhotels.com.

LinkedIn has also appointed a data protection officer. You can contact the data protection officer at <https://www.linkedin.com/help/linkedin/ask/TSO-DPO>

4. Details on data procession

4.1 Interaction with the LinkedIn Presence

If you are logged into your personal LinkedIn profile, you can interact with the operator of the LinkedIn Presence (e.g. by liking or comment a post). In doing so, the associated data is processed by the operator (e.g. your user name and profile picture, content data from any communication with your via comments and messages.) The operator uses this data to optimize the content offered and its presentation and to adapt it to the respective user interest. This data processing is carried out in accordance with Art. 6 (1) lit. f GDPR (legitimate interest). The legitimate interest follows from the purpose of optimizing the operator's LinkedIn Presence and the content published there.

Furthermore, you can also contact the operator by direct message to ask general questions about the company. If the operator replies to you, this data procession will either be based on Art. 6 (1) lit. f GDPR, in which case the legitimate interest lies in the interaction with you.

Alternatively, this processing may be based on Art. 6 (1) lit. b GDPR (contract or pre-contractual measure), if you ask questions about the operator's product or services and the operator replies accordingly.

4.2 Data processing by LinkedIn

During your visit to the LinkedIn Presence, LinkedIn collects various personal data. This includes, among other things, the IP address and other information that is present on your end device in the form of cookies. LinkedIn uses this information to collect statistical information about the use of the LinkedIn site. In this respect, LinkedIn is responsible to you under data protection law. We have no influence on the further processing. The Business Hotels GmbH excludes any liability in this regard.

The data collected about you in this context is processed by LinkedIn and may be transferred to countries outside the European Union. You can find more information about LinkedIn's data processing in LinkedIn's privacy policy under the following link:

<https://www.linkedin.com/legal/privacy-policy>

5. Recipients

The data collected when accessing and using the profile of Business Hotels GmbH and the information you provide when contacting us will be transmitted to the server of Business Hotels GmbH and stored there. In addition, your data may be transferred to the following categories of recipients:

- Employees of the controller who are involved in the processing (e.g. marketing department, personnel management, customer service, secretary)
- Processors (e.g. data centre, IT service provider, software support)
- Contractual partners of the controller (e.g. banks, advisors)
- Public bodies (e.g. authorities)

The transfer to these recipients take place either on the basis of a statutory obligation for Business Hotels GmbH, to process their contract or within the framework of order processing.

6. Storage period

The personal data collected in the course of the visit and interaction with the profile of Business Hotels GmbH, for which Business Hotels GmbH is the responsible party in terms of data protection law, will be deleted unless Business Hotels GmbH has a legitimate interest in its continued storage. The legitimated interest of Business Hotels GmbH consists, among other things, in the documentation, evaluation and processing of enquires and queries from (potential) guest, business partners and third parties.

7. Data subject rights

In the context of the use of the profile, you generally have the right to exercises all the rights described in this chapter against the person responsible.

You generally have the following rights: Right of information (Art. 15 GDPR), Right of correction (Art. 16 GDPR), Right of deletion (Art. 17 GDPR), Right of restriction of processing (Art. 18 GDPR) and Right of data transfer (Art. 20 GDPR).

If your personal data is processed on basis of Art. 6 (1) lit. f GDPR, you have the right to object if there are grounds for doing so that arise from your particular situation or if the objection is directed against direct advertising (Art. 21 GDPR). In the event of an objection to direct advertising, you will no longer receive advertisement messages from the controller.

Consent given for the procession of personal data can be revoked at any time with effect for the future. However, the lawfulness of said processing until the revocation remains unaffected.

You have the right to complain to the competent supervisory authority at any time.

8. Links to third party sites

When visiting the LinkedIn Presences of the Business Hotels GmbH, content may be displayed that is linked to the websites and LinkedIn profiles of third parties. The operator has no access to the cookies or other functions used by third-party sites, nor can the operator control them. Such third-party site are not subject to the Operator's data protection policy. The Business Hotels GmbH excludes any liability in this regard.

Status of the privacy policy: 26.08.2022