

Privacy policy

As of February 2026

Preamble

As part of our business activities, we process personal data from visitors our websites, users of our app, hotel guests, participants in our loyalty programs, interested parties, service providers, and other business partners.

This privacy policy is intended for users, guests, and future guests (hereinafter "you") in connection with (i) visiting the website <https://www.hotel-bb.com/de/li> (hereinafter "website") and the B&B HOTELS mobile application (hereinafter referred to as "app") as well as the channels on social media platforms in German, (ii) participation in one of the loyalty programs, and

(iii) a stay at a hotel in Liechtenstein.

It serves to inform you in accordance with Regulation No. 2016-679 of the European Parliament and of the Council of April 27, 2016 on the protection of natural persons with regard to the processing of personal and on the free movement of such data (hereinafter referred to as the "General Data Protection Regulation" or "GDPR") as well as the Liechtenstein Data Protection Act (DSG) and the Liechtenstein Data Protection Ordinance (DSV) about how your personal data is processed via our website, app, and social media channels, and in particular in connection with your stay at one of our hotels and our loyalty programs. In the following sections, we refer to the relevant articles of the GDPR.

The protection of your personal data is a priority for the companies of the B&B HOTELS Group

Therefore, the companies of the B&B HOTELS Group undertake to process this process this data in strict compliance with the General Data Protection Regulation and other applicable laws on data protection.

1. Definitions

App refers to the B&B HOTELS mobile application, which is available in iOS and Android versions.

Controller means the natural or legal person, public authority, agency, or other body decides, alone or jointly with others, on the purposes and means of processing personal data.

Website means the website accessible at the URL address <https://www.hotel-bb.com/de/li>.

User refers to any person who accesses the website and the app, regardless of whether they a customer, an operator, or a normal internet user with or without an account.

Furthermore, we refer to the definitions in Art. 4 GDPR for the terms used:

Personal data refers to any information relating to an identified or identifiable natural person. This includes, for example, your name, your address and communication data or your email address.

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

A data subject is any identified or identifiable natural person whose personal data is processed by the controller.

1. Controller

1. The controller within the meaning of the GDPR is the person who decides on the purposes and means of processing of personal data. If several persons jointly determine the the purposes and means of processing, they are jointly responsible for the processing. For some processing operations, the German operating company of the B&B HOTELS Group mentioned below operating company of the B&B HOTELS Group is solely responsible. For others, the operating companies of the B&B HOTELS Group are jointly responsible for the processing and act jointly with other companies.

Sole responsible party:

B&B Hotels (Liechtenstein) GmbH, Wirtschaftspark 41, 9492 Eschen

registered in the Commercial Register of the Principality of Liechtenstein under registration number FL-0002.744.224-1,

is solely responsible for the following processing operations:

- (1) Processing of reservations that were not made via the online booking system;
- (2) Management of accommodation contracts;
- (3) Exercising the rights of data subjects in accordance with the GDPR;
- (4) Processing insurance claims;
- (5) Management of registration forms for accommodation;
- (6) Setting up and operating a video camera system in the hotels operated by the company itself;
- (7) Operation and provision of guest Wi-Fi in the hotels operated by the company itself;
- (8) Processing of guest complaints and claims;
- (9) Accounting and receivables management in connection with accommodation in the company's own hotels;

operated hotels.

The companies in the B&B HOTELS group operate the online booking system, which is the central reservation system for all B&B Hotels.

Companies in the B&B HOTELS Group are jointly responsible for the following processing operations:

- (1) Operation of the online booking system and processing of reservations made through it;
- (2) Carrying out direct marketing activities;
- (3) Management of loyalty programs.

The companies in the [list](#) , which you can access here, are jointly responsible for managing the B&B HOTELS Club paid loyalty program.

The companies listed in the [list](#) , which you can access here, are jointly responsible for managing the free B&me loyalty program.

Companies on the [list](#) , which you can access here, are jointly responsible for processing data for the purpose of managing direct marketing activities/campaigns for customers and prospects of the B&B HOTELS Group.

The companies on the [list](#) , which you can access here, are jointly responsible for processing data for the purpose of managing online bookings.

The companies in the [list](#) , which you can access here, are jointly responsible for the other processing operations mentioned above.

The joint controllers have entered into agreements on joint responsibility for the aforementioned processing operations, in which their respective obligations are specified. The main content of these agreements is available on request at the following address privacy-liechtenstein@hotelbb.com.

Information about the processing operations carried out in this context is provided in detail in the The data protection officer of B&B Hotels Germany GmbH can be contacted at

privacy-liechtenstein@hotelbb.com or by telephone at +49 (0) 6146 9090-0 or via the the postal address provided, with the addition "The Data Protection Officer".

2. General criteria for storage duration

Unless a more specific storage period is specified in this privacy policy, your personal data will be stored until the purpose for data processing no longer applies. If you assert a legitimate request for deletion or revoke your consent to data processing, your data will be deleted unless we have other compelling reasons for further store your personal data (e.g., tax or commercial law retention periods); in the latter case, deletion will take place once these reasons no longer apply.

3. General information on the legal basis for data processing on this website

If you have consented to data processing, we process your personal data on the basis of Art. 6 (1) (a) GDPR. In the case of express consent to the transfer of personal data to third countries, data processing is also carried out on the basis of Art. 49 (1) (a) GDPR. Consent can be revoked at any time. If your data is necessary for the establishment or fulfillment of a contract or for the implementation of pre-contractual measures, we process your data on the basis of Art. 6 (1) lit. b GDPR.

Furthermore we process your data if this is necessary to fulfill a legal obligation, on the basis of Art. 6 (1) (c) GDPR. Data processing may also be carried out on the basis of our legitimate interest pursuant to Art. 6 (1) lit. f GDPR. We provide information about the relevant legal basis in each individual case in the following paragraphs of this data protection information.

4. General information on data transfer to third countries

Some companies in the B&B HOTELS Group are based in a third country outside the European Union and the European Economic Area. For data transfers with these companies in the B&B HOTELS Group, the EU standard contractual clauses have been concluded, which can be made available to you upon request via the contact details provided, e.g. by email to privacy@hotelbb.com. The United Kingdom and Switzerland have been deemed adequate by adequacy decisions by the EU Commission on June 28, 2021 (United Kingdom) and July 26, 2000 (Switzerland).

Subject to your consent, tools are used on the website and in the app and external content and media provided by companies based in third countries. If these tools are activated, your personal data may be transferred to these third countries and processed there. We would like to point out that in third countries where data protection is uncertain third countries, a level of data protection comparable to that of the EU cannot be guaranteed. In these cases, data is transferred on the basis of additional safeguards in accordance with Art. 44 ff. GDPR.

The EU Commission classifies the USA as a safe third country with a level of data protection comparable to that of the EU under certain conditions. Data transfers to the US are therefore permitted if the data recipient is certified under the EU-US Data Privacy Framework (DPF).

Information on transfers to third countries, including data recipients, can be found in this privacy policy and in the information on cookies and other trackers

5. Information on the processing of personal data

5.1. Visiting the website

When you visit the website, your browser transmits certain system and browser data for technical reasons. This includes the following data (so-called server log files), which are processed by processed by the companies jointly responsible for the online booking system:

- IP address
- Date and time of the server request
- Browser, language, and version of the browser software
- Operating system used
- Host name of the accessing computer
- Website from which the request originates ("referrer URL")

This data is not stored together with other personal data of the users.

The temporary storage of the user's IP address by the web server is technically necessary in order to display the website. For this purpose, the IP address must inevitably remain stored for the duration of the session.

The above data is stored in log files to ensure the functionality of the online booking system. This data is also used to ensure the security of the information technology systems (e.g., for attack detection). An evaluation of the data for marketing purposes does not take place in this context.

The legal basis for the temporary storage of this data and the log files is Art. 6 (1) lit. f GDPR. The legitimate interest lies in the technically error-free presentation and optimization of the website – for this purpose, the server log files must be recorded.

The above-mentioned data will be deleted as soon as it is no longer required for the purpose for which it was collected

In the case of data collection for the provision of the website, this is the case when the respective session has ended. In the case of the data stored in the log files, the retention period is up to 3 months. Storage beyond this period is possible if this data is required for (e.g., investigation of attacks, abuse, or

fraudulent activities). Data that must be retained for evidentiary purposes is required for evidentiary purposes is excluded from deletion until the respective incident has been finally clarified.

The collection of data for the provision of the website and its storage in log files is essential for the operation of our website for technical reasons. You therefore have no option to object.

5.2. Contact form on the website

If you send us inquiries via the contact form on the website, we will collect the data requested in

contact form (e.g., name, email address) as well as the details of your concern. Mandatory fields are marked accordingly. We process your personal data in order to respond to your inquiry and process your request. In the event of follow-up questions, we will store your data.

If your request is related to the fulfillment of a contract or is necessary for the implementation of pre-contractual measures (e.g., an offer), processing is carried out on the basis of Article 6(1)(b) of the GDPR. In all other cases, processing is based on our legitimate interest in the effective processing of inquiries addressed to us (Art. 6 (1) f GDPR).

The data will be used exclusively for processing the conversation and handling your request. The data you enter in the contact form will remain with us until you request us to delete it or the purpose for data storage no longer applies (e.g. after your request has been processed). Mandatory legal provisions – in particular retention periods – remain unaffected. Your personal data will be deleted at the latest three years after your request has been processed at the end of the calendar year.

5.3. Inquiries by email or telephone

If you contact us via the email addresses provided on the website or by telephone, we will store and process your inquiry, including all resulting personal data (name, address, contact details, inquiry) for the purpose of processing your request.

If your request is related to the fulfillment of a contract or is necessary for the implementation of pre-contractual measures (e.g., offer), processing is carried out on the basis of Article 6(1)(b) GDPR. In all other cases, processing is based on our legitimate interest in the effective processing of inquiries addressed to us (Art. 6 (1) (f) GDPR).

The data will be used exclusively for processing the conversation and handling your request.

The data you provide via contact requests will remain with us until you request us to delete it or the purpose for data storage no longer applies (e.g. after your request has been processed your request). Mandatory legal provisions – in particular retention periods – remain unaffected. Your personal data will be deleted no later than three years after completion processing your request at the end of the calendar year.

5.4. Newsletter

You can subscribe to a newsletter on our website. We only send newsletters with the consent of the recipients. We use a double opt-in procedure for this purpose. After registering for the newsletter, you will receive an email in which you must confirm your registration. We use this procedure is used to ensure that no one can register with someone else's email address.

We log registrations for the newsletter in order to be able to prove the registration process in accordance with legal requirements. This includes the date, time, and IP address at the time of registration. To register for the newsletter, we collect your name and email address.

We send newsletters for advertising purposes to inform you about offers, promotions, and other news about B&B HOTELS.

The data entered in the newsletter registration form is processed exclusively on the basis of your consent (Art. 6 para. 1 lit. a GDPR). By sending the email as part of the double opt-in procedure, we fulfill our legal obligation to verify your email address, Art. 6 (1) (c) GDPR. Your data in connection with your subscription to the newsletter and its dispatch are processed by the Marketing- department of B&B Hotels (Liechtenstein) GmbH. The companies of the B&B Hotels Group, an overview of which is available above, are jointly responsible for the administration and implementation of direct marketing measures.

The joint controllers are B&B HOTELS DIGITAL SERVICES, 9 boulevard Romain Polland, 75014 Paris, France, and MOVE ON B&B HOTELS, 271, rue du Général Paulet, 29200 Brest, France, with the administration and dispatch of the newsletters. The contractors act on the instructions of the joint controllers on the basis of data processing agreements.

Consent to receive our newsletter can be revoked at any time without giving reasons with effect for the future, for example via the unsubscribe function in each newsletter. In the event of revocation, your email address will be marked as blocked to document that you no longer wish to receive the newsletter in the future. Data that is no longer required will be deleted immediately. The blocking note and your email address will be deleted three years after the end of the calendar year in which the blocking note was set. If you do not confirm your consent to receive our newsletter as part of the double opt-in procedure, we will block your email address and delete it after six months, unless we need to store it for retain it for other reasons and in other contexts.

5.5. Online booking of hotel stays and check-in

If you book a room via the online booking system on the website or app, we process the personal data requested on the booking form (e.g., personal master data, contact details, payment details, etc.) to execute the booking and establish an accommodation contract.

Your email address is processed in order to send you reservation/booking confirmations, changes, cancellations, and other communications related to the reservation/booking and the accommodation contract. In addition, you will receive an automatically generated invitation to check in online by email before your planned arrival date. To check in online, you must register via the link in the email and provide your credit card details (card number, expiration date, verification number) for payment purposes.

The companies of the B&B Hotels group, an overview of which is available above, are jointly responsible for data processing via the online booking system on the website and the app.

The joint controllers are B&B HOTELS DIGITAL SERVICES, 9 boulevard Romain Polland, 75014 Paris, France, and MOVE ON B&B HOTELS, 271, rue du Général Paulet, 29200 Brest, France, with the operation and management of the online reservation system. The contractors are commissioned on the basis of data processing agreements on the instructions of the joint controllers.

For the purpose of establishing and executing the accommodation contract, the data from the online booking system may be transferred to the operator of the hotel where you have booked your stay.

The joint controllers have appointed B&B HOTELS DIGITAL SERVICES, 9 boulevard Romain Rolland, 75014 Paris, France, with services related to the administration of the B&me loyalty program. B&B HOTELS DIGITAL SERVICES processes the personal data on the basis of a data processing agreement on the instructions of the joint controllers.

The personal data is stored for the duration of the user account and participation in the B&me loyalty program. You can terminate your B&me account and your participation in the B&me loyalty program at any time via the user account itself. B&B Hotels The data will then be deleted at the latest after the expiry of the ten-year retention period applicable under general accounting regulations in accordance with Art. 1059 (1) PGR.

5.7. B&me Club loyalty program

The B&me account on the website and app allows you to register for paid participation in the B&me Club loyalty program.

For the establishment and implementation of participation in the B&me Club loyalty program, the data requested in the registration form for the B&me account (personal master data, contact details, language and country settings, password, communication settings) will be processed. The B&me account will store details of bookings and hotel stays as well as benefits claimed from the B&me loyalty program and the B&me Club loyalty program and can be accessed at any time.

An identification number is also stored for each member. Participation in the B&me Club loyalty program is confirmed by sending a message to the email address provided during registration

The email address will be used for further communication regarding the B&me Club loyalty program. The legal basis for data processing is Art. 1 lit. b GDPR. The processing of data is necessary for registration for the user account and for establishing and implementing participation in the B&me Club loyalty program.

The companies of the B&B Hotels Group, an overview of which is available above, are responsible for data processing in connection with the implementation of the B&me Club loyalty program jointly responsible for data processing in connection with the implementation of the B&me Club loyalty program. The joint controllers have appointed B&B HOTELS DIGITAL SERVICES, 9 boulevard Romain Rolland, 75014 Paris, France, with services related to the administration of the B&me Club loyalty program. B&B HOTELS DIGITAL SERVICES processes the personal data on the basis of a data processing agreement on the instructions of the joint controllers.

The personal data is stored for the duration of participation in the B&me Club loyalty program. After termination of participation in the B&me Club loyalty program, the data will be deleted at the latest after the expiry of the commercial law retention period of six in accordance with § 257 HGB (German Commercial Code).

5.8 Voucher shop

The website offers the option of purchasing vouchers for stays at a B&B Hotel. Information on the processing of personal data in connection with this gift voucher shop is available directly in the shop area under "Privacy Policy."

5.9 Payment service providers

If you use third-party payment services (e.g., PayPal, Visa, Mastercard, Maestro, American Express), the companies of the B&B HOTELS Group work together with the payment service provider Adyen N.V. (hereinafter "Adyen"), Simon Carmiggeltstraat 6-50, 1011 DJ, Amsterdam, Netherlands.

Adyen is a full payment service provider that handles payment processing, among other things. The data required for the respective payment method is transmitted to Adyen, unless it is collected directly by the respective payment service (e.g., PayPal) itself.

The bank card number, expiration date, and cryptogram are processed exclusively by Adyen, which only provides us with a token for the guarantee and payment of the bookings.

The purpose of the transfer is to verify identity, process the desired payment, performance of any credit checks, and fraud prevention. Insofar as this is necessary to fulfill contractual obligations, Adyen also passes on the personal data to service providers or subcontractors.

The legal basis for processing is Art. 6 (1) lit. b, lit. c, lit. f GDPR. By transmitting the data for identity verification, we fulfill legal obligations for customer authentication in accordance with Art. 6 (1) (c)

GDPR in conjunction with the Payment Services Directive and the Payment Services Supervision Act.

legitimate interest in the data transfer follows from the purposes described above.

The terms and conditions and privacy policy of our partner for electronic payment processing. Further information on data protection can be found at

https://www.adyen.com/de_DE/richtlinien-und-haftungsausschluss/privacy-policy.

5.10 Guest reviews

In order to receive feedback from our guests about their stay, we use a service provided by

TrustYou GmbH, Schmellerstraße 9, 80337 Munich, www.trustyou.com.

If you have agreed to receive the newsletter, after your stay at a B&B Hotel in Liechtenstein you will receive an email with a link where you can submit a review of your last stay. If you choose to submit a review, please note that your name and email address will be visible to other guests.

If you make use of the option to submit a review, your name, email address and/or telephone number, IP address, your rating result and details of the review, other data entered, and system data (browser type and version, device used, date and time of submission of the review, referring URL) will be transmitted to TrustYou GmbH and evaluated by TrustYou and B&B Hotels (Liechtenstein GmbH). The rating result, details of your rating, your first name, the first letter of your last name, and the date of the rating may be made publicly available on the website and in the app.

Collecting and analyzing reviews helps us to improve our quality. The legal basis for data processing is your consent to receive the newsletter (Art. 6 para. 1 lit. a GDPR) and the legitimate interest of (B&B Hotels Liechtenstein) GmbH in operating a rating system and the evaluation of ratings after the voluntary use of the rating system by guests (Art. 6 para. 1 lit. f GDPR).

Submitting a review is voluntary. You can opt out of receiving further invitations to review hotels by email at any time via the corresponding link in each email.

TrustYou GmbH operates on the basis of a data processing agreement on behalf of B&B Hotels

Germany GmbH on the basis of a data processing agreement. For more information on how TrustYou handles data, please refer to the TrustYou privacy policy at: <https://www.trustyou.com/downloads/privacy-policy.pdf>.

Reviews will be made publicly available on the website and the app. The data collected in connection with a review will be stored and evaluated for a maximum period of five years from the date the review is submitted. TrustYou GmbH is authorized to anonymize the data after this period and then store and use it for analysis purposes without any time and spatially unlimited for analysis purposes.

5.11 Conducting competitions

We occasionally organize sweepstakes or other competitions in which guests and other interested parties can participate e.g., in connection with the submission of a guest review.

For this purpose, we process the data required for participation, such as names, email addresses and answers to contest and competition questions. Subsequently, in the event of a address data may be requested in order to send a prize.

The processing is carried out solely for the purpose of conducting the prize draw or competition, i.e. to determine and notify winners and to send prizes.

For sweepstakes and other contests in connection with the submission of a guest review, we use the support of TrustYou GmbH, Schmellerstraße 9, 80337 Munich, which acts on our instructions on the basis of a data processing agreement.

If we obtain your consent in the context of a prize draw or competition, this is the legal basis for data processing (Art. 6 (1) (a) GDPR). Otherwise, Art. 6 (1) (b) GDPR is the legal basis, as data processing is necessary for participation in the competition or contest.

The data will be deleted after the prize draw or competition has been carried out, unless you have given your consent to the further processing of your data or in connection with redeeming or using a prize.

5.12 Video surveillance in hotels

Video surveillance may be used in certain areas of hotels and their premises, in particular parking lots. In this context, images of guests may be recorded and evaluated as necessary. Video surveillance is generally carried out within the limits of the law. The legal basis is the legitimate interest in the safety of our guests and hotel property in accordance with Art. 6 (1) lit. f GDPR.

Data subjects have the following rights in connection with video surveillance:

- Right to information
- Copy of the video recordings
- Right to erasure
- Right to object

Detailed information on the use of video cameras and data processing in this context can be found on site in the hotels.

5.13 Guest Wi-Fi in hotels

In the hotels operated in Liechtenstein, access to guest Wi-Fi is provided.

When using the guest Wi-Fi, the following data may be processed, some of which stored through the use of cookies and some of which you may provide optionally: MAC or IP address of the device used, email address, username, name, room number, date of registration.

B&B Hotels Germany GmbH has commissioned m3connect GmbH, Friedlandstraße 18, 52064 Aachen, to provide and operate the guest Wi-Fi system.

m3connect GmbH processes your data on the basis of a data processing agreement and is bound by instructions.

The legal basis for data processing is Art. 6 (1) (b) GDPR, insofar as the data is necessary for the desired use of the guest Wi-Fi. In the case of storing information in cookies, we also base the processing on our legitimate interests pursuant to Art. 6 (1) lit. f GDPR. Cookies are technically necessary to ensure the functionality the Wi-Fi system. This is also our legitimate interest.

The data is processed for authentication and to ensure the error-free operation of the guest Wi-Fi.

The data will be deleted after 10 weeks at the latest, unless there are statutory retention obligations. The technically necessary cookies are session cookies that have a maximum functional duration of one day.

Further details can be found in the information provided when registering for the guest Wi-Fi on site.

6. Cookies

Our website uses so-called "cookies" and other tracking tools. Details on this and your setting options can be found in our information on cookies and other trackers.

7. Our presence on social media channels

B&B Hotels Germany GmbH maintains its own channel on several social media platforms. When you visit our profile on one of the social media platforms, the respective provider of the social media platform will process your data in order to create usage profiles and to operate and improve its own services and improve them. Furthermore, some providers of social media platforms provide us with anonymized evaluations of the use of our profile.

Data processing takes place in part regardless of whether you are registered on the social media platform or not. The evaluations usually contain the following information:

- Reach measurements regarding profile, posts, and other functions, i.e., total number of people who have visited/used the profile, posts, and other functions;
- Aggregated data on the age, gender, and place of residence (country, region/city) of the persons who visit the profile;
- Duration of use for videos and other functions;
- Time and location of use;

- Devices, operating systems, and software used;
- Interactions in connection with posts, e.g., click rates, shares, comments.

With regard to data processing operations for the purposes of the aforementioned evaluations,

B&B Hotel Germany GmbH is jointly responsible with the respective providers of the social media platforms within the meaning of the GDPR and has concluded corresponding agreements on joint responsibility.

We have no influence on whether and to what extent the providers collect personal data on their social media platforms. Furthermore, the scope, purpose, and storage period of the data collection. It must be assumed that at least the IP address and device-related information is collected and used. It is also possible that the providers use cookies and similar technologies on their platforms to track and evaluate

Some of the providers of social media platforms are based outside the territory of the European Union (EU) and the European Economic Area (EEA) (so-called "third countries"), particularly in the USA. Some of these third countries do not have a level of data protection equivalent to that of the EU level of data protection as the EU, or the recognition of an adequate level of data protection is subject to further requirements, such as certification under the EU-U.S. Data Framework Agreement. In some third countries, such as the US, government agencies authorities have extensive access rights to data from companies headquartered in these third countries.

We cannot rule out the possibility that, even if the providers are based in the EU, data is also transferred to group companies in the US or another third country.

Further information on the individual providers of the social media platforms on which we operate a maintain a profile:

- Facebook and Instagram: The provider for the European region is Meta Platforms Ireland

Limited (4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland, "Meta"). Further

information on data protection can be found at <https://facebook.com/policy.php> and, with regard to

on Instagram at <https://help.instagram.com/519522125107875>. Information about the cookies

used by Meta when you visit our Facebook page or our channel on Instagram, can be found at <https://www.facebook.com/policies/cookies>. For processing operations for which we are jointly responsible with Meta, the the following joint responsibility agreement applies:

https://www.facebook.com/legal/controller_addendum. The corporate headquarters of Meta Platforms

Inc, Menlo Park, California, USA, is certified under the EU-U.S. Data Privacy Framework.

- LinkedIn: The provider for the European region is LinkedIn Ireland Unlimited Company

(Wilton Place, Dublin 2, Ireland). For more information on data protection, please refer to the

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

in the cookie policy at <https://www.linkedin.com/legal/cookie-policy>. For processing operations for which we are jointly responsible with LinkedIn, the following agreement on joint responsibility applies:

<https://legal.linkedin.com/pages-joint-controller-addendum>. The corporate headquarters of LinkedIn Corporation, Sunnyvale, California, USA, is certified under the EU-U.S. Data Privacy Framework.

- YouTube: The provider for the European region is Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland). For more information on data protection, please refer to Google's Google Privacy Policy at <https://policies.google.com/privacy?hl=de>. The Google LLC headquarters in Mountain View, California, USA, is certified under the EU-U.S. Data Privacy Framework.
- TikTok: The provider for the European region is TikTok Technology Limited, 10 Earlsfort Terrace, Dublin, D02 T380, Ireland. For more information on data protection, please refer to the privacy policy at <https://www.tiktok.com/legal/privacy-policy-eea?lang=de>.

8. Automated decision-making, profiling

No automated decision-making within the meaning of Art. 22 GDPR is used to establish and execute business relationships.

In the area of marketing, we use profiling techniques to provide our guests with targeted and relevant information. Among other things, past bookings, memberships, or interactions with our website are taken into account in order to send personalized newsletters, reminder emails for canceled bookings, or individual advertisements (retargeting), for example. Processing is based on consent in accordance with Art. 6 (1) (a) GDPR or on our legitimate interest in accordance with Art. 6 (1) (f) GDPR in the case of email advertising to existing customers.

9. Obligation to provide data

For the establishment, execution, and termination of a business relationship (e.g., booking, accommodation contract, participation in a loyalty program, receipt of a newsletter), it is necessary or, in some cases, required by law that you provide us with personal data. Without this data, a business relationship will generally not be established or terminated. In forms, this data is regularly marked as mandatory.

10. Data security

We attach particular importance to the security of personal data. We implement technical and organizational measures that are appropriate to the sensitivity of the personal data, in order to ensure the integrity and confidentiality of the data and protect it from malicious intrusion, loss, alteration, or disclosure to unauthorized third parties. These security measures include, for example, the encrypted transfer of data between your browser and our servers. Please note that SSL encryption is only activated for transmissions carried out via the Internet if the key symbol appears in your browser window and the address begins with <https://>. TLS (Transport Layer Security). Data transmission is protected against illegal access by third parties. If this option is not available, you can also choose not to send certain data over the Internet.

11. Your rights

When we process your personal data, you have the following rights:

Right of access (Art. 15 GDPR): You have the right to obtain information about the personal data processed data relating to you. This right also includes a copy of the corresponding data.

Right to rectification (Art. 16 GDPR): You have the right to request the immediate rectification of concerning you, if it is inaccurate.

Taking into account the purposes of the processing, you have the right to request the completion of your personal data concerning you, if it is incomplete.

Right to erasure (Art. 17 GDPR): You have the right to request that the personal data concerning you

Personal data shall be deleted immediately if one of the reasons specified therein applies.

Right to restriction of processing (Art. 18 GDPR): You have the right to request the restriction processing of your personal data if one of the reasons specified therein applies.

Right to data portability (Art. 20 GDPR): You have the right to receive the personal data concerning you personal data concerning you that you have provided to us in a structured, commonly used, and machine-readable format, and under certain circumstances you have the right to transmit this data to another controller without hindrance.

Right to object (Art. 21 GDPR): You have the right to object, on grounds relating to your particular situation, to object at any time to the processing of your data, insofar as the data processing is based on a balancing of interests pursuant to Art. 6 (1) lit. f GDPR. This also applies to profiling based on this provision within the meaning of Art. 4 No. 4 GDPR. If you object, your personal data will no longer be processed unless there are demonstrably compelling legitimate grounds for the processing which override your interests, or the processing serves to assert, exercise, or defend legal claims.

Revocation of consent (Art. 7 (3) GDPR): In accordance with Art. 7 (3) GDPR, you have the right to revoke your consent to the processing of personal data at any time without specifying reasons.

The restrictions under Art. 57 and 58 GDPR apply to the right of access and the right to rectification and erasure. You can exercise your rights:

- at the following email address: privacy-liechtenstein@hotelbb.com
- or via the postal address: Wirtschaftspark 41, 9492 Eschen, Liechtenstein

You also have the right to lodge a complaint with a supervisory authority (Art. 77 GDPR in conjunction with § 19 BDSG) if you believe that the processing of your personal data is not lawful. This can be done, for example, at the supervisory authority responsible for B&B Hotels Germany GmbH

supervisory authority responsible for B&B Hotels Germany GmbH: The Data Protection Authority of the Principality of Liechtenstein, Kirchstraße 8, FL_9490 Vaduz; email: info.dss@llv.li website: <https://www.datenschutzstelle.li/services-und-downloads/formulare#Beschwerdeformular>

12. Changes to the privacy policy

We reserve the right to change the privacy policy in order to adapt it to changed legal situations or changes to the service and data processing. However, this only applies to statements on data processing. If user consent is required or components of the privacy policy contain provisions of the contractual relationship with users, changes will only be made with the consent of the users.

Please check the content of the privacy policy regularly.