

Privacy Statement B&B Hotels Netherlands

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Introduction

Welcome to B&B Hotels Netherlands. We value your privacy and process your personal data carefully, in accordance with the General Data Protection Regulation (GDPR) and the Dutch GDPR Implementation Act (UAVG). In this privacy statement, we explain in understandable language what personal data we collect from our hotel guests, website visitors and participants in our loyalty programmes, why we need this data and how we handle it.

This statement is intended for you as a guest or future guest of B&B Hotels in the United Kingdom – whether you visit our website, use our mobile app, participate in a loyalty programme or stay with us.

Our goal is to ensure that you know exactly where you stand. If you still have questions after reading this statement, please feel free to contact us using the contact details at the bottom of this statement.

Who are we (data controller)?

B&B Hotels Netherlands B.V., located at Zuidplein 36, 1077 XV Amsterdam, is the controller for the processing of personal data described in this statement. This means that B&B Hotels Netherlands B.V. determines which personal data is processed and for what purpose.

B&B Hotels is part of the international B&B HOTELS Group. For some activities, we collaborate with our sister companies within the B&B HOTELS Group. For example, we use a joint reservation system and loyalty programme for all B&B hotels. In such cases, we share responsibility (we are then joint controllers).

You do not need to worry about this: you can contact **us** with any questions you may have, even if your data is processed within our hotel group.

Do you have any questions about your privacy or would you like to exercise your rights? Then please contact our privacy contact person or data protection officer at privacy-netherlands@hotelbb.com. You can also write to us at the above address, addressed to "Privacy" or "Data Protection Officer".

What data do we collect and for what purpose?

We process different types of personal data depending on how you come into contact with us. Below you can read what data this is and why we use it in each situation. We only collect the data that is necessary for the purpose in question.

Visiting our website and app

When you visit our website or use the B&B HOTELS app, we process some technical data. This includes your IP address, the type of browser and device you are using, your language settings, and which pages you view. Our web server automatically logs this data in so-called log files. This is necessary to ensure that the site and app function correctly and to protect them against misuse (e.g. to detect hackers). We do not use this information to identify you, but purely for the technical operation and security of our online services.

Why? Without this data, the website cannot be displayed properly, or we would not know what is wrong in the event of malfunctions. The legitimate interest of B&B Hotels here is to have a fast,

error-free website and to protect our IT systems. We do not store this technical log data for more than a few months and only look at it in the event of problems or security incidents. For more information about cookies and similar technologies, please refer to our separate **Cookie Statement** on the website.

In addition, provided you have given your consent via our cookie banner, we may use cookies and similar technologies for **retargeting and personalised online advertising**. This means that visitors to our website or hotel pages may later see personalised advertisements from B&B Hotels on other websites or platforms.

This form of marketing profiling only takes place with your consent and is explained in more detail in our Cookie Statement. You can withdraw your consent for these cookies at any time via the cookie settings.

Reservations and check-in

When you book a room with B&B Hotels (online via our website/app, by telephone or through a travel agency), we process the personal data you provide for this purpose. This usually includes your name, contact details (e-mail address, telephone number, address), arrival and departure dates, number of guests, preferences (e.g. non-smoking, room with extras), and any comments or special requests.

If the booking is made through an external booking partner (such as a travel platform), we receive this information from that partner. We use this information to confirm your reservation, prepare the room for you and provide you with the service you expect (such as a smooth check-in).

Upon arrival at the hotel, we will ask you to show proof of identity so that we can be sure that you are who you say you are. In the Netherlands, we are legally obliged to keep a night register of our guests (name of the main booker, place of residence, arrival and departure dates, number of guests and proof of identity shown). We record this information at check-in.

Please note: We do not make a copy of your ID and do not register your citizen service number (BSN), as this is not permitted under privacy legislation. Showing your ID is sufficient.

Why? We need this information to fulfil the agreement with you (the booking/stay) – without this information, we cannot reserve a room for you or allow you to stay overnight. We also need to collect certain information to comply with our legal obligations. For example, the law requires us to keep a night register for emergency services and tourist tax, and to be able to provide an invoice in your name when you check out.

We also use your booking and stay details to improve our services. For example, we remember your preferences so that we can serve you even better on your next stay. We only do this if you return to us; in other cases, we archive or anonymise this information after your stay (see also 'How long do we retain your data?').

We will record any special situations during your stay (such as an accident, damage or complaint) and use them to deal with them appropriately (e.g. for an insurance claim or to improve our service). We do this on the basis of our legitimate interest in resolving problems and protecting our business operations.

Payments

We work with an external payment provider to process your payment. If you pay online (e.g. by credit card or iDEAL) or by debit card at reception, our payment service provider will process your payment details. We use Adyen N.V., a reputable payment provider based in Amsterdam. Adyen ensures that your payment is processed securely.

We send sensitive payment information such as your card number, expiry date and CVC code directly to Adyen via a secure connection; we do not see these details ourselves and do not store them. Instead, we receive a confirmation or payment token from Adyen, so that we know your reservation has been paid for.

Why? Processing payment details is necessary for the execution of the payment and accommodation agreement with you. In addition, we must comply with financial legislation that prescribes secure payments and customer verification (e.g. to prevent fraud). In this context, Adyen may, for example, check whether the payment is fraudulent and request stronger verification (such as 3D Secure).

All this is done to protect your payment and our systems. If necessary for the payment, Adyen may pass on certain transaction details to your bank, card company or other payment service provider involved (e.g. PayPal) – naturally only for the purpose of executing the payment or verifying it.

We receive confirmation from the payment provider when the payment has been successful. We store this information (such as payment status, amount, payment method and reference number) in our records. We need this information for our accounting and to be able to trace the payment in case of any questions or refunds. We are also legally required to retain payment details (such as invoices) for a number of years (see 'How long do we retain your data?').

Loyalty programmes (B&me and B&B Club)

B&B Hotels offers a loyalty programme for loyal guests (currently the free B&me programme and, in some countries, the B&B Club). You can voluntarily register for this via our website or app. When you create an account for the loyalty programme, we ask for certain information, such as your name, contact details (e-mail), a password and preferences (e.g. language).

We also record your agreement to the terms and conditions of the programme. You will then receive a confirmation email to verify your registration (double opt-in): click on the link in this email to activate your B&me account. This allows us to verify that it is your own email address and that no one has registered you without your consent.

In your B&me account, we store information about your bookings and stays at B&B Hotels, as well as the points or benefits you have earned within the loyalty programme. You can view and manage this information yourself at any time via your account. This includes viewing your booking history or your current discount level.

Why? We process this data in order to fulfil the agreement with you that is part of the loyalty programme. Without your data, we cannot create an account or keep track of your membership.

Every time you use your member benefits (e.g. a discount on a room), we process this in our system to update your points or status. We also use your contact details to inform you about the programme (e.g. a welcome message, changes to terms and conditions, or targeted offers as part of the loyalty programme).

For any marketing communications outside of the programme, we will ask for your separate consent (see "Marketing and newsletters" below).

You can unsubscribe from the loyalty programme at any time via your account settings or by contacting us. We will then deactivate your account and delete or anonymise your data, except for information that we still need for our records (e.g. to register that you are a former member, or for financial reporting of redeemed points).

Note: The loyalty programme is offered in cooperation within the B&B HOTELS Group. Your data as a member may therefore be processed jointly by our group companies, for example to ensure that your B&me benefits are valid in all participating hotels. This joint processing is based on our legitimate interest in providing our guests with a smooth loyalty experience internationally. Of course, we remain your point of contact and ensure that all our group members adhere to the same privacy rules.

Use of Wi-Fi internet in our hotels

In our hotels, you can use free wireless internet (Wi-Fi) for guests. When you connect to the guest WLAN, we process certain technical data to give you access. This includes, for example, the MAC address (unique number) of your device, the assigned IP address, and the time you connect.

Sometimes we ask you to enter your name or room number on a portal page or to accept the terms of use before you go online – we also process this data to the extent necessary to grant you access.

Why? We process this data to provide you with internet access during your stay. It is in our legitimate interest to offer a stable and secure Wi-Fi connection. That is why we also record how the Wi-Fi is used from a technical perspective, so that we can manage the network, resolve problems and prevent misuse (such as illegal downloads or cyber attacks via our network). We do not use the internet data for marketing purposes.

We do not store your Wi-Fi usage data for longer than necessary. In practice, this means that log data from the guest Wi-Fi is automatically deleted after a short retention period – usually within ten weeks at the latest. Only if a specific incident has occurred (e.g. misuse of the network during your stay) may relevant log data be stored for longer in order to deal with that incident.

Our Wi-Fi service may be managed in collaboration with a specialised IT supplier. That party acts under our instructions and is subject to a processing agreement, so that your data is also well protected by them.

Camera surveillance in and around the hotel

The safety of our guests and employees is very important to us. That is why we use surveillance cameras (CCTV) in the public areas of our hotels. Signs are posted at the hotel entrance and other relevant locations to inform you that there is camera surveillance. The cameras film, for example, the lobby, reception, corridors and car parks.

Private areas such as hotel rooms and toilets are not filmed, of course. The camera images are only used for security purposes: to prevent incidents such as theft, vandalism or other undesirable situations and, if something does happen, to be able to find out what happened. This helps us to protect you and our property.

Why? We base the use of camera surveillance on a legitimate interest, namely the protection of our guests, employees and property. We have carefully considered in advance that this interest outweighs your privacy in these public areas. Furthermore, we have no less intrusive means of achieving the same level of security. The cameras film continuously, but we do not view the images live or on a routine basis – only if there is a reason to do so (e.g. a suspected incident).

The camera images are not stored longer than necessary. As a rule, new images are automatically recorded over the old ones after a maximum of 2 to 4 weeks. In many cases, we delete the recordings earlier (after a few days), depending on the size of the storage medium.

Only if the footage shows an incident that has not yet been resolved can we store the relevant fragments for longer until the incident has been dealt with (e.g. until the police have conducted their investigation). After that, these recordings are also deleted. The camera footage is used exclusively internally or, if necessary, shared with investigative authorities (e.g. the police) or insurers in the context of an incident investigation.

Marketing and newsletters

Newsletter: You can sign up for our email newsletter via our website or when making a booking. If you do so, we will explicitly ask for your consent. We use a double opt-in method: after signing up, you will first receive an email with a confirmation link.

Only when you click on that link will your registration be definitively recorded. This prevents someone else from unintentionally registering your email address. We keep proof of your registration (date, time, IP address) in order to be able to demonstrate that you have registered, as required by law for newsletters.

In the newsletter, we keep you informed of offers, promotions and news about B&B Hotels. You will only receive these emails if you have given your consent.

You can withdraw your consent at any time: there is an unsubscribe link at the bottom of each newsletter. After unsubscribing, you will no longer receive newsletters. We therefore process your name and email address for the newsletter on the basis of your consent.

Offers after a stay: Have you been our guest? Then we can offer you similar services via email. Specifically, we may send you a one-off email after your stay with, for example, a discount for your next visit, or to draw your attention to a similar package.

We do not need to ask for permission again for this type of direct marketing to existing customers, provided that it concerns our own similar products and we have given you the opportunity to object when obtaining your email address.

Of course, you also have the option to object (unsubscribe) in each of these emails. You will always find an unsubscribe option at the bottom of the email. If you do so, you will no longer receive such offers.

We base this communication on our legitimate interest in informing our guests and seeing them again, but we always respect your opt-out.

Please note: If you do not wish to receive any commercial emails from us, you can indicate this and we will completely exclude you from both the newsletter and targeted offers after your stay. You will then only receive emails from us that are necessary for our services (e.g. a booking confirmation or information about your arrival).

Profiling and personalised marketing

We use profiling to a limited extent for our marketing activities. Profiling means that we analyse personal data in order to better tailor our communication to the interests and booking behaviour of our guests (Article 4(4) of the GDPR).

This is done exclusively for marketing purposes and does not lead to automated decision-making with legal consequences or similar significant consequences for you. Every guest can book with us under the same conditions; there is no automatic acceptance or rejection of bookings.

We use profiling for purposes including:

- sending targeted newsletters or offers based on your booking history (e.g. first booking, repeat visit or recent stays);
- distinguishing target groups, such as families, individual travellers or business/VIP guests, based on previous bookings;
- reactivation campaigns, for example when no follow-up booking is made after an initial stay;
- sending automatic reminders when an online booking has not been completed (so-called "shopping cart abandoners").

Profiling for email marketing takes place:

- based on your **consent** (e.g. when subscribing to the newsletter), or
- based on our **legitimate interest** in offering existing guests similar services, taking into account your right to object (soft opt-in).

You can object to this or unsubscribe at any time, for example via the unsubscribe link in our emails or by contacting us. If you object, we will immediately stop using your data for this marketing profiling.

Guest reviews and feedback

Your opinion is very important to us. That is why we may contact you once after your stay to ask if you would like to fill in a guest review. This will be done, for example, by e-mail shortly after you have checked out. Participation in this is entirely voluntary.

If you decide to submit a review, we will process the information you provide. This usually includes your rating of the hotel (score or stars), your comments or feedback in text form, and possibly certain background information such as the purpose of your trip.

We may also ask for your name or initials, for example, so that we can personalise the review (with your consent), but you may also choose to post a review anonymously.

Why? We collect reviews to gain insight into the satisfaction of our guests and to improve our quality. This is done on the basis of our legitimate interest in continuously improving our services.

If you post a review via our website or app, we may publish it (along with, for example, your first name and the first letter of your surname, and the date of the review) on our website or app so that other customers can read your feedback. We will never publish your full name or contact details without your consent.

We work with a specialised partner (TrustYou) to process guest reviews. TrustYou helps us collect, analyse and display reviews. When you fill in a feedback form, your answers and any personal data go directly to TrustYou's platform, which processes this data on our behalf.

TrustYou may further anonymise the review data and use it in aggregate form to compile general statistics about hotel reviews, but your personal feedback report is intended for us and other guests. Your data is also protected by strict contractual agreements (a processing agreement) with TrustYou.

If you no longer wish to receive our review requests, simply unsubscribe via the link in the review invitation or let us know that you do not wish to be contacted. We will respect your wishes and no longer contact you for reviews.

Contact and customer service

If you have any questions, requests or complaints, you can contact us in various ways: via the contact form on our website, by email, telephone or possibly via social media. In order to answer your question or deal with your complaint, we process the personal data that you provide to us.

This may include your name, contact details and the content of your question/message. When you fill in a form, mandatory fields will be clearly marked as such – we really need this information to help you properly (e.g. your email address so we can reply to you). You can also decide to provide additional information, which we will of course only use to handle your request.

Why? If your question or request relates to a (future) booking or stay – for example, you request a quote or make a change to your reservation – we will process your data in order to fulfil our (pre)contractual obligations.

In all other cases, we base this on our legitimate interest in responding effectively to questions and maintaining good relations with (potential) guests. We therefore use the data you provide exclusively to contact you and process your question or complaint, and not for any other purposes.

We will retain your correspondence with us (by e-mail, via the web form or telephone notes) for as long as necessary to fully resolve your issue and follow up on it if necessary. In practice, we do not keep most customer contacts for longer than one to three years after resolution. This is so that we still know the context in case of follow-up questions and to perform internal analyses (e.g. of frequently asked questions).

Of course, you can always request us to delete certain correspondence earlier. In some cases, we are required to retain communications for longer due to legal obligations (e.g. claims or warranties) – in which case we apply the statutory retention periods.

Finally, if you contact us via social media (e.g. by sending us a message or mentioning us on Facebook or Instagram), we may also process that communication data in order to respond to you.

We advise you not to share any privacy-sensitive information via public channels. If necessary, we will refer you to a private channel. Any data we receive via social media will be processed on the same basis as above: to handle your request. Please note that the social media platform itself also processes data about you; we have no influence on this – please read the privacy statement of the platform in question.

How long do we retain your data?

We do not retain your personal data longer than necessary for the purposes for which it was collected, unless there is a legal obligation to retain it for longer. This varies depending on the type of data. Some examples:

- We are required by tax legislation to retain **reservation and invoice** data for **seven years** (e.g. for the tax authorities). After this period, we delete or anonymise this administrative data.

- We retain guests' night register information for as long as the local authority requires for the purposes of checking night registration and tourist tax. This varies, but is usually a few months to one year after your stay. After that, the register is cleared.
- As mentioned earlier, we automatically delete **camera recordings** after a maximum of 2-4 weeks, unless they contain an incident that has not yet been resolved (in which case we retain the relevant images until the investigation is complete).
- **Wi-Fi log files** for guest internet are stored for a maximum of approximately 10 weeks, unless there is a security incident that requires further investigation.
- We keep **newsletter subscriptions** active for as long as you are subscribed. If you unsubscribe, we will put your email address on a removal list so that you no longer receive the newsletter. We may retain minimal data (e.g. your email address) to remember that you have unsubscribed, so that we do not accidentally email you again.
- **Loyalty programme accounts** remain active for as long as you are a member. After you unsubscribe, we will delete or anonymise your account details within a reasonable period of time, except for data that is still required for financial accountability of points, for example.
- As mentioned, we generally retain **contact and complaint files** for several years after they have been processed, depending on their content. We can delete pure requests for information more quickly; complaints about service or accidents may take longer (up to several years for legal limitation periods).

In all cases, we ensure that if there is no longer a legitimate interest or legal necessity to retain data, we will delete or anonymise it. If you have specific questions about this ("How long do you retain *this* data?"), we will of course be happy to answer them.

Who do we share your data with?

We treat your data confidentially. However, there are situations in which we share personal data with third parties, but always under strict conditions. Here is a list of who we share data with and why:

- **Within our hotel group:** As mentioned earlier, we share data with other companies within the B&B HOTELS Group when necessary for business operations.

For example, if you book a hotel in another country via our central website, we will share your booking details with the operator of that specific B&B Hotel so that they can arrange your stay. The loyalty programme is also group-wide, which means that your points and status are exchanged within the group.

All B&B group companies are contractually obliged to comply with the same privacy standards. An internal agreement has been concluded between the group members to divide responsibilities and ensure that your rights are guaranteed – regardless of which B&B hotel you book with.

- **Payment service providers:** To process payments, we pass on necessary data to our payment provider (such as Adyen, see above). This party may in turn share data with banks or credit card companies to execute the transaction or comply with legal requirements (such as anti-money laundering legislation). Such parties are also bound by privacy legislation and do not use your data for purposes other than payment.

- **IT and cloud providers:** We use external service providers to host our data (e.g. cloud servers), maintain our reservation systems and for hotel IT (such as Wi-Fi management or our hotel management system). When they have access to personal data, this is exclusively for the purposes mentioned and under our instruction.

We have entered into processing agreements with all these parties to ensure that your data is treated as securely and confidentially as it is by us. Examples include our website host, email service, and the IT company that maintains our Wi-Fi network.

- **Newsletter and marketing partners:** We engage a specialised party (an email platform) to send our newsletter and any other mailings. This party processes your name and email address on our behalf in order to send the newsletter, but is not permitted to use your data for its own purposes. We also engage TrustYou as a data processor for the analysis of guest reviews. These parties are located within the EU or operate under strict contractual conditions that comply with the GDPR.
- **Government agencies and law enforcement agencies:** In certain cases, we are legally obliged to share personal data with authorities. Examples include providing night register data to the local authority for tourist tax checks, or sharing camera images with the police if an incident has occurred.

We will only share such data if we are legally obliged to do so or if a competent government body makes a legitimate request. We may also share your data if necessary to protect our rights in legal proceedings (for example, with our legal advisers or insurance company in the event of a dispute).

- **Other external parties:** We **do not** sell or rent your personal data to third parties. In principle, we do not share data outside the categories mentioned above.

Should a situation arise in the future where we do wish to provide data to another third party (e.g. in the context of a company takeover or new service), we will only do so in accordance with the law and will inform you in advance.

In short, third parties will only receive your data for a clear purpose and on a legal basis. We have made written agreements with all parties that process personal data on our behalf to protect your privacy. They are not allowed to use your data for other purposes and must secure it properly.

Transfer of data outside the EU

The basic principle is that we process and store your personal data within the European Economic Area (EEA) as much as possible. Most of our servers and service providers are located in the EU. However, in some cases, your data may end up outside the EU/EEA.

This may be the case, for example, if we use a cloud provider or IT supplier that is based in or has servers in a "third country" (e.g. the United States), or if we share data internally with a B&B Hotels branch outside Europe.

If such an international transfer of your data takes place, we always ensure that appropriate protective measures are in place. We will not simply send your data to countries that do not have an adequate level of privacy protection.

In situations where a recipient is located outside the EU, we first check whether the European Commission has designated that country as adequate (safe). If this is not the case, we will use the

Standard Contractual Clauses approved by the European Commission or a similar legal safeguard. These are contractual agreements that oblige the recipient to protect your data in accordance with European standards.

Where applicable, we will also ask for your consent to such transfers where required by law, for example when you sign up for a service that clearly has an international component.

We would like to point out that, despite these measures, risks may exist in some countries outside the EU. For example, government agencies in certain countries (such as the US) may have broader access to data under their local legislation. However, we take all possible measures to safeguard your privacy, and we assess each situation to determine whether a transfer is justified. You may always ask us whether your personal data is processed outside the EU and on what basis it is protected. We are transparent about this.

How do we protect your data?

We take the security of your personal data seriously. That is why we have taken appropriate technical and organisational measures to prevent misuse, loss, unauthorised access or unauthorised disclosure. Some examples:

- Your data is stored on secure servers. Where possible, we encrypt sensitive information both during transmission (e.g. SSL encryption on our website) and in our databases.
- Only authorised personnel and service providers who need it have access to personal data, and then only on a need-to-know basis. Our employees are bound by confidentiality.
- We regularly test and evaluate our security measures. We also have our IT system checked periodically (e.g. through audits or penetration tests) to detect vulnerabilities in a timely manner.
- Paper documents containing personal data (e.g. printed night registers or agreements) are stored securely and destroyed confidentially after use.
- We have internal policies and training in place to ensure that everyone within our organisation knows how to handle personal data with care.

Despite all precautions, it is of course impossible to give a 100% guarantee that nothing will happen. In the unlikely event of a data breach that affects your personal data, we will take the necessary steps in accordance with the GDPR: we will report this to the Data Protection Authority if required and inform you if the breach is likely to have adverse consequences for you.

What are your privacy rights?

You have various rights under privacy legislation (GDPR). We believe it is important that you can easily exercise these rights. We explain them briefly below:

- **Right of access:** You may ask us what personal data we hold about you. You will then receive a copy of that data, together with an explanation of how and why we process it.
- **Right to rectification:** If certain information is incorrect or out of date, you can ask us to correct or supplement it.
- **Right to erasure (right to be forgotten):** You have the right to ask us to delete your personal data. For example, if the data is no longer necessary for the purpose or if you withdraw your

consent. Sometimes we cannot delete all the requested data, for example because we have a legal obligation to retain it – we will let you know if this is the case.

- **Right to restriction of processing:** In certain situations, you can request a restriction of processing. This means that we will (temporarily) only store your data and not use it. You can do this, for example, if you dispute the accuracy of your data and we need time to verify this.
- **Right to data portability:** You may receive the personal data you have provided to us in a machine-readable format. You can also ask us to transfer it directly to another service provider. This right applies insofar as it concerns data that we process digitally on the basis of your consent or a contract with you.
- **Right to object:** In certain cases, you may object to the processing of your data. For example, if we process your data on the basis of a legitimate interest and you have a particular personal reason for doing so, you may object to this. We will then stop processing, unless we have compelling legitimate grounds to continue that outweigh your interests (for example, if it is necessary for legal proceedings). When it comes to direct marketing (such as emails), we will always honour your objection – you can unsubscribe at any time and we will stop processing immediately.

You have the right to object to profiling for direct marketing purposes at any time. If you object, we will no longer use your personal data for such marketing and associated profiling.

- **Right to withdraw consent:** Where we have asked for your consent (e.g. for the newsletter), you are free to withdraw that consent. If you do so, we will stop processing for which you had given consent as soon as possible. Withdrawing consent does not affect previously processed data, but from that moment on we will no longer process that data (unless another legal basis applies).

To exercise any of these rights, simply contact us via the contact channels mentioned above (email privacy-netherlands@hotelbb.com or our postal address). Please clearly state which right you wish to exercise and for which data, so that we can help you quickly.

When you make such a request, we may ask for additional information to verify your identity – this is to prevent someone else from impersonating you. In principle, you will receive a response to your request within one month. If a request is complex or we receive many requests at the same time, we may extend that period by two additional months, but in that case we will let you know within one month that we need more time.

In exceptional cases, we may have to refuse (part of) your request. For example, if providing the data to you would violate someone else's rights, or if a legal provision prohibits us from deleting certain data. In such cases, we will always explain why we cannot (fully) comply with your request. You will, of course, also have the option of lodging a complaint about this.

Use of social media

We are active on social media to stay in touch with our guests and to promote our services. You can find us on Facebook, Instagram, LinkedIn and other platforms. When you visit our pages or profiles on these social media channels, the providers of these platforms may collect and process your personal data. This is usually done through cookies, pixels or other tracking technologies.

Please note: this is largely beyond our control. The social media companies themselves determine what data they collect and how they use it. In many cases, they process your data for their own purposes, such as personalised advertising, usage analysis or platform optimisation.

We only see anonymised statistics via these platforms, for example about the number of visitors to our page or popular posts. We can also send you a message via the platform if, for example, you ask a question or post a comment. We only use this data to respond to you or to manage our profile.

The platforms we work with include:

- **Meta** (Facebook and Instagram): See facebook.com/policy
- **LinkedIn**: See linkedin.com/legal/privacy-policy
- **YouTube (Google)**: See policies.google.com/privacy

Please note: Some of these providers are based outside the EU, such as in the United States. They may store and process your data there. Most of these companies are certified under the EU–US Data Privacy Framework, which guarantees an adequate level of protection.

Do you have questions about what these platforms do with your data? Please consult the privacy statement of the platform in question. If you want us to delete your data that has come to us via such a channel, you can always let us know – for example, if you have sent us a private message.

Questions, complaints and supervisory authority

Do you have any questions or concerns about how we handle your data? Please let us know, we are happy to help. You can contact our privacy officer at privacy-netherlands@hotelbb.com. We take every privacy question seriously and will do our best to address your concerns.

Complaint to us: Are you dissatisfied with how we handle your personal data or with the handling of a privacy request? Please let us know. We will then try to find a solution together with you.

Complaint to the supervisory authority: If we cannot resolve the issue together, you have the right to lodge a complaint with the Dutch privacy supervisory authority, the Autoriteit Persoonsgegevens (AP). The AP supervises compliance with privacy legislation. You can contact the AP if, for example, you believe we are in breach of the GDPR or if we are not responding adequately to your requests. More information about submitting a complaint can be found on the website of the Dutch Data Protection Authority (www.autoriteitpersoonsgegevens.nl). Of course, we hope it will not come to that and that we can resolve any complaints together.

Changes to this privacy statement

This privacy statement may be amended from time to time. Developments are rapid, and the rules or our business processes may also change. If we make changes to how we handle your data, we will update this privacy statement. The date of the last change is always shown at the top of the statement. In the event of material changes, we will do our best to actively inform you (e.g. by email or during your next booking). Nevertheless, we recommend that you consult this page from time to time.

If, after reading this updated statement, you continue to use our services or remain our guest, we will assume that you agree to the changes. Of course, we will never restrict your rights under the GDPR through a change in this statement.

Do you still have questions after reading this privacy statement? Feel free to contact us at privacy-netherlands@hotelbb.com . We are always happy to answer your privacy questions!