B&B HOTELS Austria: Privacy Policy

Privacy Policy

Status: January 2026

Preamble

In the course of our business activities, we process personal data of visitors to our websites, users of our app, hotel guests, participants in our loyalty programs, interested parties, service providers, and other business partners.

This Data Protection Notice is addressed to users, guests, and future guests (hereinafter "you") in connection with (i) visiting the website https://www.hotel-bb.com/de (hereinafter "Website") and the B&B HOTELS mobile application (hereinafter "App"), as well as the channels on social media platforms in German, (ii) participation in one of the loyalty programs, and (iii) a stay in a hotel in Germany. Its purpose is to inform you, in accordance with Regulation No. 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 (hereinafter "General Data Protection Regulation" or "GDPR"), about how your personal data is processed via our Website, App, and social media channels, and particularly in connection with accommodation in one of our hotels and with our loyalty programs.

The protection of your personal data is a priority concern for the companies of the B&B HOTELS Group. Therefore, the companies of the B&B HOTELS Group commit to processing this data in strict compliance with the General Data Protection Regulation and other applicable data protection laws.

This Data Protection Notice also applies to stays in B&B HOTELS Group hotels in Austria, as well as to the use of the Website and the App by users residing in Austria. In addition, the provisions of the Data Protection Act (DSG) and the Austrian Registration Act 1991 (Meldegesetz 1991) apply.

1. Definitions

App: refers to the B&B HOTELS mobile application, available in IOS and Android versions.
Controller is 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.
Website: is the website accessible at the URL address https://www.hotel-bb.com/de.

User: refers to any person who accesses the Website and the App, regardless of whether they are a customer, an operator, or a normal internet user with or without an account.
For the terms used, we otherwise refer to the definitions in Art. 4 GDPR:

Personal Data is any information relating to an identified or identifiable natural person. This includes, for example, your name, 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, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure, or destruction.
Data Subject is any identified or identifiable natural person whose personal data is processed by the controller.

2. Controllers

1.The Controller within the meaning of the GDPR is the person who decides on the purposes and means of the processing of personal data. If several persons jointly decide on 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 named below is solely responsible. For others, the operating companies of the B&B HOTELS Group are each jointly responsible for the processing and act jointly with other companies.

Sole Controller:
B&B HOTELS Austria GmbH, pP CCFA, Am Heumarkt 10, 1030 Vienna, registered in the company register of the Commercial Court of Vienna under number 461990y, is solely responsible for the following processing operations:
(1) Processing of reservations not made via the online booking system;
(2) Management of accommodation contracts;
(3) Exercising the rights of data subjects according to the GDPR;
(4) Processing of insurance claims;
(5) Management of registration forms for accommodation;
(6) Setup and operation of a video camera system in self-operated hotels;
(7) Operation and provision of guest Wi-Fi in self-operated hotels;
(8) Processing of guest complaints and claims;
(9) Accounting and receivables management in connection with accommodation in self-operated hotels.

To comply with legal reporting obligations according to §§ 5 et seq. of the Registration Act 1991 (MeldeG), certain personal data will be transmitted to the responsible registration authority during a stay in Austria.

The companies of the B&B HOTELS Group operate the online booking system, which represents the central reservation system for all B&B Hotels.

B&B HOTELS Group companies act as joint controllers for the following processing operations:
(1) Operation of the online booking system and processing of reservations made through it;
(2) Implementation of direct marketing measures;
(3) Management of loyalty programs.

The companies in the list you can access here are jointly responsible for the management of the paid loyalty program B&B HOTELS Club.
The companies in the list you can access here are jointly responsible for the management of the free loyalty program B&me.
The 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 whose purpose is the management of Online Bookings.
The companies on the list, which you can access here, are jointly responsible for the processing of data in the central reservation system (CRS), whose purpose is the centralization of booking data.
The processing of personal data in connection with the storage and reading of cookies on the Website is jointly carried out by the companies on the list, which you can access here. As such, these companies are jointly responsible for the processing of data in connection with the storage and reading of cookies on the Website.
The joint controllers have concluded agreements on joint responsibility for the aforementioned processing operations, which set out their respective obligations. The essential contents of these agreements are available upon request at the following address: datenschutz-austria@hotelbb.com.
Information about the processing operations carried out in this context is provided in detail below. The Data Protection Officer of B&B HOTELS Austria GmbH can be contacted by email at datenschutz-austria@hotelbb.com or by telephone at +49 (0) 6146 9090-0 or via the stated postal address with the addition "Der Datenschutzbeauftragte" (The Data Protection Officer).

3. General Criteria for Storage Duration

Unless a more specific storage duration is mentioned within this Data Protection Notice, your personal data will be retained until the purpose for the data processing ceases to apply. If you assert a justified request for erasure or withdraw consent to data processing, your data will be erased, provided we have no other compelling reasons for the continued storage of your personal data (e.g., retention periods under tax or commercial law); in the latter case, erasure will take place after these reasons cease to apply.

4. General Information on the Legal Bases for Data Processing on this Website

If you have consented to the data processing, we process your personal data on the basis of Art. 6 para. 1 lit. a GDPR. In the event of express consent to the transfer of personal data to third countries, data processing also takes place on the basis of Art. 49 para. 1 lit. a GDPR. Consent can be revoked at any time. If your data is required for the establishment or fulfillment of a contract or for the performance of pre-contractual measures, we process your data on the basis of Art. 6 para. 1 lit. b GDPR. Furthermore, we process your data, provided this is necessary to fulfill a legal obligation, on the basis of Art. 6 para. 1 lit. c GDPR. Data processing can also take place on the basis of our legitimate interest pursuant to Art. 6 para. 1 lit. f GDPR. We inform about the respective applicable legal bases in the following sections of this Data Protection Notice.

5. General Information on Data Transfer to Third Countries

Some companies of the B&B HOTELS Group are based in a third country outside the European Union and the European Economic Area. The EU standard contractual clauses have been concluded for data transfers with these B&B HOTELS Group companies, which you can receive upon request using the contact details provided, e.g., by email to privacy@hotelbb.com. The EU Commission has confirmed a level of data protection comparable to that of the EU for Great Britain and Switzerland through adequacy decisions of 28.06.2021 (Great Britain) and 26.07.2000 (Switzerland).
Subject to your consent, tools are used on the Website and the App, and external content and media are integrated, which are offered by companies based in third countries. If these tools are activated, your personal data may be transferred to and processed in these third countries. We point out that a level of data protection comparable to that of the EU cannot be guaranteed in third countries that are unsafe in terms of data protection law. In these cases, data transfer takes place on the basis of additional guarantees pursuant to Art. 44 ff. GDPR. The USA is classified by the EU Commission under certain conditions as a safe third country with a level of data protection comparable to that of the EU. A data transfer to the USA is then permissible if the data recipient is certified under the "EU-U.S. Data Privacy Framework" (DPF). Information on transfers to third countries, including data recipients, can be found in this Data Protection Notice and in the Information on Cookies and Other Trackers.

6. Information on the Processing of Personal Data

6.1. Visiting the Website

When you visit the Website, your browser transmits certain system and browser data for technical reasons. This involves the following data (so-called server log files), which are processed by the joint controllers 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
- Hostname of the accessing computer
- Website from which the request comes ("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 to be able to display the website. For this purpose, the IP address must necessarily remain stored for the duration of the session.

The storage of the above-mentioned data in log files takes place to ensure the functionality of the online booking system. This data also serves 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 para. 1 lit. f GDPR. The legitimate interest consists in the technically error-free presentation and optimization of the website – the server log files must be recorded for this purpose.

The above-mentioned data will be deleted as soon as they are no longer required to achieve the purpose for which they were collected. In the case of data collection for the provision of the website, this is the case when the respective session is ended. In the case of data stored in the log files, the retention period is up to 3 months. Storage beyond this is possible if this data is required for reasons (e.g., clarification of attacks, misuse, or fraud). Data whose further retention is necessary for evidence purposes are excluded from erasure until the final clarification of the respective incident.

The collection of data for the provision of the website and their storage in log files is absolutely necessary for the operation of our website for technical reasons. Consequently, you have no right to object.

6.2. Contact Form on the Website

If you send us inquiries via the contact form on the Website, we collect the data requested in the contact form (e.g., name, email address) and information about your request. Mandatory fields are marked accordingly. We process your personal data to answer your inquiry and process your request. We store your data for the event of follow-up questions.

Insofar as your inquiry is related to the fulfillment of a contract or is necessary for the performance of pre-contractual measures (e.g., an offer), processing takes place on the basis of Art. 6 para. 1 lit. b GDPR. In all other cases, processing is based on our

legitimate interest in the effective processing of inquiries addressed to us (Art. 6 para. 1 lit. f GDPR).

The data is used exclusively for processing the conversation and handling your request. The data you entered in the contact form will remain with us until you request us to erase it or the purpose for data storage ceases to apply (e.g., after your request has been fully processed). Mandatory legal provisions – in particular retention periods – remain unaffected. Your personal data will be deleted at the end of the calendar year, at the latest three years after the completion of the processing of your inquiry.

6.3. Inquiries by Email or Phone

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

Insofar as your request is related to the fulfillment of a contract or is necessary for the performance of pre-contractual measures (e.g., an offer), processing takes place on the basis of Art. 6 para. 1 lit. b GDPR. In all other cases, processing is based on our legitimate interest in the effective processing of inquiries addressed to us (Art. 6 para. 1 lit. f GDPR).

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

The data transmitted by you via contact inquiries will remain with us until you request us to erase it or the purpose for data storage ceases to apply (e.g., after your request has been fully processed). Mandatory legal provisions – in particular retention periods – remain unaffected. Your personal data will be deleted at the end of the calendar year, at the latest three years after the completion of the processing of your inquiry.

6.4. Newsletter

You can subscribe to a newsletter on our Website. We only send newsletters with the consent of the recipients. For this purpose, we use a double-opt-in procedure. After registering for the newsletter, you will receive an email in which you must confirm your registration. We use this procedure so that no one can register with a third party's email address. We log newsletter registrations 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. For newsletter registration, we collect the name and email address.

We send newsletters for advertising purposes to inform 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 in conjunction with Section 7 para. 2 No. 2 Act Against Unfair Competition (UWG)). By sending the email as part of the double-opt-in procedure, we comply with our legal obligation to verify your email address, Art. 6 para. 1 lit. c GDPR. Your data in connection with the newsletter registration and dispatch is processed by the marketing department of B&B Hotels

Germany GmbH. The companies of the B&B Hotels Group, whose overview is available above, are jointly responsible for the management and implementation of the direct marketing measure. The joint controllers have commissioned 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 management and dispatch of the newsletters. The contractors act on the basis of data processing agreements under the instructions of the joint controllers.

Consent to receive our newsletter can be revoked at any time without stating reasons with effect for the future, for example, via the unsubscribe function in every newsletter. In the event of a revocation, your email address will be flagged with a block 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 block and your email address will be deleted three years after the end of the calendar year in which the block 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 have to retain it for other reasons and in another context.

6.5. Online Booking of Hotel Stays and Check-in

If you book a room via the online booking system on the Website or the App, we process the personal data requested via the booking form (e.g., personal master data, contact data, reservation/booking details, conditions, payment and invoice data) for the execution of the booking and the establishment of an accommodation contract. Your email address is processed 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 online check-in by email before the planned day of arrival. For online check-in, it is necessary that you register via the link in the email and provide your credit card details (card number, expiry date, security number) for payment purposes.

The companies of the B&B Hotels Group, whose overview is available above, are jointly responsible for data processing via the online booking system on the Website and the App. The joint controllers have commissioned 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 act on the basis of data processing agreements under 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 transmitted to the operator of the hotel for which you have booked your stay.

To comply with legal reporting obligations, it may be necessary to transmit some personal data to the respective registration authority responsible for the hotel in which you are staying after you have checked in at the hotel. When checking in, you are obliged to provide this data.

In the case of accommodation of an unaccompanied minor, the hotel where the overnight stay takes place collects a declaration from a legal representative stating the name, contact details, and a copy of an identification document. Details on data processing can be found in the corresponding form.
The legal basis is Art. 6 para. 1 lit. b GDPR, as the processing of the data is necessary for the establishment and execution of an accommodation contract in a B&B Hotel. By reporting guest data to the respective competent registration authority, the B&B Hotel complies with its legal obligation as a hotel business pursuant to Art. 6 para. 1 lit. c in conjunction with Sections 29, 30 Federal Registration Act (BMG).

The data stored by us will be deleted as soon as they are no longer required for their intended purpose and no legal retention obligations prevent the deletion. The commercial and tax law retention periods in connection with the accommodation contract are six years (Section 257 para. 1 HGB) or ten years (Section 147 para. 1 AO). The registration forms required according to the Federal Registration Act are kept for one year after registration in accordance with the provisions under Section 30 BMG and destroyed within three months after the expiry of the retention period.

If you have made a booking with us, we use your email address to send you advertising for similar goods and services related to your booking. You can object to this use at any time by either clicking the unsubscribe link in the footer of such an advertising email or alternatively by sending us a message via the contact form on our Website with the subject "Feedback on your stay" stating your email address.

The legal basis for this data processing is Art. 6 para. 1 lit. f) GDPR in compliance with the requirements of Section 7 para. 3 UWG. Our legitimate interest lies in promoting customer loyalty.

By reporting guest data to the respective competent registration authority, the B&B Hotel in Austria complies with its legal obligation as a hotel business pursuant to Art. 6 para. 1 lit. c GDPR in conjunction with Sections 5 ff. Austrian Registration Act 1991 (MeldeG).

6.6. User Account and Participation in the B&me Loyalty Program

On the Website and the App, there is the possibility to create a personalized user account ("B&me Account") to view bookings, make future reservations faster, and take advantage of the benefits of the B&me loyalty program.

For the creation and maintenance of the B&me Account, the data requested in the registration form (personal master data, contact data, language and country settings, password, communication settings) are processed. Details on bookings and hotel stays, as well as benefits claimed from the B&me loyalty program, are added to the B&me Account and can be accessed there at any time. Registration for the user account and participation in the B&me loyalty program is verified via a double-opt-in procedure. Here you will receive a confirmation email with the link you must click to activate the B&me Account. Your email address is stored for this purpose and for further communication in connection with your B&me Account.

The legal basis for data processing is Art. 1 lit. b GDPR. The processing of the data is necessary for the registration for the user account as well as the establishment and execution of participation in the B&me loyalty program.

The companies of the B&B Hotels Group, whose overview is available above, are jointly responsible for data processing in connection with the implementation of the B&me loyalty program. The joint controllers have commissioned B&B HOTELS DIGITAL SERVICES, 9 boulevard Romain Polland, 75014 Paris, France, with services in the context of managing the B&me loyalty program. B&B HOTELS DIGITAL SERVICES processes the personal data on the basis of a data processing agreement under the instructions of the joint controllers.

The personal data is stored for the duration of the existence 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 yourself at any time via the user account. The data will then be deleted no later than after the expiry of the commercial law retention period of six years pursuant to Section 257 HGB.

6.7. B&me Club Loyalty Program

Via the B&me Account on the Website and the App, there is the possibility to register for paid participation in the B&me Club loyalty program.

For the establishment and execution 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 data, language and country settings, password, communication settings) are processed. Details on bookings and hotel stays, as well as benefits claimed from the B&me loyalty program and the B&me Club loyalty program, are added to the B&me Account and can be accessed there at any time. An identification number is also stored for each member. Participation in the B&me Club loyalty program is confirmed with a message to the email address provided during registration. The email address is 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 the data is necessary for the registration for the user account as well as the establishment and execution of participation in the B&me Club loyalty program.

The companies of the B&B Hotels Group, whose overview is available above, are jointly responsible for data processing in connection with the implementation of the B&me Club loyalty program. The joint controllers have commissioned B&B HOTELS DIGITAL SERVICES, 9 boulevard Romain Polland, 75014 Paris, France, with services in the context of managing the B&me Club loyalty program. B&B HOTELS DIGITAL SERVICES processes the personal data on the basis of a data processing agreement under 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 no later than after the expiry of the commercial law retention period of six years pursuant to Section 257 HGB.

6.8. Voucher Shop

On the Website, there is the possibility to purchase value vouchers for stays in a B&B Hotel. Information on the processing of personal data in connection with this voucher shop can be accessed directly in the shop area under "Privacy Policy."

6.9. Payment Service Provider

If you use third-party payment services (e.g., PayPal, Visa, Mastercard, Maestro, American Express), the B&B HOTELS Group companies work 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 who, among other things, handles payment processing. The data necessary for the respective payment method is transmitted to Adyen, provided that it is not collected directly by the respective payment service itself (e.g., PayPal).

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

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

The legal basis for the processing is Art. 6 para. 1 lit. b, lit. c, lit. f GDPR. With the transmission for identity verification, we fulfill legal obligations for customer authentication pursuant to Art. 6 para. 1 lit. c GDPR in conjunction with the Payment Services Directive and the Payment Services Supervision Act. The legitimate interest in the data transfer follows from the purposes presented above.

The terms and conditions and the data protection notices of our partner for electronic payment processing apply. Further information on data protection can be found at https://www.adyen.com/de_DE/richtlinien-und-haftungsausschluss/privacy-policy.

6.10. Guest Reviews

To get feedback from our guests about their stay, we use a review service offered via TrustYou GmbH, Schmellerstraße 9, 80337 Munich, www.trustyou.com. If you have consented to receive the newsletter, you will receive an email from B&B Hotels Germany GmbH after a stay in a B&B Hotel in Germany with a link through which a review of your last stay can be submitted. If you use the option of a review, your name, email address and/or telephone number, IP address, your rating result and details of the rating, other data entered, and system data (browser type and version, device used, date and time the rating was submitted, referring URL) are transmitted to TrustYou GmbH and evaluated by TrustYou and B&B Hotels Germany 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 accessible on the Website and 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 Germany GmbH in operating a review system and evaluating reviews after the voluntary use of the review system by guests (Art. 6 para. 1 lit. f GDPR).

Submitting a review is voluntary. You can object to the further receipt of invitations to hotel reviews by email at any time via the corresponding link in every email.

TrustYou GmbH acts on the basis of a data processing agreement under the instructions of B&B Hotels Germany GmbH. More information on handling data at TrustYou can be found in TrustYou's privacy policy at: https://www.trustyou.com/downloads/privacy-policy.pdf.
Reviews will be made publicly accessible on the Website and the App for a maximum period of 24 months from submission. The data collected in connection with a review is stored and evaluated for a maximum period of five years from the submission of the review. TrustYou GmbH is authorized to anonymize the data afterwards and then store and use it for analysis purposes without temporal and spatial restriction.

6.11. Conducting Sweepstakes

We occasionally organize sweepstakes or other competitions that guests and other interested parties can participate in, e.g., in connection with submitting a guest review. For this purpose, we process the data necessary for participation, such as names, email addresses, and answers to sweepstake and competition questions. Subsequently, in the event of a win, address data may be requested to send a prize.

Processing takes place solely for the purpose of conducting the sweepstake or competition, i.e., for determining and notifying winners and for sending prizes.

For sweepstakes and other competitions in connection with submitting a guest review, we use the support of TrustYou GmbH, Schmellerstraße 9, 80337 Munich, who acts on the basis of a data processing agreement under our instruction.

Insofar as we obtain your consent in the context of a sweepstake or competition, this is the legal basis for data processing (Art. 6 para. 1 lit. a GDPR). Otherwise, Art. 6 para. 1 lit. b GDPR is the legal basis, as data processing is necessary for participation in the sweepstake or competition.

The data is deleted after the sweepstake or competition has been carried out, unless you have consented to the further processing of your data or a longer retention period must be taken into account in connection with redeeming or using a prize.

6.12. Video Surveillance in Hotels

Video surveillance may be used in individual areas of hotels and the associated operating premises, in particular parking lots. In this context, images of guests can be recorded and evaluated on a case-by-case basis.

Video surveillance is generally carried out within the legal limits. The legal basis is the legitimate interest in the safety of our guests and hotel property pursuant to Art. 6 para. 1 lit. f GDPR.

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

6.13. Guest Wi-Fi in Hotels

In the hotels operated by B&B Hotels Austria GmbH in Austria, guests are provided with Wi-Fi access.

The following data may be processed as part of the use of the guest Wi-Fi:

- MAC or IP address of the terminal device used,
- Email address,
- User name,
- Name,
- Room number,
- Login date and time.

Part of this data is stored through the use of cookies. In addition, data voluntarily provided by you may be processed (e.g., for personalized access).

Purpose of processing:
The data is processed to provide access to the guest WLAN, enable user authentication, and ensure the error-free operation of the guest WLAN. The processing also serves to detect and prevent misuse (e.g., unauthorized content or attacks on the network).

Legal basis:
The processing is based on Art. 6 para. 1 lit. b GDPR (necessary for the fulfillment of the contract for the provision of the guest WLAN).

Insofar as information is stored in cookies, we also base the processing on our legitimate interest pursuant to Art. 6 para. 1 lit. f GDPR in conjunction with Section 96 para. 3 Telecommunications Act 2003 (TKG). The legitimate interest lies in ensuring the functionality of the WLAN system.

Data Processing by a Processor:
For the provision and operation of the guest WLAN, B&B Hotels Austria GmbH has commissioned m3connect GmbH, Friedlandstraße 18, 52064 Aachen, Germany, as a service provider. m3connect GmbH processes your data on the basis of a data processing agreement pursuant to Art. 28 GDPR and exclusively under the instructions of B&B Hotels Austria GmbH.

Storage duration:
The data is stored for the duration of the provision of the guest WLAN and deleted after the end of the session or after 10 weeks at the latest, unless legal retention obligations prevent the deletion. Technically necessary cookies are so-called session cookies, which are automatically deleted at the end of your session.

Note:

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

6.14. Central Telephone Reservation Center

As part of our services, the B&B HOTELS Group operates a central telephone reservation center, which is also available to the hotels of B&B HOTELS GmbH in Germany. Through this reservation center, you can make telephone bookings and receive information about your stay. The purpose of the processing is the handling and management of reservations received by telephone via the central reservation center; the central consolidation and management of reservation data as well as quality assurance and improvement of our booking service.

Individual calls may be recorded for quality control and employee training. The recordings are used exclusively for internal purposes, are not passed on to third parties, and are deleted after 30 days at the latest. The legal basis for this is Art. 6 para. 1 lit. f GDPR (legitimate interest in optimizing our customer service). Before the start of a recording, you will be informed about this and can object to it.

The legal basis for the remaining processing is Art. 6 para. 1 lit. b GDPR (processing for the fulfillment of a contract or for the performance of pre-contractual measures at the request of the data subject) as well as Art. 6 para. 1 lit. f GDPR (legitimate interest in efficient handling of reservations and optimization of our service offer).

For this purpose, the following categories of personal data are processed: name, salutation; address, email address, telephone number; booking and travel data (hotel, duration of stay, services booked, special requests); payment data (if required to secure the booking) and communication content (e.g., content of telephone inquiries or audio recordings, if a recording is made).

Recipients of the data are B&B HOTELS Austria GmbH and the hotels of the B&B HOTELS Group in Austria where a reservation is made, as well as agents and IT and service providers (in the context of data processing by a processor).

The personal data is stored for the duration of the processing of the reservation and the stay. The data will be deleted after complete processing and expiry of legal retention periods.

In addition, we point out that an automated evaluation of the conversation content is carried out during calls to the central reservation center by AI-supported software (Amazon Connect). This is solely for quality assurance and optimization of our service processes, in particular for assessing conversation flows, recognizing mood indicators (so-called sentiment analysis), and improving call management.

The legal basis for this is Art. 6 para. 1 lit. f GDPR (legitimate interest in quality assurance and improvement of our services). The processing does not take place for automated decision-making within the meaning of Art. 22 GDPR.

If the conversation is recorded, data subjects are informed in advance and have the opportunity to object to this processing by making a corresponding selection in the telephone announcement.

The AI-supported analysis is carried out exclusively in the context of data processing by a processor pursuant to Art. 28 GDPR by Amazon Web Services EMEA SARL. An

adequate level of data protection is ensured by the conclusion of the EU standard contractual clauses pursuant to Art. 46 para. 2 lit. c GDPR.

7. Cookies

Our website uses so-called "cookies" and other tracking tools. Details on this and your setting options are presented in our notices on Information on Cookies and Other Trackers.

8. Our Presences 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 processes data from you to create usage profiles and operate and improve its own services. Furthermore, some providers of the social media platforms provide us with evaluations of the use of our profile in anonymized form. Data processing takes place partly regardless of whether you yourself 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 age, gender, and place of residence (country, region/city) of the people visiting the profile;
- Usage duration for videos and other functions;
- Time and location of uses;
- Devices, operating systems, and software used;
- Interactions related to posts, e.g., click-through rates, shares, comments.

With regard to the 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. Nor are we aware of the scope, purpose, and storage period of the data collection. It must be assumed that at least the IP address and device-related information are recorded and used. It is also possible that the providers use cookies and comparable technologies on their platforms, with which user behavior on the platforms and other services of the providers can be tracked and evaluated.

The providers of the social media platforms are partly 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, or the recognition of the adequate level of data protection is dependent on further conditions, such as certification under the EU-U.S. Data Framework Agreement for US companies. In some third countries, for example in the USA, government agencies have far-reaching access rights to data of companies with headquarters in these third countries. We cannot

exclude that even if the providers are based in the EU, data may also be transmitted to the group companies in the USA or in another third country.

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

- Facebook and Instagram: The provider for the European area 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 regarding Instagram at https://help.instagram.com/519522125107875. Information on the cookies used by Meta when you visit our Facebook page or our Instagram channel can be found at https://www.facebook.com/policies/cookies. For processing operations for which we are jointly responsible with Meta, the following agreement on joint responsibility applies: https://www.facebook.com/legal/controller_addendum. The group headquarters Meta Platforms Inc, Menlo Park, California, USA, is certified under the EU-U.S. Data Privacy Framework.
- LinkedIn: The provider for the European area is LinkedIn Ireland Unlimited Company (Wilton Place, Dublin 2, Ireland). Further information on data protection can be found in LinkedIn's 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 group headquarters LinkedIn Corporation, Sunnyvale, California, USA, is certified under the EU-U.S. Data Privacy Framework.
- YouTube: The provider for the European area is Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland). Further information on data protection can be found in Google's privacy policy at https://policies.google.com/privacy?hl=de. The group headquarters Google LLC, Mountain View, California, USA is certified under the EU-U.S. Data Privacy Framework.
- TikTok: The provider for the European area is TikTok Technology Limited, 10 Earlsfort Terrace, Dublin, D02 T380, Ireland. Further information on data protection can be found in the privacy policy at https://www.tiktok.com/legal/privacy-policy-eea?lang=de.

9. Automated Decision-Making, Profiling

No automated individual decision-making is carried out for the establishment and execution of business relationships, and no profiling takes place. Should these procedures be used in individual cases, separate information will be provided, provided this is legally required.

10. 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 partly legally required that you provide us with personal data. Without this data, a business relationship will generally not be able to come about or will have to be terminated. In forms, this data is regularly marked as mandatory information.

11. Data Security

We attach particular importance to the security of personal data. We implement technical and organizational measures that are appropriate to the degree of sensitivity of the personal data to ensure the integrity and confidentiality of the data and to protect them against malicious intrusion, loss, alteration, or disclosure to unauthorized third parties. These security measures include, for example, the encrypted transmission 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 Socket Layer) protects the data transmission with encryption technology against illegal data access by third parties. Should this option not be available, you can also choose not to send certain data over the Internet.

12. Your Rights

In accordance with the General Data Protection Regulation (GDPR) and the Austrian Data Protection Act (DSG), you have the right to information, rectification, erasure, restriction of processing, data portability, and the right to object to processing.

In addition, you have the right to lodge a complaint with the Austrian data protection authority if you believe that the processing of your personal data is not lawful.

Competent supervisory authority in Austria:
Österreichische Datenschutzbehörde
Barichgasse 40-42, 1030 Wien
Web: https://www.dsb.gv.at

13. Changes to the Privacy Policy

We reserve the right to change the privacy policy to adapt it to changed legal situations or in the event of changes to the service and data processing. However, this only applies with regard to declarations on data processing. Insofar as the consent of the users is required or parts of the privacy policy contain regulations of the contractual relationship with the users, changes will only be made with the consent of the users.

Please inform yourself regularly about the content of the privacy policy.