

DATA PROTECTION STATEMENT

ROOM INQUIRY AND BOOKINGS

Serfaus-Fiss-Ladis Marketing GmbH takes the protection of your personal data very seriously. Compliance with the provisions of the Austrian Data Protection Act (DSG 2000) is a matter of course to us. Personal data related to your request for accommodation are only collected to the extent that this is necessary, stored for a period of 72 hours and made available during this period to the accommodation establishments of the Serfaus–Fiss–Ladis holiday region so that they can draw up an offer for your holiday.

However, in order to use and electronically submit the accommodation request to us, you are required to give your explicit consent to the present statement on data protection and the use of data by clicking the check box.

Under no circumstances shall we sell or pass on the data we collect to other third parties for any other reason. Your trust matters to us.

We shall now inform you of the data we collect and store and of your rights, in particular your right to information (Section 26 DSG), your right to rectification and erasure (Section 27 DSG) and your right to object (Section 28 DSG). For this purpose we have taken technical and organisational steps to ensure that data protection regulations are observed both by us and by the external third parties which act as our service providers.

The following statement provides an overview of how we ensure this protection and indicates what kind of personal data is collected for what purpose.

Safeguarding your personal data

Personal data consists of information with regard to your identity, such as your name, address, telephone number and e-mail address. We protect your personal data against unauthorised access, use or disclosure. We ensure that the personally identifiable information you provide on the server is stored at a controlled secure location which prevents unauthorised access and disclosure.

In order to use our accommodation request facility you must disclose the personal data required on the request form. Only then can we send you a specific offer of eligible accommodation providers in the Serfaus-Fiss-Ladis holiday region.

Disclosure of your data

Serfaus-Fiss-Ladis Marketing GmbH shall only grant access to your personal data to those accommodation providers in the Serfaus-Fiss-Ladis holiday region which have been selected from the accommodation list and are eligible to draw up offers in accordance with your requirements and specifications. In the event that we are required to do so by law or by a court order, we shall only pass your data on to authorised state institutions and authorities.

Right to information

You have the right at any time to information (Section 26 DSG) about the data being processed and relating to you, about their origin and recipients, and about the purpose of the data processing. Information about the processed data is available from our team at datenschutz@serfaus-fiss-ladis.at.

Right to rectification or erasure

You have the right at any time to rectification or erasure (Section 27 DSG) in regard to the data being processed and relating to you. To rectify or erase your data please refer to our team at datenschutz@serfaus-fiss-ladis.at.

Right to object

You can raise an objection at any time against your permission for us to collect and store your personal data (Section 28 DSGVO). To do this, please refer to our team at datenschutz@serfaus-fiss-ladis.at.

Further information

Your trust matters to us. For this reason we should like to respond to any questions you may have at any time in regard to the processing of your personal data. In the event that you have any questions which are not covered by the present data protection statement or in the event that you would like to receive detailed information on any point, please do not hesitate to contact our team directly at datenschutz@serfaus-fiss-ladis.at. We shall do our best to help you any way we can in the event that you require further information, have suggestions or wish to submit a complaint.

GOOGLE ANALYTICS

This website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above." & "To provide website visitors more choice on how their data is collected by Google Analytics, we have developed the Google Analytics Opt-out Browser Add-on. The add-on communicates with the Google Analytics JavaScript (ga.js) to indicate that information about the website visit should not be sent to Google Analytics.

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USE OF THE RETARGETING-FEATURES ON OUR WEBSITE WWW.SERFAUS-FISS-LADIS.AT

Circuit of interest-based advertising with help of "Retargeting"

This website uses so-called "retargeting tags". A "retargeting tag" is a JavaScript element that is placed in the source code of the website. If the user visits a page on this website, which contains a "retargeting tag", a provider of online advertising (e.g. Google) places a cookie on the computer of that user, and assigns the appropriate cookie to retargeting-targeted lists. This cookie is used for retargeting campaigns ("interest-based advertising") on other websites. Studies have shown that the insertion of interest-based advertising is more interesting for the internet user than advertising, which has no direct relation to interests and previously visited sites.

Recruitment and deactivation options

Third party, including Google, use cookies to display ads based on prior visits of users on our website. No personally identifiable information will be stored. Users of this website may disable the use of cookies by Google by visiting the page "Google Ads Preferences". In addition, users can disable the use of cookies by third parties, by visiting the website of the "Network Advertising Initiative" to deactivate the appropriate settings.

FACEBOOK

Our website uses social plugins ("plugins") provided by the social network facebook.com, operated by Facebook Inc., 1601 S. California Avenue, Palo Alto, CA 94304, USA ("Facebook"). The plugins are identifiable by a Facebook logo (white letter f on blue background or a thumb up icon) or the notice "Facebook Social Plugin".

When you visit a page of our website that contains a social plugin, your browser establishes a direct connection to Facebook servers. Facebook directly transfers the plugin content to your browser which embeds the latter into the website, enabling Facebook to receive information about your having accessed the respective page of our website. Thus we have no influence on the data gathered by the plugin and inform you according to our state of knowledge.

The embedded plugins provide Facebook with the information that you have accessed the corresponding page of our website. If you are logged into Facebook, your visit can be assigned to your Facebook account. If you interact with the plugins, for example by clicking "Like", or entering a comment, the corresponding information is transmitted from your browser directly to Facebook and stored by it. Even if you are not logged into Facebook, there is possibility that the plugins transmits your IP-address to Facebook.

For the information on the purpose and scope of data collection and procession by Facebook, as well as your rights in this respect and settings options for protecting your privacy please visit Facebook's privacy policy.

If you are a Facebook member and do not want Facebook to connect the data concerning your visit to our website with your member data already stored by Facebook, please log off Facebook before entering our website.

Further you can block Facebook social Plugins by using add-ons for your browser, like the Facebook Blocker.

GOOGLE+

Google+ privacy policy: <https://www.google.com/intl/en/policies/privacy/>

HOTJAR

This website uses Hotjar web analytics service (<http://www.hotjar.com>). Hotjar may record mouse clicks, mouse movements and scrolling activity. Hotjar collects information regarding pages visited, actions which are taken, country, device used, operating system, and browser used. Hotjar does not collect personally identifiable information (PII) that you do not voluntarily enter in this website. Hotjar does not track your browsing habits across web sites which do not use Hotjar services. More information about Hotjar is available here: <https://www.hotjar.com/privacy>.