

# PRIVACY POLICY

1. The Administrator of personal data of the Guest is Shuum Hotel Agnieszka Trafas, who carries out business activity at Tadeusza Kościuszki 17, 78-100 Kołobrzeg, NIP 6711416749 hereinafter called the "Hotel". The Administrator can be contacted at the following e-mail address: [iod@shuumhotel.pl](mailto:iod@shuumhotel.pl).
2. Personal data of the Guest is processed subject to an agreement for hotel services concluded by and between the Hotel and the Guest. Personal data is processed for the purpose of hotel services or other similar services, which are offered at the request of the Guest. Moreover, personal data of the Guest may be processed by CCTV system operated in the Hotel. The aim of the CCTV system is to protect the Guest as well as other persons who stay in the hotel or in the vicinity of the Hotel.
3. In case the Guest gives personal data concerning their preferences regarding the stay or provision of services, the Hotel is entitled to process said data with the view to improving the service offered by the Hotel or ensuring the comfort of the Guest or extra services rendered to the Guest. This provision applies also to processing sensitive data. The legal ground for processing personal data for this purpose is justified interest of the Hotel (as provided for in Art. 6 clause 1, sub-clause f of EU GDPR). The Hotel assessed the influence of activities undertaken by the Hotel in this regard concerning the privacy of the Guest. Said assessment allowed the Hotel to conclude that processing personal data within the framework of justified interest does not constitute an excessive intrusion into the privacy of the Guest because such a way of processing personal data of the Guest is to improve the quality of Hotel service, which the Guest is to benefit from as the needs of the Guest will be better understood. Hence there is no breach either of the interests or the privacy of the Guest.
4. Personal data of the Guest may also be processed for the purpose of surveys assessing the satisfaction of the Guest with the Hotel service. The legal ground for the activities is the justified interest of the Hotel (Art. 6, clause 1, sub-clause f of EU GDPR). The Hotel assessed the influence of activities undertaken by the Hotel in this regard on the privacy of the Guest. Said assessment allowed the Hotel to conclude that processing personal data within the framework of justified interest does not constitute an excessive intrusion into the privacy of the Guest because such a way of processing personal data of the Guest is to improve the quality of Hotel service, which the Guest is to benefit from as the needs of the Guest will be better understood. Hence there is no breach either of the interests or the privacy of the Guest.
5. The Hotel informs that the requirement to provide personal data within the scope necessary to identify the Guest is both a contractual as well as a statutory requirement (for the purpose of recording a sale-purchase agreement with a VAT invoice). Refusal to provide personal data renders both concluding an agreement with the Hotel and the issue of a VAT invoice impossible.
6. The Hotel informs that each Guest is entitled to an access to their personal data as well as to corrections and updates. Moreover, each Guest is entitled to transfer data, object to the processing, limit processing and to delete personal data should regulations so provide. Access to personal data is possible in the registered office of the Administrator. The Administrator gives the following e-mail address for contact: [e-mail:iod@shuumhotel.pl](mailto:e-mail:iod@shuumhotel.pl).
7. The Hotel informs that personal data of the Guest shall be stored throughout the period in which hotel service is offered to the Guest, and further throughout the limitation period, including tax and civil claims. Personal data collected and processed by the CCTV system shall be stored for the period of 14 days.
8. The Hotel informs that personal data of the Guest may be disclosed to the following:
  - law firms co-operating with the Hotel;
  - insurance companies co-operating with the Hotel;
  - IT companies and companies providing management support and management of IT infrastructure of the Hotel;
  - courier and post office;
  - travel agencies.
9. The Hotel informs about the right to make a complaint to the relevant body supervising the way personal data is processed.
10. Should a stay in the Hotel be booked by a travel agency or a booking website, personal data of the Guest submitted to the Hotel by said entities may include, in particular, name and surname, date of stay, e-mail address, the Guest's telephone number. Detailed information about the entity which provided said personal data to the Hotel is available at the Reception.