

Privacy Policy

Last updated: October 2025

This privacy policy aims to inform users of the website www.hoteldesarts-aix.fr (hereinafter “the Website”) about how their personal data may be collected, processed, and protected.

1. Data Controller

Controller:

Hôtel des Arts

3 Rue de la Fonderie, 13100 Aix-en-Provence, France

E-mail: contact@hoteldesarts-aix.fr

Phone: +33 4 42 38 11 77

Represented by: SOMA Studio (technical provider and website administrator)

E-mail: hello@somastudio.xyz

2. Data Collected

We only collect data strictly necessary for providing the services offered on the Website.

a) Via contact forms

- First and last name
- Email address
- Phone number (optional)
- Message content

This information is used solely to respond to your inquiry and is never shared with third parties for commercial purposes.

b) Via audience analytics (Google Analytics)

We use Google Analytics 4 to understand visitor navigation on the Website (pages visited, session duration, traffic source, etc.).

The collected data is anonymized and does not personally identify users.

Cookies used: `_ga`, `_gid`, `_gat`

Retention period: up to 14 months.

You can refuse these cookies at any time via the consent banner or your browser settings.

c) Hosting and Security

Data is hosted on secure servers provided by Webflow, Inc.,

398 11th Street, 2nd Floor, San Francisco, CA 94103, United States.

Webflow adheres to the Data Privacy Framework (DPF) recognized by the European Commission, ensuring adequate protection for EU–US data transfers.

Learn more: <https://www.dataprivacyframework.gov/>

3. Purposes of Data Processing

Your data is collected for the following purposes:

- Responding to contact or booking requests
- Administrative or commercial follow-up
- Improving website navigation and measuring traffic
- Ensuring technical security and proper website operation

No personal data is used for advertising purposes without your explicit consent.

4. Legal Basis for Processing

Processing is carried out in accordance with Article 6 of the GDPR:

- Consent (contact forms, analytical cookies)
- Performance of a contract or pre-contractual measures (reservations)
- Legitimate interest (security and improvement of the website)

5. Data Retention Period

Data Type	Retention Period
Contact form messages	12 months after last communication
Analytical cookies	Up to 14 months
Technical data (logs)	Up to 1 year
Client data (reservations)	Up to 5 years according to hotel regulations

6. Data Recipients

Collected data is intended exclusively for:

- Hôtel des Arts staff (reception, management)
- SOMA Studio (website maintenance)
- Hosting and analytics providers (Webflow, Google Analytics)

No data is sold or shared with third parties for commercial purposes.

7. Your Rights

In accordance with GDPR and the French Data Protection Act, you have the following rights:

- Right to access, rectify, and erase your data
- Right to object to processing
- Right to restrict or transfer data
- Right to withdraw consent at any time

To exercise these rights, contact:

contact@hoteldesarts-aix.fr

or by post at the hotel's address.

You may also file a complaint with the CNIL: <https://www.cnil.fr>

8. Cookies and Trackers

Upon your first visit, a banner informs you about the use of cookies.

You may at any time:

- Accept, refuse, or customize your preferences via the banner
- Configure your browser to block third-party cookies

For an optimal experience, we recommend accepting technical cookies necessary for proper site operation.

9. Data Security

The website uses HTTPS (SSL) protocol to ensure confidentiality and integrity of communications.

Data is stored on secure servers, regularly updated and protected against unauthorized access.

10. Data Transfers Outside the EU

Data hosted by Webflow, Inc. may be transferred to the United States under the Data Privacy Framework (DPF), which ensures adequate protection recognized by the European Commission.

11. Policy Updates

Hôtel des Arts reserves the right to modify this policy at any time to ensure compliance with applicable laws.

Users are encouraged to review it regularly to stay informed of any updates.

12. Contact

For any questions related to this privacy policy:

contact@hoteldesarts-aix.fr

Hôtel des Arts – 3 Rue de la Fonderie, 13100 Aix-en-Provence