

# Privacy Policy

The protection of your personal data is important to us. With this Privacy Policy, we inform you about which personal data we process in connection with visits to our website and the use of our services, for which purposes this is done, and which rights you have.

## 1. Controller

The controller responsible for data processing in connection with this website is:

**Hotel Gemmi Betriebs AG**

Sonnhaldenstrasse 9

6052 Hergiswil NW

Switzerland

Email: [reception@gemmi-hotel.ch](mailto:reception@gemmi-hotel.ch)

Phone: **+41 (0) 31 558 33 99**

**Hotel location:**

Gemmi Hotel & Spa

Innere Dorfstrasse 199

3718 Kandersteg

Switzerland

## 2. General Information

We process personal data confidentially and in accordance with applicable data protection law, in particular the Swiss Data Protection Act.

Personal data means any information relating to an identified or identifiable natural person. This includes, for example, name, email address, telephone number, booking data, IP address or other information generated in connection with the use of our website.

## 3. For which purposes do we process personal data?

We process personal data in particular for the following purposes:

- to provide, ensure the technical security and stability of our website

- to process contact enquiries
- to process booking enquiries and reservations
- to communicate with guests, prospective guests and business partners
- to improve our website and our offering
- to analyse user behaviour on our website
- to comply with legal obligations
- to assert, enforce or defend legal claims

## **4. Which data do we process?**

We process in particular the following categories of personal data:

- contact details such as name, email address, telephone number or address
- information in connection with bookings, enquiries or stays
- communication data from emails, forms or telephone calls
- technical data such as IP address, browser type, device, time of access and pages visited
- usage and interaction data in connection with our website

## **5. Where does this data come from?**

As a rule, the data comes from:

- directly from you when you contact us or submit an enquiry
- automatically when you use our website
- where applicable, from third parties, such as booking platforms or other partners, if you contact us or make a booking through them

## **6. Visiting our website / server log files**

When you visit our website, certain technical data is automatically collected by the hosting or technical service provider. This includes in particular:

- IP address
- date and time of access
- pages or files accessed
- browser type and browser version

- operating system
- referrer URL

This data is used for the technical provision, stability and security of the website.

## **7. Contacting us**

If you contact us by email, telephone or via a contact form, we process the data you provide in order to handle your enquiry and for further communication with you.

## **8. Booking enquiries and reservations**

If you make an enquiry or reservation via our website, by telephone, by email or via external booking platforms, we process the personal data required for this purpose.

This concerns in particular contact, booking and stay data. We use this data to process your enquiry, handle reservations, communicate with you and provide our services.

If external systems or platforms are used for bookings, their privacy policies also apply in addition.

## **9. Cookies and similar technologies**

Our website may use cookies and similar technologies. These are used partly for the technical functionality of the website and partly for the analysis and optimisation of our offering.

Cookies are small text files that are stored on your device. You can set your browser to reject cookies, delete cookies that have already been set, or notify you before cookies are stored. Please note that certain functions of the website may be restricted as a result.

## **10. Google Analytics**

We may use Google Analytics, a web analytics service provided by Google. Google Analytics helps us understand how visitors use our website so that we can improve content, functions and user-friendliness.

In particular, the following information may be processed:

- pages visited
- length of stay
- interactions on the website
- technical information about browser, device and screen
- approximate location data
- origin of the visit

Further information can be found in Google's privacy information.

## **11. Use of Contentsquare**

We may use Contentsquare to better understand how users interact with our website, for example through clicks, scrolling behaviour, navigation patterns or general usage behaviour.

Contentsquare helps us improve the user-friendliness, content and technical processes of our website. Depending on the functions used, heatmaps or session replay-like analyses may also be used.

We take care to mask sensitive areas and inputs where possible or exclude them from collection. Such functions are used only within the scope of applicable legal requirements and, where necessary, only after your consent.

Further information can be found in Contentsquare's privacy information.

## **12. Social media and external links**

Our website may contain links to external platforms, in particular Instagram. If you click on such links, you leave our website and the privacy policies of the respective provider apply.

## **13. Disclosure to third parties**

We may disclose personal data to external service providers insofar as this is necessary for the operation of our website, the processing of enquiries and bookings, IT security, web analytics or other operational purposes.

This may include in particular:

- hosting and website service providers

- analytics and tracking providers
- booking and reservation systems
- IT and support service providers
- authorities or courts, insofar as we are legally obliged to do so

## **14. Data processing abroad**

If we use service providers abroad or systems whose providers process data outside Switzerland, personal data may also be transferred abroad. In such cases, we ensure appropriate contractual, technical or organisational safeguards.

## **15. Retention period**

We store personal data only for as long as is necessary for the respective purposes, as long as statutory retention obligations exist, or as long as there is a legitimate interest in retaining it.

## **16. Data security**

We take appropriate technical and organisational security measures to protect personal data against loss, misuse, unauthorised access or unlawful processing.

## **17. Your rights**

Within the scope of applicable data protection law, you have in particular the right to:

- request information about your processed personal data
- have inaccurate data corrected
- request the deletion of personal data, provided that no statutory obligations prevent this
- request restriction of processing
- object to a specific processing activity
- withdraw consent granted at any time with effect for the future

To exercise your rights, you may contact us at any time using the contact details provided above.

## **18. Changes**

We may amend this Privacy Policy at any time. The version published on this website at any given time applies.

Last updated: 27 March 2026