



Privacy statement

This privacy statement of Hotel Alba is complying with the Finnish Personal Data Act (10 and 24 §) and EU General Data Protection Regulation. Written on 7th of May 2018.

Register controller

Hotel Alba/Mattilanniemen Hotelli Oy

Ahlmaninkatu 4, 40100 Jyväskylä

tel. +358 (0)14 636 311/info(at)hotellialba.fi

This privacy policy applies to the website www.hotellialba.fi, managed and owned by Finlandia Hotel Alba. This privacy statement describes how we collect and use your personal data you provide on our website (www.hotellialba.fi). It also tells you what options you have regarding the use of your personal information and how you can get it and update it. We may change this privacy policy, so please visit this site regularly to stay up to date.

Personal data that we collect

We collect this type of personal information:

- your full name, e-mail address, phone number and your home address;
- credit card details (card type, card number, name on card, expiration date and security code);
- accommodation information, such as arrival and departure dates, special requests, service choices (like room request, amenities and other used services);
- the information you provide regarding your marketing wishes when taking part of surveys, competitions or campaigns;

Even if you don't book a room when visiting our website, we may still collect some information about you such as the IP address, which browser you are using as well as your computer's operating system, application version, language settings and pages that have been shown to you. If you are using a mobile device, we can also collect information that identifies your mobile device, your device settings and location information. When you are booking a room, our system will register by what means and through which website you are making your booking. If this information can identify you as a natural person, this information will be considered as a personal information and this information will be subject to this privacy statement.

You can always choose what personal information you want to give us. However, the decision not to disclose certain information may affect some transactions with us.

Why do we collect, use and share your personal information?

- *Bookings:* We use your personal data to finish and manage online reservations.
- *Customer service:* We use your personal data for customer service.
- *Guest reviews:* We can ask for your contact information and ask you to write a review after your stay. This helps other travellers to choose most suitable option for their stay.
- *Marketing:* We use your personal data for marketing when the law allows.
- *Other communication:* There may be also other reasons why we contact you by e-mail, post, phone or SMS. it depends on which personal data you h gave shared with us there may be several reasons to contact you:
 - We may manage your wishes.
 - If you haven't finished your reservation online, we can send you a reminder by e-mail to continue your booking. We believe this additional service is useful to you, as it will allow you to continue your booking without having to search for a the hotel again or filling out your booking information.
 - When you use our services, we can send you a survey or ask you to write a review about using our website.
- *Legal reasons:* In some cases, we may need your information to process and settle legal disputes and to investigate compliance.
- *Anti-Fraud:* We can use your personal data to detect and combat fraud and other illegal or unwanted actions.
- *Developing our services:* We use your personal data to help us develop our services, user experience and the quality and functionality of our online travel services.

In order to process your personal data as described above, we will use following legal means:

- *Implementation of the agreement:* The use of your information may be necessary to enforce your agreement with us. For example, if you use our services for online bookings, we will use your information so that we can make the reservation and manage it.
- *Valid reasons:* We can use your information for valid reasons like providing you best possible content on our website, e-mails and newsletters,so we can improve and promote our products and services as well as our website content. Other valid reasons may include administrative and legal reasons and anti-fraud.
- *Consent:* We may request your consent to use your personal infmration for direct marketing purposes. You can withdraw your consent at any time by contacting one of the addresses listed at the end of this privacy statement.

How do we share your personal data with third parties?

- We do not share your personal information with third parties

- *Authorities:* We share your personal information with the police and other state authorities if the law requires or if it is absolutely necessary for the purpose of preventing, detecting or prosecuting crimes or fraud.

Saving your personal data

We will keep hotel registration cards statutory for one year in a locked space. This privacy statement applies to all personal data that we store.

This is how you can control your personal data

You have always the right to view your personal information we have stored. You can request your personal information by sending an e-mail to the address below. You can also contact us if you believe that your personal data is incorrect, if you think that we no longer have the right to keep your personal data or if you have any questions about your personal information or this privacy statement. We will process your request in accordance with applicable privacy policy.

Who is responsible for handling your personal information?

Finlandia Hotel Alba, Ahlmaninkatu 4, FI-40100 Jyväskylä. You can contact us: [info\(at\)hotellialba.fi](mailto:info@hotellialba.fi)

