

1. Introduction

This Privacy Statement applies to the processing by Hotel V of your (our guests') personal data. Hotel V takes your privacy very seriously and treats all your personal data with great care. Hotel V acts in accordance with the applicable data protection legislation.

When you visit our websites (or subdomains) (the "Website"), make a reservation, contact us, purchase products from us or visit one of our hotels, we collect personal data from and about you. This Privacy Statement describes which personal data is collected and for which purposes this personal data is processed by Hotel V. It also states which rights you have under applicable data protection law.

2. Who processes your personal data?

Your personal data may be processed by or on behalf of the entities operating as a Hotel V branded hotel; Hotel V Frederiksplein BV, Hotel V Nesplein BV and Hotel V Fizeaustraat BV and its wholly and partially owned affiliates (each hereinafter referred to as a: Hotel V).

3. Joint controllers – point of contact

In the context of providing our hotel services and related services/products, the relevant Hotel V Hotel(s) of your choice shall together operate as joint data controllers for the processing of your personal data.

Each Hotel V hotel has entered into an agreement to determine their respective obligations for compliance with data protection law.

4. Which personal data do we process, and for what purposes do we process personal data?

Regardless of which Hotel V hotel you stay in, your personal data will be stored in (i) centralized systems which are under the control of Hotel V and accessible for authorized staff of Hotel V, and (ii) local systems controlled solely by the relevant Hotel V hotel(s). We want to get to know you, because that enables us to make your stay more pleasant, so you may one day decide to return to our hotels. We collect, store and process personal data at two different stages: (i) before you decide to stay in one of our hotels and (ii) when you stay or have stayed in one of our hotels.

i. Before you decide to stay in one of our hotels

When you visit our website, we collect information about your use of the website. This includes both information we collect directly from you, and information we collect about your behavior. This information may constitute 'personal data' under applicable law. We use this information to provide you with (personal) offers, both on our Website and via advertisements on other websites you visit. The information about your use of the website comprises http header information which your browser transmits to our webserver, information collected through the use of cookies and log information which displays the pages that you visited on our website.

ii. When you stay or have stayed in one of our hotels

When you make a reservation, you will have to provide us with your name, your (email) address, phone number, the dates you are staying with us and a credit card token or other payment information as applicable. We use this personal data to process the reservation, for billing purposes, and to allow us to communicate with you about your reservation. When you stay in one of our hotels, we will collect personal data about your preferences, use of our services, and location.

Overview of activities under stage (i) and (ii)

We may at each of the stages outlined above use your personal data. For your convenience, we have made an overview of activities that involve the processing of your personal data, and the corresponding legal basis/legal bases that allow/s us to process this data:

	Purpose/activity	Legal basis
1.	First of all, we store the personal data you provide to us in our systems for administrative purposes.	consent (if required) enter into or perform a contract to which you are a party
2.	Under several jurisdictions and/or local city regulations we are legally obliged to ask you to provide us with certain information when you arrive at a Hotel V. This may include information such as: birth date, nationality, place of residence and date of arrival.	compliance with a legal obligation
3.	We will have to verify your identity when you arrive at Hotel V. We will use your passport or other identification document. We will not store a copy of your passport, unless to the extent permitted by law.	enter into or perform a contract to which you are a party for the purposes of our, or a third party's, legitimate interests
4.	We store your personal data in our database(s), also after your transaction has been completed and after you have stayed in one of our hotels, in order to comply with data retention obligations and to be able to contact you and welcome you again in the future.	compliance with a legal obligation enter into or perform a contract to which you are a party for the purposes of our, or a third party's, legitimate interests
5.	We process your booking, howsoever made (directly via our website or via a third party (online) travel agent.	enter into or perform a contract to which you are a party
6.	We offer and provide services and products you request from us or which we may think you are interested in, via email, telephone or other media. You can subscribe to our newsletter, which contains commercial offers and news of Hotel V and related third parties. We use the email address you provide to send the newsletter to. If you no longer wish to receive the newsletter, you can use the link provided in every newsletter to unsubscribe.	consent (if required) enter into or perform a contract to which you are a party for the purposes of our, or a third party's, legitimate interests
7.	We use credit card data or other payment data for invoicing purposes.	enter into or perform a contract to which you are a party
8.	If you would like to park in our parking garage we may collect your license plate number in order to provide you access to the parking garage.	enter into or perform a

		contract to which you are a party
9.	We engage in the advertising and marketing of our brand, company, affiliates, services and/or products both online and offline, possibly via third party service providers. For this, we use your contact details, information on your stay at a Hotel V Hotel and information collected through cookies.	for the purposes of our, or a third party's, legitimate interests
10.	We endeavor to provide a high level of security of both the information we store as well as our facilities, (IT) systems and premises, by means of encryption, physical security measures, passwords, company procedures and policies and professional IT support. Personal data may be processed in this context by Hotel V and its vendors.	for the purposes of our, or a third party's, legitimate interests
11.	We endeavor to prevent our services and facilities (hotels) from being used for illegal purposes, of any kind. Personal data may be processed in this context by Hotel V and its vendors, such as through CCTV surveillance.	for the purposes of our, or a third party's, legitimate interests
12.	We engage in activities required for compliance with legal obligations, third party claims or requests from public authorities, such as (i) the mandatory storage/containment of certain information because of a criminal investigation, (ii) requests from third parties for access to information (iii) any further instructions from third parties, such as supervisory authorities, that involve data processing.	consent (if required) enter into or perform a contract to which you are a party for the purposes of our, or a third party's, legitimate interests

5. Your rights

Right to revoke consent

If we process personal data on the basis of your consent, you have the legal right to revoke such consent at any time. We will then cease the relevant processing activity going forward.

Right of access to your information

If you want to know what personal data we have collected or process about you, you may request us to provide a copy of your personal data by sending an email to privacy@hotelv.nl. We will ask you to identify yourself. We will not provide you with a copy of your personal data to the extent that the rights and freedoms of others are or may be adversely affected.

Right to rectification and erasure of data, and restriction of processing

If you believe that our processing of your personal is incorrect, inaccurate, unlawful, excessive, incomplete, no longer relevant, or if you think that your data is stored longer than necessary, you may ask us to change or remove such personal data or restrict such processing activity, by sending an email to privacy@hotelv.nl.

Right to data portability

You have the right to receive your personal data, which you have provided to us, in a structured, commonly used and machine-readable format, in accordance with article 20 of the [General Data Protection Regulation](#).

Right to object

You have the legal right to object, on grounds relating to your particular personal situation, at any

time to processing of your personal data which is based on the legal basis of either point (e) or (f) of article 6(1) of the [General Data Protection Regulation](#) (i.e. the performance of a task carried out in the public interest; the purposes of our, or a third party's, legitimate interests) including profiling based on those provisions [see the Schedule under clause 4 of this Privacy Statement]. We will only cease the processing if so required under article 21(1) of the General Data Protection Regulation. Furthermore, you have the right to object at any time to our processing of your personal data for direct marketing purposes by either (i) opting out by using the option we provide in the relevant direct marketing message (e.g. an email newsletter), or (ii) by sending an email to privacy@hotelv.nl. For the sake of clarity: without prejudice to the foregoing we are at all times entitled to send you messages that do not constitute direct marketing.

General information relevant for all requests and queries

You must exercise your rights, as explained in this clause, in accordance with applicable law, in particular article 15, 16, 17, 18, 20 and 21 of the [General Data Protection Regulation](#), if and when it applies. We will solely review your request or query in light of our obligations under applicable mandatory data protection law. Nothing in this Privacy Statement is intended to provide you with rights beyond or in addition to your rights as a data subject under applicable mandatory data protection law.

We will use reasonable endeavors to respond to your request or query within one month. We are entitled to extend this term by another two months if the complexity of the situation so requires. If your request is manifestly unfounded or excessive we may either (i) charge you a fee, or (ii) refuse to process your request. With respect to access requests we may also charge you for extra copies. If we decide not to honor your request or answer your query, we will explain our reasons for doing so in our reply.

6. Protection and storage of your data

We have used and will continue to use reasonable endeavors to protect your personal data against loss, alteration or any form of unlawful use. Where possible, your personal data will be encrypted and stored on a virtual private server that is secured by means of state of the art protection measures. A strictly limited amount of people have access to your personal data. We will retain your personal data for the period necessary to fulfill the purposes outlined in this Privacy Statement, generally 2 years, unless a longer retention period is required or permitted by law (which is typically the case in the context of our obligations under tax law).

7. Cookies

The Website uses various cookies. Information generated by the use of cookies may constitute personal data. We can use the personal data collected in this manner for the purposes as stipulated in this Privacy Statement. If you want to know more about our use of cookies, read our Cookie Statement.

8. Supervisory authority and applicable law

With respect to the processing of your personal data, Hotel V is the 'main establishment' of the Hotel V Group. This means that the data protection authority of the Netherlands ([Autoriteit Persoonsgegevens](#)) shall have jurisdiction with respect to the cross-border processing of your personal data in which Hotel V is involved. Notwithstanding the foregoing you shall be entitled to lodge a complaint with the competent supervisory authority in the territory of a Hotel V hotel. The processing of your personal data by Hotel V and the relevant Hotel V hotel(s) shall be subject to the laws of the Netherlands, including the General Data Protection Regulation, when it applies from 25 May 2018 onwards. The applicability of the laws of the Netherlands and General Data Protection Regulation shall be without prejudice to any provisions that may apply to a particular processing activity under local mandatory data protection law.

9. General

In case you have any questions in relation to this Privacy Statement, you may send an email to privacy@hotelv.nl.

We have done our best to make sure that this Privacy Statement explains the way in which we process your personal data, and rights you have in relation thereto. We may change this Privacy Statement from time to time to make sure it is still up to date. To make sure you consult the most recent version of our Privacy Statement, please check the Privacy Statement published on our Website.

Last update: 18 May 2018.