

## Privacy Policy FILM HOTEL

General information: .....	5
I. Processing of hotel guests' personal data .....	5
Purpose of processing personal data.....	5
Legal grounds for processing .....	5
Legitimate interest.....	5
Processing time.....	5
Voluntary provision of personal data .....	6
Rights held by Data Subjects.....	6
Recipients of personal data.....	6
Processing of personal data beyond the EEA.....	6
II. Processing of contractors' and other persons' personal data under B2B.....	6
Purpose and legal grounds for the processing of personal data.....	7
Material scope of the GDPR and its application .....	7
Application of electronic communication channels .....	7
Legitimate interest held by the Administrator / Controller .....	8
Who we share contractors' personal data with .....	8
How long we process contractors' data .....	8
Rights held by contractors .....	8
Right to restrict the processing of personal data .....	8
Right to delete data.....	9
Automatic decision making.....	9
Is it mandatory to provide personal data?.....	9
III. Information on data processed for marketing purposes.....	9
Purpose and legal grounds for the processing of personal data.....	<b>Błąd! Nie zdefiniowano zakładki.</b>
Material scope of the GDPR and its application .....	<b>Błąd! Nie zdefiniowano zakładki.</b>
Application of electronic communication channels .....	<b>Błąd! Nie zdefiniowano zakładki.</b>
Description of legitimate interest .....	<b>Błąd! Nie zdefiniowano zakładki.</b>

Rights held by persons whose data we process .....	<b>Błąd! Nie zdefiniowano zakładki.</b>
Right to restrict the processing of personal data .....	<b>Błąd! Nie zdefiniowano zakładki.</b>
Right to object .....	<b>Błąd! Nie zdefiniowano zakładki.</b>
Right to give and revoke consents .....	<b>Błąd! Nie zdefiniowano zakładki.</b>
Right to delete data .....	<b>Błąd! Nie zdefiniowano zakładki.</b>
Automatic decision making .....	<b>Błąd! Nie zdefiniowano zakładki.</b>
How long we process data for marketing purposes .....	<b>Błąd! Nie zdefiniowano zakładki.</b>
Who we share personal data with .....	<b>Błąd! Nie zdefiniowano zakładki.</b>
Is it mandatory to provide personal data? .....	<b>Błąd! Nie zdefiniowano zakładki.</b>
How do we collect data used for marketing purposes? .....	<b>Błąd! Nie zdefiniowano zakładki.</b>
IV. Personal data of website users .....	10
Purpose of processing personal data: .....	10
Legal grounds for processing .....	<b>Błąd! Nie zdefiniowano zakładki.</b>
Legitimate interest .....	<b>Błąd! Nie zdefiniowano zakładki.</b>
Processing time .....	<b>Błąd! Nie zdefiniowano zakładki.</b>
Voluntary provision of personal data .....	11
Rights held by Data Subjects .....	11
Recipients of personal data .....	11
Processing of personal data beyond the EEA .....	11
COOKIE files .....	11
Types of cookie files .....	12
Purpose of collection of cookie files .....	12
Management of cookie files .....	13
Other technical information .....	13
Recipients of personal data .....	13
Period of time during which we use cookie files .....	13
V. Additional information regarding correspondence by staff .....	14
Purpose and legal basis for the processing of personal data .....	14
Legitimate interest .....	14
Data recipients .....	14
Processing time .....	15
Rights of data subjects .....	15
Automatic decision making .....	15
VI. Behavioural marketing .....	<b>Błąd! Nie zdefiniowano zakładki.</b>
Purpose of processing personal data .....	<b>Błąd! Nie zdefiniowano zakładki.</b>

Legal grounds for processing .....	<b>Błąd! Nie zdefiniowano zakładki.</b>
Legitimate interest.....	<b>Błąd! Nie zdefiniowano zakładki.</b>
Recipients of personal data.....	<b>Błąd! Nie zdefiniowano zakładki.</b>
Period of time of data processing .....	<b>Błąd! Nie zdefiniowano zakładki.</b>
Rights held by Data Subjects.....	<b>Błąd! Nie zdefiniowano zakładki.</b>
Processing not requiring identification.....	<b>Błąd! Nie zdefiniowano zakładki.</b>
Voluntary provision of personal data .....	<b>Błąd! Nie zdefiniowano zakładki.</b>
Data transfer outside the EEA .....	<b>Błąd! Nie zdefiniowano zakładki.</b>
VII. Fanpage <a href="https://www.facebook.com/DoubleTreeLodz/">https://www.facebook.com/DoubleTreeLodz/</a> .....	15
Purpose of processing personal data.....	15
Legal grounds.....	15
Specification of legitimate interest.....	15
Data sources .....	16
Recipients of personal data.....	16
Information which may be transferred to a third country.....	16
Period of time for which we store personal data .....	16
Rights held by Data Subjects.....	16
Processing not requiring identification.....	16
Voluntary provision of personal data .....	16
VIII. Monitoring.....	17
Purpose of processing CCTV monitored data .....	17
Legal grounds.....	17
Specification of legitimate interest.....	17
Who do we share monitoring recordings with?.....	17
How long do we store monitoring data?.....	17
Rights held by persons recorded by the monitoring system.....	17
Disclosure of monitoring data .....	17
IX. Parking management.....	17
Purpose of processing and legal basis .....	17
Legitimate interest.....	18
Data recipients.....	18
Personal data processing time .....	18
Rights of data subjects.....	18
Automated decision making .....	18
X. Additional information on data processing for the purpose of pursuing and defending claims .....	18

Purpose and legal basis for the processing of personal data.....	18
Data recipients .....	19
XI. Useful contact details .....	19
Personal Data Controller .....	19
Data Protection Officer .....	19
Personal Data Protection Office .....	19
Marketing Department at FILM HOTEL sp. z o.o.....	<b>Błąd! Nie zdefiniowano zakładki.</b>
XII. External links .....	19

## General information:

One of Film Hotel Sp. z o. o. priorities is the security of collected personal data and other information about natural persons. We take care of both their physical and IT security as well as the security resulting from the awareness of people who have access to them.

Below you will find information related to the processing of personal data by our Company.

## I. Processing of hotel guests' personal data

### Purpose of processing personal data

Hotel guests' personal data is processed for:

1. provision of hotel services
2. booking hotel rooms in line with user's wishes;
3. processing user's complaints and return of payments / benefits in case of withdrawal from their contract;
4. pursuing and defending claims;
5. making financial and accounting settlements;
6. undertaking marketing activities (if relevant consent is given, also using electronic communication channels).

### Legal grounds for processing

If the processing of personal data is conducted for the purpose of providing hotel services, it is based on Article 6 (Clause 1, Item b) of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46/EC (hereinafter: the Regulation) which states that it is necessary to execute an agreement to which a given Data Subject is a party or to take action at the request of such a Data Subject prior to the conclusion of this agreement.

In other cases, the processing will take place on the basis of Article 6 (Clause 1, Items: a, c and f) of the Regulation, i.e. in connection with the implementation of legal requirements, the exercise of legitimate interests of FILM HOTEL Sp. z o. o., as well as on the basis of a given Data Subject's consent.

### Legitimate interest

The Data Administrator / Controller has a legitimate interest both in asserting its rights and in defending itself against unjustified claims made against the Company. Any operations related to the assertion and defence against claims, as well as such related to building a corporate brand, developing a customer base, creating a friendly atmosphere around the company are the key factors which support running business activities, so - as such - they are covered by Article 16 of the European Charter of Fundamental Rights.

### Processing time

Hotel guests' details are stored from the moment of making a booking, during your stay at the hotel, and later during the period when it is possible to pursue claims and when we are obliged to store settlement details in line with fiscal regulations, i.e. for five years from the end of a given settlement period in which we have provided our service.

In case of giving a consent to the processing of personal data for direct marketing purposes via electronic means of communication, such processing personal data and the achievement of its purpose is not a process which can be completed within a specific period of time, so such data may be processed until a given Data Subject has revoked his or her consent or filed an objection.

#### **DOUBLETREE BY HILTON ŁÓDŹ**

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### Voluntary provision of personal data

Providing personal data is voluntary, however, a lack of your consent to our processing of personal data may prevent us from providing our services and making bookings at our Systems / Websites, so this is one of the conditions of concluding an agreement for the provision of our hotel services. The requirement to collect Hotel Guests' basic personal data in order to provide hotel services also results from the Civil Code Act in terms of the identification of parties of such an agreement.

### Rights held by Data Subjects

You have the right to request access to your personal data, transfer and rectify such data and, in justified cases, restrict its processing.

### Recipients of personal data

A group of recipients of such Personal Data may include: the authorities, institutions and entities authorised under the law, as well as entities providing services to the Administrator / Controller (e.g. legal, IT, marketing, accountancy services and other entities participating in the provision of the services ordered).

This group of recipients of Personal Data may also include: attorney-at-law's firm, Company which ensures security at our facility - Solid Security, Profitroom (when you have made use of its intermediary services while booking).

The entity which pays for our services may always, in order to pursue its legitimate interests, request to be given the details of persons who have used the services which charged its account. As regards the Hilton Honors program and your use of DoubleTree by Hilton services provided globally (for example, accepting hotel bookings, providing services on behalf of Hilton Worldwide Holdings Inc., entering hotel guest details into IT systems, supporting Hilton Worldwide in its marketing activities), your data will be administered and controlled by Hilton Worldwide.

### Processing of personal data beyond the EEA

Hilton Worldwide also processes personal data beyond the EEA and the security of such data is ensured by means of standard contractual clauses. In this respect, FILM HOTEL sp. z o.o. acts as the Processor of your personal data on behalf of Hilton Worldwide. Details on the processing of personal data by Hilton Worldwide are set out in the Global Privacy Policy, which can be viewed at:

[https://hiltonhonors3.hilton.com/pl\\_PL/policy/global-privacy-statement/index.html#ContactUs](https://hiltonhonors3.hilton.com/pl_PL/policy/global-privacy-statement/index.html#ContactUs)

Any inquiries regarding this Declaration and the manner in which Hilton processes your personal data should be sent to the following e-mail address: [customer\\_privacy@hilton.com](mailto:customer_privacy@hilton.com) or the following postal address: Hilton Customer Privacy Protection, 7930 Jones Branch Drive, McLean, VA 22102, USA.

## II. Personal data of participants of events organized by the Hotel

### Purpose of data processing:

Your personal data is processed in order for our company to fulfill the contract regarding participation in the event (preparation of invitations, arranging guests at tables, processing payments), as well as in our other legitimate interests: ensuring security during the event and possible pursuing claims or possible defense against them.

#### Legal basis for processing:

The legal basis for the processing of personal data for purposes related to the organization and participation in the event is therefore Art. 6 para. 1 lit. b, and in matters related to payments also letter c, i.e. the need to process in order to fulfill the legal obligation related to tax regulations.

#### Processing time:

Państwa dane będą przechowywane w terminie przewidzianym przez przepisy na dochodzenie roszczeń i w przepisach dotyczących kontroli skarbowych. Ostatecznie zostaną one usunięte po upływie pięciu lat od zakończenia roku, w którym odprowadzony został podatek.

#### Voluntary provision of data:

Providing your data is voluntary, however, due to the nature of the event, we inform you about its organization (arrangement of guests at tables, issuing bills, etc.), failure to provide them may be the reason for not including you among the participants.

#### Rights of data subjects:

Data subjects have the right to request from Film Hotel sp. z o.o. access to personal data concerning them, rectification of data and in certain situations also deletion or limitation of processing, objection to the processing and transfer of data.

#### Data recipients:

Your data will not be made available to other entities, unless they have a legal basis (e.g. in the field of public order).

### III. Processing of contractors' and other persons' personal data under B2B

#### Purpose and legal grounds for the processing of personal data

Data under this category is processed for the purpose of executing contracts, conducting legitimate settlements as well as pursuing potential claims or defence against such claims. Article 6 (Clause 1, Items: B, C and F) of the GDPR forms the basis for such processing.

If a given contractor provides our company with personal details of its employees, for example, in order to perform any contract, or of any employee delegated for other reasons to cooperate with FILM HOTEL Sp. z o.o., the processing of such data is necessary to accomplish our legitimate interest, a fundamental right of each and every company, i.e. to conduct business activity.

#### Material scope of the GDPR and its application

As stated in the recital 14 of the GDPR, it does not apply to the processing of personal data relating to legal persons, in particular to enterprises which are legal persons, including corporate data such as: a company name, legal form and contact details. Nevertheless, FILM HOTEL Sp. z o.o. ensures the highest care and attention to contact details referring to both legal entities and natural persons. However, due to the exclusion of contact details referring to entities with legal personality, the present Privacy Policy applies to personal data of natural persons only.

#### Application of electronic communication channels

Pursuant to Article 10 of the Act of 18 July 2002 on the provision of services by electronic means, it is prohibited to send any unsolicited commercial information addressed to a designated recipient who is a natural person by means of electronic communication, in particular by electronic mail. In general, FILM HOTEL sp. z o.o. does not address offers and proposals to natural persons. Our representatives address their offers and proposals to business clients.

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However, if persons who perform functions within the structures of our business clients make use of private mailboxes or are natural persons conducting business activities, any contacts related to direct marketing will be preceded by a request to give relevant consent.

### Legitimate interest held by the Administrator / Controller

There is no chance of successful operation on the market without interacting with the external environment, without building business relations with representatives of other companies, without continuous contact of staff members with other people, so, in this case, a legitimate interest refers to conducting business activity in line with the principles of economic freedom by persons who are owners of the company. The Administrator/ Controller also has a legitimate interest both in asserting its rights and in defending itself against any unjustified claims made against the company. Any operations related to the assertion and defence against claims are the key factors which support running business activities, so as such are covered by Article 16 of the European Charter of Fundamental Rights.

### Who we share contractors' personal data with

Apart from the Administrator / Controller, access to personal data may only be granted to software servicing operators in the field of handling accounts or entities authorised to do so under other regulations (e.g. tax chamber, attorneys-at-law or financial auditors).

Contact details to our contractors or their employees, especially if they are our clients, may be transferred – by way of entrusting - to our subcontractors.

### How long we process contractors' data

Pursuant to Article 86 § 1 of the Tax Ordinance, taxpayers keep their tax books and related documents until the relevant tax liabilities become barred by limitation. Tax liabilities become barred by the statute of limitation after 5 years from the end of the calendar year in which the deadline for tax payment expires (cf. Article 70 § 1 of the Tax Ordinance). This means that taxpayers are obliged to keep their tax books and related documents and records (e.g. for VAT purposes) for 5 years from the end of the calendar year in which the deadline for tax payment expires. This period to keep tax books may be extended if the limitation period for a tax liability does not start, is suspended or interrupted (vide Articles 68-71 of the Tax Ordinance).

We will retain the details of our clients' contact persons during the term of our agreement, until they object to it or we are notified of any change of such (a) contact person(s). Other data is processed until the purpose of such processing is achieved (e.g. the end of a given project), and when the processing of personal data and the achievement of its purpose is not a process which can be completed within a specific period of time, the data from this collection is processed until a given Data Subject submits objection to the processing of such data or such data becomes useless for another reason.

### Rights held by contractors

Data Subjects have the right to demand from FILM HOTEL Sp. z o. o. access to their personal data and to request its rectification or, in justified cases, objection or restriction of its processing.

### Right to restrict the processing of personal data

When requesting a restriction of data processing, the reason for such requesting is to be specified. Pursuant to the GDPR, a restriction in the field of data processing can only take place in a few cases:

- when the accuracy of any data processed is questioned,
- when the lawfulness of data processing is questioned,

- when a given Data Subject requests a restriction of data processing by invoking the need to keep his or her data at FILM HOTEL Sp. z o.o. in order to establish, assert or defend his or her claims, and the legal condition for such processing ceases to apply. In such a situation, it is up to the person demanding such a restriction to demonstrate that he or she needs the data for this purpose.

### Right to delete data

It applies in situations when data is no longer required for the purposes for which it was collected.

The above-mentioned right may be exercised by contractors making a request via any communication channel. Within one month, FILM HOTEL Sp. z o.o. will inform such contractors on how a given case is resolved or if it is necessary to extend this period for two more months at maximum (e.g. due to the complex nature of such a request or a large number of requests made).

### Automatic decision making

FILM HOTEL Sp. z o.o. does not process contractors' data under automated decision-making, including profiling, which could have legal effects on them or significantly affect them.

### Is it mandatory to provide personal data?

The requirement to collect contractors' personal data in order to make settlements is imposed by Article 106e of the Act on VAT and the Regulation of the Minister of Finance of 3 December 2013 on the issuance of invoices extended by other information which is helpful in handling invoices, e.g. contact details and information on payment methods.

In other cases, the provision of personal data is not mandatory but may be required for the performance of B2B contracts.

## IV. Personal data of newsletter subscribers

### Purpose of data processing

Personal data is processed in order to deliver the newsletter.

### Legal basis for processing:

The legal basis for the processing of personal data for purposes related to the newsletter is Art. 6 para. 1 lit. and the GDPR.

### Processing time:

Your data will be processed only for the duration of your consent to data processing for this purpose.

### Voluntary provision of data, withdrawal of consent:

Providing personal data is voluntary, but it is a condition for delivering the newsletter. Your consent may be withdrawn at any time, however processing that took place prior to the withdrawal of consent will remain lawful.

### Rights of data subjects:

You have the right to access, rectify your personal data, limit processing and the right to delete personal data if the data is no longer necessary for the purposes for which it was collected or the personal data has been unlawfully processed or the personal data must be deleted in order to fulfill from a legal obligation in Union or national law.

#### Data recipients

Your data will not be made available to other entities, unless they have a legal basis (for example, in the field of public order or tax audit). The software provider Sare also has access to the database.

### V. Personal data of participants of competitions organized by the Hotel

#### Purpose of data processing:

The personal data of the competition participants are processed in order to conduct the competition, i.e. to perform the contract between Film Hotel and the competition participants in this regard.

#### Legal basis for processing:

The legal basis for the processing of personal data for purposes related to the organization and participation in the event is therefore Art. 6 para. 1 lit. b of the GDPR, and in matters related to prizes on which tax must be paid, also letter c, i.e. the need to process in order to fulfill the legal obligation related to tax regulations.

#### Processing time:

Your data will be processed only during the competition, but in certain situations, the winners' data may be stored within the period provided for in the tax regulations. This follows from Art. 30 sec. 1 point 2 and 21 sec. 1 point 68 and the PIT Act. They will also be finally removed five years after the end of the tax year.

#### Voluntary provision of data:

Providing your data is voluntary, however, due to the nature of the competition and its organization (treasury issues related to prizes, etc.), failure to provide them may be the reason for not including you among the participants.

#### Rights of data subjects:

Data subjects have the right to request from Film Hotel sp. z o.o. access to personal data concerning them, rectification of data and in certain situations also deletion or limitation of processing, objection to the processing and transfer of data.

#### Data recipients:

Your data will not be made available to other entities, unless they have a legal basis (for example, in the field of public order or tax audit).

### VI. Personal data of website users

#### Purpose of processing personal data:

Personal data which we process in the scope of the websites is processed in order to:

1. book hotel rooms in line with user's wishes;
2. process user's complaints and return of payments / benefits in case of withdrawal from the contract;
3. pursue and defend claims;
4. undertake marketing activities (only if appropriate consent is given), including in particular to send commercial information by electronic means to the e-mail address provided, under the Act of 18 July 2002 on the provision of services by electronic means (Journal of Laws of 9 September 2002, as amended) and other generally applicable regulations, and respond to users' inquiries addressed via the contact form;

5. administer the website.

This part of the Privacy Policy will describe the rules for the processing of personal data in the field of website administration.

### Legal basis for processing

The legal basis for the processing of this data is Art. 6 Para. 1 lit. and the GDPR. The processing is based on the consent of the data subject. This consent can be revoked at any time, while the processing that was carried out on the basis of consent before its withdrawal will remain lawful.

### Voluntary provision of personal data

Providing personal data (in principle, consent to their handling as part of cookies) is voluntary, however, the lack of consent to the processing of personal data by us may prevent us from providing services and making reservations on the Websites, so it is one of the conditions for concluding a contract for the provision of services hospitality.

### Rights held by Data Subjects

By providing us with your personal data, you have the right to inspect them, the right to request their updating and, in some situations, the right to object, request limitation of their processing, removal or transfer.

### Recipients of personal data

A group of recipients of such Personal Data may include: the authorities, institutions and entities authorised under the law, as well as entities providing services to the Administrator / Controller (e.g. legal, IT, marketing, accountancy services and other entities participating in the provision of the services ordered).

As regards the Hilton Honors program and your use of DoubleTree by Hilton services provided globally (for example, accepting hotel bookings, providing services on behalf of Hilton Worldwide Holdings Inc., entering hotel guest details into IT systems, supporting Hilton Worldwide in its marketing activities), your data will be administered and controlled by Hilton Worldwide.

### Processing of personal data beyond the EEA

Hilton Worldwide also processes personal data beyond the EEA and the security of such data is ensured by means of standard contractual clauses. In this respect, FILM HOTEL sp. z o.o. acts as the Processor of your personal data on behalf of Hilton Worldwide. Details on the processing of personal data by Hilton Worldwide are set out in the Global Privacy Policy, which can be viewed at:

[https://hiltonhonors3.hilton.com/pl\\_PL/policy/global-privacy-statement/index.html#ContactUs](https://hiltonhonors3.hilton.com/pl_PL/policy/global-privacy-statement/index.html#ContactUs)

Any inquiries regarding this Declaration and the manner in which Hilton processes your personal data should be sent to the following e-mail address: [customer\\_privacy@hilton.com](mailto:customer_privacy@hilton.com) or the following postal address: Hilton Customer Privacy Protection, 7930 Jones Branch Drive, McLean, VA 22102, USA.

### COOKIE files

The Administrator, pursuant to the provisions of Articles 173 and 174 of the Telecommunications Law of 16 July 2004 (Journal of Laws of 16 July 2004, as amended), informs you that it implements - as part of its Websites / Services - the so-called "cookie" file technology.

When using / visiting the Websites / Systems, small files (especially text files) containing information required for the proper operation of the administrator's website, i.e. so-called cookie files are stored on a given user's terminal device (computer, smartphone, tablet, etc.). Thanks to saving these files on this user's device, it is possible, among others, to store login details, so that the user does not have to enter them or adjust the content of page(s) to his/her interests every time. Cookie files are also used to collect statistical data about the Website / Service in order to adjust it to users' preferences.

These files are not harmful to any device in any manner and do not change its settings or settings of any software installed on it. The contents of these files can only be read by the server which generated them.

Cookie files can work only if a given user's browser accepts them and does not delete them from the disk. The user can delete or block cookies by changing the settings of his/her browser, which is used to visit our Websites. Most web browsers have cookies enabled by default.

On the first visit to the DoubleTree by Hilton Łódź website, a User is informed about the cookies technology. By staying on the website, he/she accepts the use of cookie files. If the browser settings are not changed by the user, it means that he/she consents to the use of "cookie" files.

### Types of cookie files

The Administrator / Controller makes use of two types of cookie files:

1. Session cookies: they are stored on the user's device and remain there until the end of a given browser session. After the session is over, the stored information is permanently deleted from the user's device memory.
2. Permanent cookies: they are stored on the user's device and remain there until they are deleted. The termination of a browser session or turning off the user's device does not delete them.

### Purpose of collection of cookie files

Information stored in cookie files on the computer makes the use of our Services / Websites easier for the user.

Cookies are used for the following purposes:

1. statistics (e.g. generation of anonymous statistics which facilitates to understand how users of the Services / Websites make use of webpages under these Services / Websites, which in turn allows to improve their structure and content);
2. storage of information on visual and personalisation preferences, e.g. layout colour;
3. identification, including storage of basic information about users - their identifiers;
4. ensuring the optimisation and proper display of the content of the Services / Websites;
5. ensuring the best reception and adequacy of the content of the Services / Websites for their recipients;

Apart from own cookies, third-party cookies, which are owned in particular by advertisers, adserver system operators and viewership analysis / reporting system operators, may be placed and used on the Services / Websites.

Third-party cookies are used for the following purposes:

1. Collection of statistical data on the popularity and usefulness of individual webpages on the Services / Websites or their elements;
2. Behavioural advertising displays - tailored to users' interests;
3. Creation of behavioural user profiles, in particular to avoid a multiple presentation of the same advertisement to the same recipient and to present behavioural advertisements taking into account their interests;

4. Technological support for third-party components, such as Adobe Flash or Facebook Connect.

### Management of cookie files

It is up to users to decide whether cookies are to be saved and stored on their device. Users can independently make all changes to their browser settings.

More information- Internet Explorer

[More information - Edge](#)

[More information - Chrome](#)

[More information - Firefox](#)

[More information - Safari](#)

Detailed information about the operation and manners of handling cookies is to be found in the settings and in the "Help" section at the web browser. However, it should be kept in mind that restrictions on the use of cookie files may hinder or prevent using this Service / Website.

### Other technical information

The site is provided with links and plugins to other sites. While browsing our website, the user's browser communicates with our Facebook fanpage. The Administrator / Controller also makes use of standard web server log files to count the number of visitors and to assess the Services / Website and their functionalities.

The Google Analytics cookie files which we use are used to compile website statistics provided by Google. All information generated by these cookies relates to making use of our Service / Website by users (including their IP address and computer's location on the Internet) and is transmitted to and stored by Google on servers in the United States. Google makes use of this information for assessing usage of the Service / Website, compiling reports on activities at the Website forwarded to its operators and providing other services relating to the Website and online operations. Google may also transfer this information to third parties if required to do so by law or where such third parties process this information on Google's behalf.

### Recipients of personal data

Below there are companies with whom we cooperate in the processing of information related to the cookie files technology:

1. Google LLC seated at 1600 Amphitheatre Parkway Mountain View, CA 94043 United States, which can process data beyond the EEA. A sufficient level of security has been demonstrated by the company by joining the Privacy Shield program, and more information on this topic can be found at: <https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active#dispute-resolution-1> and in the Google's privacy policy
2. Facebook, Inc. seated at 1601 Willow Road Menlo Park, California 94025, which may process data beyond the EEA. A sufficient level of security has been demonstrated by the company by joining the Privacy Shield program, and more information on this topic can be found at: <https://www.privacyshield.gov/participant?id=a2zt00000000GnywAAC&status=Active> and in the Facebook's privacy policy.

### Period of time during which we use cookie files

Name of Cookie file	Expires upon (validity period)	Description of Cookie file
__utma	730 days	User ID - Google Analytics tracking service - used by most websites; a "persistent" cookie files, tracks a number of times a user has visited a given domain, when he / she visited it for the first and last time. It enables to determine a number of unique users (defined as a particular browser on a particular computer) who visit a given page.
__utmb	Expires upon 30 minutes of inactivity	Session ID - Google Analytics tracking service - used by most websites; when enabled it can calculate how long an individual visit lasts. __utmb retrieves a timestamp at the time when a given user enters a specific page, while utmc __ retrieves a timestamp at the time this user leaves this page. __utmb expires at the end of a given session. __utmc, waits for 30 minutes and then expires.
__utmc	At the end of a given session	
__utmz	182 days	Campaign ID - Google Analytics tracking service - used by most websites. _utmz keeps track of where a given visitor comes from, which search engine he/she uses, which links he/she clicked, which keywords he/she used and where he/she was when he/she accessed a given webpage. Its validity period expires after 15,768,000 seconds - or after 6 months.

## VII. Additional information regarding correspondence by staff

### Purpose and legal basis for the processing of personal data

The legal basis for the processing of personal data in the field of business contacts for purposes other than the fulfillment of legal obligations or the implementation of contractual provisions is art. 6 sec. 1 lit. f of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC.

### Legitimate interest

The administrator is unable to function on the market without interacting with the external environment, without building relationships with clients, representatives of other companies, without constant contacts of employees with other natural persons, so in this case the legitimate interest is the sole conduct of business in accordance with the principles of economic freedom by persons who own the company, which is consistent with the implementation of fundamental rights and freedoms enshrined in the European Charter of Fundamental Rights (Article 16 of the Charter).

### Data recipients

We do not anticipate disclosing such data. Disclosure of our correspondence, and thus personal data, may take place in the event of an adequate request and authorization of representatives of services authorized to make such a request after invoking the appropriate legal basis.

### Processing time

The data is processed until the purpose of processing is achieved (e.g. completion of the project, clarification of the case, providing an answer, etc.), and when achieving the purpose of processing personal data is not a process that can be completed within a specific period, the data is processed until the time when the person whose the data concern will object to the processing of the data or the data will become useless. In situations where the correspondence may concern disputes or pursuing claims by either party, the time for archiving correspondence may be extended until the limitation period for pursuing claims indicated in the provisions of the Civil Code.

### Rights of data subjects

Data subjects have the right to request TOYA Sp. z o. o. access to your personal data, rectification of data, and in justified cases, to raise objections or request limitation of processing.

### Automatic decision making

In the scope of correspondence, there is no automatic decision making that produces legal effects for the Subscriber or similarly significantly affects it.

## VII. Fanpage <https://www.facebook.com/DoubleTreeLodz/>

Data processed under administration of the fanpage includes - in the case of non-registered persons - anonymous statistical data. Our processing of this information does not require the identification of any Data Subject.

### Purpose of processing personal data

All personal data of persons who view, comment, like, visit or share the hotel fan-page or its individual elements (e.g. single posts) is processed in order to promote our materials, inform about issues related to our hotel, build positive relations and facilitates contact with the Administrator.

### Legal grounds

Article 6 (Clause 1, Item f) of the GDPR being the Administrator's / Controller's legitimate interest constitutes the legal grounds for the processing of personal data in the scope of running the fanpage (including organisation of events and competitions)

Such personal data is collected solely for the purposes of building a friendly atmosphere around the company, including the organisation of various events and competitions, i.e. the fulfilment of the Administrator's / Controller's legitimate interest and the implementation of any legal regulations which may be associated with it. Also, Article 6 (Clause 1, Item c) of the GDPR is the legal basis in some cases.

### Specification of legitimate interest

The Administrator / Controller has a legitimate interest in building positive relations with its recipients. This interest is in line with the one of the wider community, i.e. people who have already made use of the Administrator's / Controller's services and may want to use them in the future, especially as the Administrator / Controller also sends (on the fan-page) information on the special offers which are more attractive to potential customers than standard ones. Any operations related to building a brand, creating a friendly atmosphere around the company are the key factors which support running business activities, so as such are covered by Article 16 of the European Charter of Fundamental Rights.

## Data sources

As for people registered in line with the Facebook Terms of Service, this information is extended with links to the profiles of people who, having an account, got interacted with the fanpage themselves. Thus, both fanpage users themselves and Facebook can be the source of such information.

## Recipients of personal data

In order to ensure the highest possible level of security of information concerning the users of our fanpage by complying with all the rules and codes of good practice of the Internet sector, on behalf of the Administrator / Controller, all activities related to the processing of data for the purposes of running the fanpage may be entrusted to a professional advertising agency.

In the case of participants of competitions, when the value of prizes qualifies them for tax, the tax chamber will also have access to such data.

## Information which may be transferred to a third country

Information about users' interaction with our fanpage and how they interact with it may therefore also be processed by Facebook, Inc. seated in 1601 Willow Road Menlo Park, California 94025, which may process data beyond the EEA. A sufficient level of security has been demonstrated by the company by joining the Privacy Shield program, and more information on this topic can be found at: <https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active> and in the Facebook's privacy policy.

## Period of time for which we store personal data

Due to their specific character related to achieving the purpose of data processing, cookie files, and thus statistics derived from them can be stored for an indefinite period of time.

The processing of personal information concerning specific logged-in users takes place until they withdraw from interaction with the fanpage, make adequate changes in the privacy settings of their profile or until the Administrator / Controller removes them, e.g. from the group of fans.

Data on participants in competitions is stored only until the end of a given competition, the winner is selected and the prize is granted. In the case of participants of competitions, when the value of prizes qualifies them for tax, the adequacy of collection of additional data stays in line with fiscal regulations.

## Rights held by Data Subjects

Users have the right to request from the Administrator / Controller access to their personal data, to rectify it and, in justified cases, to restrict its processing, to file an objection and to demand its removal.

## Processing not requiring identification

When the processing of personal data does not require the identification of any Data Subject, FILM HOTEL Sp. z o.o. does not retain, obtain or process additional information in order to identify a person for the sole purpose of exercising his/her rights. In this case, Articles 15 to 20 of the GDPR do not apply.

## Voluntary provision of personal data

The use of the fanpage, i.e. the disclosure of any information about a given user is entirely voluntary and depends solely on this user, his/her manner of using the fanpage and the privacy settings of his/her profile.

In some cases, the adequacy of collection of additional details on competition winners results from Article 30 (Clause 1, Item 2) and Article 21 (Clause 1, Item 68) of the Act on PIT.

## IX. Monitoring

### Purpose of processing CCTV monitored data

CCTV monitoring provided at the premises of FILM HOTEL Sp. z o.o. aims to register and monitor any incidents which pose a threat to persons and property, to detect and register offences and crimes.

### Legal grounds

Article 6 (Clause 1, Item f) of the GDPR forms the legal grounds for the processing of personal data in this case.

### Specification of legitimate interest

The Administrator / Controller has a legitimate interest in providing physical security to any persons on its premises. This interest stays in line with the one of the wider community i.e. persons at the Administrator / Controller's premises and is covered by the European Charter of Fundamental Rights (the 'Charter') and the European Convention on Human Rights ('ECHR'), e.g. the right of freedom and security (Article 6 of the Charter and Article 5 of the ECHR) or the right of ownership (Article 17 of the Charter and Article 1 of Protocol No. to the ECHR).

### Who do we share monitoring recordings with?

Monitoring data may be disclosed to other entities (e.g. the Police) on the basis of separate legal regulations, as well as to entities acting on our behalf, e.g. a security company.

### How long do we store monitoring data?

Monitoring details are stored for up to 30 days.

### Rights held by persons recorded by the monitoring system

Any person recorded by the monitoring system has the right to access his/her personal data as long as it does not infringe the rights and freedoms of other persons. The transfer of any recording to a private person can therefore only take place if he or she is the subject of such processing and this transfer does not lead to the disclosure of other persons' data.

### Disclosure of monitoring data

When a person makes a request to check who has committed any act which have resulted in damage to this person, this person is asked to report a criminal offence / crime (suspicion of committing a criminal offence / crime), for example, to the police or the prosecutor's office. Recordings may be provided only at the request of such authorities / bodies, if they consider such disclosure to be justified.

## X. Parking management

### Purpose of processing and legal basis

The purpose of processing is to enable the use of the car park (performance of the contract concluded between the user and the owner of the car park by mutually accepting the provisions of the

Regulations), contact with the owner of the vehicle in the event that it has been parked in a way that violates the provisions or regulations of the car park (e.g. blocking a fire road), possible pursuit of claims and defense against them. The legal basis for the processing of personal data in this regard is art. 6 sec. 1 lit. b and f of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (hereinafter referred to as the Regulation).

### Legitimate interest

The data administrator has a legitimate interest in processing personal data of users of the space managed by him to the extent that may be necessary to ensure the safety of people and property (e.g. in connection with the need to provide access to the infrastructure for emergency services) or to ensure the functionality of the space to which parking users have access (e.g. when a parked vehicle makes it impossible to deliver goods or unload equipment for other activities). Concerns the processing of contact details to notify the owner of a vehicle that it is parked incorrectly.

The data administrator has a legitimate interest both in asserting its rights and in defending against unjustified claims against the Company. Activities related to the investigation and defense against claims are the basic factors supporting business activity, and therefore such activities are covered by art. 16 of the European Charter of Fundamental Rights.

### Data recipients

Film Hotel Sp. z o. o. provides users' data to the contractor of the parking system in order to properly configure the IT system that supports the process of using the car parks.

### Personal data processing time

The data is processed during the validity of the parking card and within 6 months after its expiry. In justified cases, this period may be extended for the time of pursuing claims.

### Rights of data subjects

Data subjects have the right to request from Film Hotel Sp. z o. o. access to personal data concerning them, rectification and transfer of data, and in justified cases, to request limitation of their processing. They also have the right to lodge a complaint with the supervisory authority.

The obligation to provide personal data does not result directly from the law, however, it is necessary to achieve the goal by the administrator.

### Automated decision making

Film Hotel Sp. z o. o. does not subject the data of people using car parks to automated decision-making, including profiling, which could have legal effects on them or significantly affect them.

## XI. Additional information on data processing for the purpose of pursuing and defending claims

### Purpose and legal basis for the processing of personal data

The legal basis for the processing of personal data in the field of defense and pursuing claims is art. 6 sec. 1 lit. f of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC.

### Legitimate interest

The data controller has a legitimate interest both in asserting its rights and in defending against unjustified claims against the Company. Activities related to the investigation and defense against claims are the basic factors enabling conducting business activity, and therefore such activities are covered by art. 16 of the European Charter of Fundamental Rights.

### Data recipients

A law firm, institutions related to the judiciary and companies operating on the market of pursuing claims and recovering debts.

### Processing time

The data is stored until the limitation period for pursuing claims specified in the provisions of the Civil Code. The provision of art. 118 of the Civil Code sets the general limitation period at 6 years.

### Rights of data subjects

Persons whose data we process in order to defend or pursue claims have the right to access their data and, if necessary, rectify it.

### Automatic decision making

In the scope of call recording, there is no automatic decision making that produces legal effects for the Subscriber or similarly significantly affects it

## XII. Useful contact details

### Personal Data Controller

FILM HOTEL Sp. z o. o. seated in Łódź at 29 Łąkowa Street.

### Data Protection Officer

We have appointed our Data Protection Officer: Mr. Przemysław Siembida, who can be contacted by Data Subjects in any issues on the protection of personal data via e-mail: [iod@doubletreelodz.pl](mailto:iod@doubletreelodz.pl).

### Personal Data Protection Office

Data subjects have the right to lodge a complaint with the supervisory authority in the case of unsatisfactory settlement of any case by the Personal Data Administrator / Controller.

## XII. External links

For more information on how cookies work and what they are used for, please visit the IAB Poland Internet Industry Employers' Association website: [www.wszystkoociasteczkach.pl](http://www.wszystkoociasteczkach.pl).

To change your behavioural marketing settings, please visit:

<http://www.youronlinechoices.com/pl/twojetybory>.

The companies listed in the link belong to the group of suppliers who cooperate with website publishers in the collection and processing of personal information and provide online behavioural advertising.

You can use the buttons provided to change your behavioural advertising settings. You can enable or disable all the companies or change any settings for each of them. By clicking the 'i' button, you can learn more about any of the companies as well as the settings of behavioural advertising in the web browser which you use.

To determine the level of your online privacy, you can also use browser settings or add-ons provided by its manufacturer, e.g.:

Mozilla: <https://support.mozilla.org/pl/kb/jak-zatrzymac-sledzenie-przez-strony-internetowe>

or from the tools prepared by companies gathering information about us:

<https://support.google.com/chrome/answer/2790761?co=GENIE.Platform%3DDesktop&hl=pl&oco=1>