



Privacy Policy & Data Protection

This privacy policy tells you how "Poseidon Hotel and Studio Apartments" use your personal data when you visit our website, when we welcome you as our guest or you otherwise interact with us. In compliant with the General Data Protection Regulation 2018 (GDPR), it also tells you your privacy rights and how the law protects you. When we mention, "we", "us" or "our" in this privacy policy, we are referring to "Poseidon Hotel and Studio Apartments".

It is important that you read this privacy policy, together with any other privacy notices we may show you from time to time, so that you are fully aware of how and why we are using your personal data.

This website is not intended for children and we do not knowingly collect data relating to children.

Types of personal data we collect

Personal data, or personal information, means any information about an individual, which can be used to identify that person.

We collect a variety of personal information about our guests and visitors to our website.

This personal data falls into these categories:

- **Identity Data** includes title, gender, first name, maiden name, last name, marital status, date of birth, username or similar identifier and an encrypted version of your login/password. If you interact with us through social media, this may include your social media user name.
- **Contact Data** includes billing address, delivery address, email address and telephone numbers.
- **Financial Data** includes payment card and direct debit/bank account details.
- **Transaction Data** includes details about payments to and from you and other details of products and services you have purchased from us.
- **Technical Data** includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this website.
- **Marketing and Communications Data** includes your preferences in receiving direct marketing from us and our third parties and your communication preferences.

How we collect data

We may collect or receive data in lots of different ways.

You may give us data in person when you are a guest at one of our hotels, for example when you:

- check-in and check-out;
- make use of our accommodation, facilities and services;
- complete a contact details card; and/or give us your business card.

You may give us data remotely when you interact with us via this website, by post, phone or email, or through chat or social media, for example, when you:

- sign up to receive our newsletter or other direct marketing;
- make enquiries or request information, or correspond with us generally;
- book accommodation, hospitality or services;
- engage with us on social media; leave comments or reviews;

We may receive data about you from various other types of third parties, including:

- from technology partners who help us run our website and mailing list sign-ups;
- from providers of payment and fraud prevention services;
- from analytics providers, advertising networks and search information providers;
- from data partners; from feedback and review partners;
- from social media, where privacy settings are set to public;
- from third parties to whom you have given permission to share your data with us; and/or

How and why we use your personal data

We use your personal information in a number of ways, including providing and personalizing the services you request and expect from us, to offer you a high level of hospitality, conduct direct marketing and sales promotions and as set forth below in more detail. We will collect your consent prior to processing your data where required by applicable law.

We are obligated to collect certain data, including your name, address, payment information, travel document information, in order to process your reservation. *Failure to provide this information will result in our inability to process your reservation.*

We may use your personal information to provide or offer you newsletters, promotions and featured specials, as well as other marketing messages in accordance with any communications preferences you have expressed.

We use your information to provide in-stay messaging, account alerts, and reservation confirmations.

We may provide these communications via email, postal mail, online advertising, social media, telephone, text message (including SMS and MMS), push notifications, in-app messaging, and other means.

We may also collect information from your payment card, which can be appended to personal information and used by us to recognize what type of card you have, the bank or network of the card, and present and/or send you targeted marketing messages based on your payment method and in accordance with your communication preferences.

Furthermore, we will ensure that we always keep your personal data rights in high regards and take account of these rights.

it is necessary for a reason allowable in the GDPR, we will always obtain explicit consent from a data subject to collect and process their data. Where consent is given, a record will be kept documenting how and when consent was given.

If you choose not to give us your personal data

When you make a booking with us for accommodation, hospitality, or other services, we may need to collect some of your personal data by law, or under the terms of a contract we have with you. (when you make a booking at our hotel, that's a contract.)

This means that if you decide not to give us your data, we might not be able to provide the service, and may have to cancel your booking. We will let you know if this is the case at the time, so you can decide what you would like to do.

Sharing your personal data

We will **not** share your personal data with the third parties. We may **only** provide help with your personal data if the law otherwise permits or requires it.

These are auditors and professional advisers like bankers, lawyers, accountants and insurers and Government regulators and law enforcement.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

We do not share your personal data outside Europe.

Cookies

Our website uses "cookies". Cookies are small pieces of information which are sent by a website to your web browser and remain on your computer until they are deleted.

Cookies are sent by our website to ensure that it does not unnecessarily show you information that you have already seen or have indicated as not being of interest to you.

Cookies therefore enable our website to offer you a more personalized service. You agree to our use of cookies and/or any other data tracking or gathering technologies we employ in the future.

Cookies help us to provide you with a good experience when you use our website and also allow us to improve our website and services. We use the following categories of cookies: **Strictly necessary, Functionality, Analytical/performance cookies.** These are cookies which are needed to make the website work properly. For example, cookies enable you to log in, make a booking or and make secure payments.

The data received from our website cookies is anonymized data, therefore individuals cannot be identified.

However, if you do not consent, or use your browser settings to block all cookies (including essential cookies), you may not be able to access all or parts of our site.

If you do not wish to receive such cookies from us, please adjust your browser's settings accordingly

Advertising and marketing

You could see our adverts in lots of different places. If you see one of our adverts on a website and in social media, it may not be directed specifically at you and may simply be there because we've bid for the space.

You may choose to opt in to receive our newsletter on our website. We may also be able to send you relevant direct marketing about our hotel, services and events unless you choose to opt out when making a booking with us, visiting our hotel.

Here are some examples of our direct marketing activities which may be directed specifically at you: our newsletter via email; invitations and promotions by post, to tell you about special events at our hotel;

Data Security

Any personal data in hard copy format will be kept in a locked filing cabinet, drawer or safe, with restricted access. Confidential paper records will not be left unattended or in clear view anywhere with general access. All electronic devices are password-protected to protect the information on the device in case of theft. Digital data is coded, encrypted or password-protected, on a network drive that is regularly backed up on and off-site. All members of staff are provided with their own secure login and password, and every computer regularly prompts users to change their password. Emails containing sensitive or confidential information are password-protected if there are unsecure servers between the sender and the recipient. The security of our computer and storage systems, and access to them, is continuously monitored.

How long we keep your personal data for

We will only keep your personal data for as long as we need to fulfill the purposes, we collected it for, including for satisfying any legal, accounting, or reporting requirements.

By law we have to keep basic information about our guests and customers (including Contact, Identity, Financial and Transaction Data) for six years after they cease being customers for tax purposes.

We remove your identity from your personal data (so that it can no longer be associated with you) for statistical purposes.

You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing, where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which overrides your rights and freedoms.

Withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will let you know and keep you updated.

How to contact us

If you have any questions about this privacy policy, or would like to exercise any of your rights, please don't hesitate to email us at [info @ poseidon-kokkari.gr](mailto:info@poseidon-kokkari.gr) or send a letter addressed to: Poseidon Hotel, Limani Kokkariou, 83100, Samos, Greece.

This privacy policy was last updated on 1 May, 2020.