

Privacy policy

This privacy policy is issued by:

In De Vette Os BV
Grote Markt 36
8970 Poperinge
Belgium
Company number 0899.715.976
VAT BE 0899.715.976
RPR Ghent (Ypres division)
Email address: info@hotelamfora.be
Tel + 32 (0)57 33 94 05
(Hereinafter referred to as '**HOTEL AMFORA**')

This privacy policy is issued by HOTEL AMFORA in its capacity as controller and applies to:

- Category 1: the processing of personal data pertaining to (the contact persons of) visitors, customers and former customers;
- Category 2: the processing of personal data pertaining to (the contact persons of) suppliers and other business partners;
- Category 3: the processing of personal data as a result of browsing or interaction with the HOTEL AMFORA website.

HOTEL AMFORA shall handle your personal data (information that identifies you as a person) with the utmost care and will invariably take the appropriate measures to prevent misuse, loss, destruction, corruption, unauthorised access, unauthorised disclosure, unauthorised modification, or other unlawful processing.

HOTEL AMFORA shall process your data with respect for the principles of lawfulness, fairness and transparency, purpose limitation, data minimisation, accuracy, storage limitation, integrity and confidentiality.

Through the provision of this privacy policy, HOTEL AMFORA wishes to inform you about:

- which personal data we collect and how;
- what your data is used for and the legal basis;
- how it is protected;
- with whom it is shared;
- whether your personal data is transmitted outside the EEA; and
- for how long it is stored.

It subsequently explains how you can exercise your rights in relation to the information collected.

This transparency enables you to make informed decisions when transmitting your personal data.

HOTEL AMFORA may amend this privacy policy at any time. HOTEL AMFORA will publish the latest version of the privacy policy on the HOTEL AMFORA website. You are therefore advised to review it on a periodic basis. In the event that, pursuant to the applicable legislation, your prior consent is required for changes to this privacy policy, HOTEL AMFORA will contact you and await your consent.

This privacy policy was last updated on 24th of February 2024.

What personal data does HOTEL AMFORA collect?

HOTEL AMFORA limits the collection of personal data to what is strictly necessary to fulfil the objectives specified below.

HOTEL AMFORA processes the following personal data:

Category 1: With regard to the processing of personal data pertaining to (the contact persons of) visitors, customers and former customers:

- For bookings via our online platform, we request your title, first name, last name, address, telephone number(s), email address (including the names of any guests on behalf of whom you may be making a booking). You can create an online account to expedite the booking process next time. This will require a password. Upon check-in, we request the following additional information: proof of identity such as a copy of passport / identity card / driving license (full copy), mother tongue, country of residence. Upon receiving data from partners, such as booking.com, we collect the mother tongue.
- For reservations in our restaurant we request your first name, last name, telephone number(s) and email address.
- For take away service we request your first name, last name, telephone number(s) and email address.
- In the case of prospective customers, we typically only collect the last name, first name, job title, contact details and anticipated booking information;
- Obviously, we retain possession of the details of your booking, which can be used to derive certain preferences: date and duration of your stay, location of stay, products and services consumed, preferences and interests (for example smoking or non-smoking, preferred floor, type of bedding, choice of newspapers/magazines, sports, cultural interests, food and drink preferences, diet etc.). Sensitive data may also be derived from this, such as data pertaining to racial or ethnic origin, political views, religious or ideological beliefs, trade union membership, health or sexual orientation;
- When you buy a gift voucher online we request your first name, last name, telephone number(s) and email address, the recipient of the gift voucher and its email address.
- We use the customer's bank account number and any associated data for payment processing purposes;
- Our hotel is equipped with surveillance cameras and all visitors are consequently filmed;
- Only children aged 18 years and over can consent to the use of their data for purposes other than those deemed necessary and required for the follow-up of a booking at our hotel. In the case of children under 18 years of age, we require parental or legal guardian consent for any other use of personal data;
- For competitions and promotional campaigns, we collect first name, last name, email address and telephone number(s).

- For reviews we request your first name and upon your answer we could possibly identify you.

Category 2: With regard to the processing of personal data pertaining to (the contact persons of) suppliers and other business partners:

- Generic personal data: first name, last name, address (if applicable), telephone number(s), email address and position;
- Bank details such as bank account number (in the case of effective cooperation);
- Our hotel is equipped with surveillance cameras and all visitors are consequently filmed.

Category 3: With regard to the processing of personal data as a result of browsing or interaction with the HOTEL AMFORA website (without making a booking):

- Upon completion of a contact form, we process the following data: first name, last name, email address, telephone number(s), your message (which potentially mentions personal information you voluntarily provide)
- When browsing our website, we may collect behavioural data such as your browsing behaviour and IP address, typically via cookies.

In this regard, HOTEL AMFORA also refers you to its cookie policy.

You may have provided HOTEL AMFORA with your personal data, for example, through browsing the HOTEL AMFORA website or by sending us an email etc. This means that there is personal data that is provided by you directly, as well as personal data that is collected automatically, such as data pertaining to your browser, your interaction on the website and your IP address etc.

Please always inform HOTEL AMFORA of any changes to your personal data in the event that such information is relevant to HOTEL AMFORA. For its part, HOTEL AMFORA, will endeavour to keep your personal data accurate and up to date.

If you do not wish to disclose certain information, HOTEL AMFORA may not be able to (satisfactorily) perform the requested services.

What does HOTEL AMFORA use your personal data for and on what legal basis?

Pre-contractual communication and execution of the customer agreement

Relevant categories: 1

HOTEL AMFORA will primarily use your personal data to offer its services and more generally for effective customer management (bookings, information requests, invoicing, parking management etc.). This also allows HOTEL AMFORA to communicate with you in the appropriate manner.

This therefore generally falls within the scope of pre-contractual communication or for the purpose of executing the contract between yourself and HOTEL AMFORA or on the basis of its legitimate interest.

For example, we use your personal data to process your booking and to communicate with you about your booking.

Certain sensitive data may be derived from your booking or subsequent communication, e.g. whether or not you are a smoker. We shall only process such sensitive data with your consent.

We process identification and billing data for the purpose of maintaining our in-house accounting and invoicing system. This processing falls under our legitimate interest, namely the ability to maintain our records and obtain payment for the services we provide.

We may ask you to complete a customer satisfaction form. Again, we only do so with your consent.

Pre-contractual communication and execution of the supplier agreement

Relevant categories: 2

HOTEL AMFORA will primarily use your personal data to communicate with you about the services or products that you offer and more generally for effective supplier management. This is therefore broadly within the scope of pre-contractual communication or for the purpose of executing the contract between your company and HOTEL AMFORA.

For example, we process the names of your contact persons to enable us to address them correctly and to contact them quickly in case of order problems.

Optimisation of services, security and statistics

Relevant categories: 1, 2 and 3

Naturally, we have the right to adequately secure and optimise our tools and services. This is generally on the basis of HOTEL AMFORA's legitimate interests.

HOTEL AMFORA will always request your consent for non-essential cookies. HOTEL AMFORA hereby refers you to its Cookie Policy.

For example, we can track your browsing behaviour on our website in order to optimise the website experience.

The hotel is equipped with surveillance cameras in order:

- To protect employees and guests from external aggression
- To prevent the theft of company, staff and customer property

The camera surveillance is in permanent operation.

The hotel management and IT manager are exclusively entitled to view the recorded images, as well as the relevant authorities pursuant to their legal rights. The images that are collected and recorded during camera surveillance will be stored for a maximum of one month, unless the recorded images can contribute to proving a crime, damage or disturbance, or to identifying a perpetrator, disruptor of public order, witness or victim.

These images are processed exclusively in accordance with the purpose of surveillance and pursuant to HOTEL AMFORA's legitimate interest.

Marketing by HOTEL AMFORA

Relevant categories: 1, 2 and 3

As a HOTEL AMFORA customer, your email address, first name and last name may be used to promote identical or similar services or products, or to inform you of sector news. This is on the basis of HOTEL AMFORA's legitimate interest. You can ask us to stop sending such information at any time.

Non-customers who subscribe separately to a newsletter or promotion will be requested to provide their consent to the processing of their email address. In the event that the promotion is based on consent, you can ask HOTEL AMFORA to stop sending such information or newsletters at any time.

You may always exercise your right to object in respect of direct marketing.

Subject to your consent, you have the option of allowing HOTEL AMFORA to process your personal data for participation in competitions and promotional campaigns.

Legal obligations and the safeguarding of rights

Relevant categories: 1, 2 and 3

HOTEL AMFORA additionally uses your data to comply with the applicable legal provisions.

Such as legislation pertaining to the preparation of invoices.

HOTEL AMFORA also processes your personal data to safeguard its rights.

For example it will use your personal data to send you the necessary correspondence in the event of a dispute.

Should HOTEL AMFORA process your data on another legal basis or for another purpose, you will receive all relevant information in advance and your consent will be sought accordingly.

HOTEL AMFORA does not use computerised programs to make decisions regarding your personal data or profiling that have legal consequences or may otherwise significantly affect you.

What protective measures has HOTEL AMFORA implemented?

HOTEL AMFORA has implemented administrative (e.g. password usage, the necessary non-disclosure agreements), organisational (e.g. appropriate storage methods, regular backups, restricting access to those who require the data) and technical measures (e.g. anti-virus software, securing network connections through the use of a Secure Socket Layer (SSL)) to protect your personal data.

HOTEL AMFORA will continue to endeavour to adopt appropriate measures, always taking into account the specific nature and size of its operations, the latest technology, the costs of implementation, as well as the context and purpose of processing and the risks to the rights and freedoms of individuals, which vary in terms of likelihood and severity. Please note that a degree of risk is inherent to interaction via the Internet.

HOTEL AMFORA's website may contain links, plug-ins and interfaces to external websites. Should you disclose personal data to these websites, the privacy rules of these websites shall apply and such parties will act primarily in the capacity of a data controller, and the privacy policies of such third parties shall therefore apply.

Please note: Hotel AMFORA has a presence on social media. If you use the buttons that link to social media sites, please remember that any information you disclose on the social media site will be made public. Hotel AMFORA is not responsible for the use that social media sites make of the data that you disclose on them. Please therefore always be careful about what personal information you disclose to anyone in this context.

With whom does HOTEL AMFORA share your personal data?

HOTEL AMFORA shares your data with parties that assist HOTEL AMFORA with the execution of its services, such as IT service providers for data storage, booking software and invoicing, as well as banks and accountants.

Specific examples of service providers:

Stardekk - Cubilis Baron Ruzettelaan 25, 8310 Bruges. Cubilis is a product from Stardekk. We use this service to allow you to make bookings and to check prices and availability in a secure manner. Stardekk also hosts our website.

Worldline SA/NV, Haachtsesteenweg 1442, 1130 Brussels. Worldline processes our credit card payments.

HOTEL AMFORA concludes the necessary contracts with these companies (e.g. by concluding processing agreements etc.). They only receive the data necessary for the provision of their service and may exclusively use this data in the context of performing their services.

In the event that we cease operations or our company is acquired by another company, your personal information will be transferred to the purchasers of the company. In this case, HOTEL AMFORA will provide you with as much notice of this transfer as possible.

Finally, your personal data will be shared with the competent authorities should they request it and provided the request is deemed legitimate e.g. the police.

Will your personal data be transmitted outside the EEA?

HOTEL AMFORA may transmit your personal data to other countries. In case of transmission to countries outside the EEA, HOTEL AMFORA will continue to take the necessary measures to guarantee your rights pertaining to personal data and to ensure its security and integrity. Your personal data will typically be transmitted outside the EEA on the basis of an adequacy decision or standard contractual clauses as approved by the European Commission.

For how long will HOTEL AMFORA store your personal data?

HOTEL AMFORA will not store your personal data for longer than is necessary.

In the event that you receive promotions and general sector information via a newsletter or other means of communication, we will store your first name, last name and email address until you unsubscribe.

In the case of prospective customers, data will be deleted 3 months following the last contact.

Inactive accounts (accounts that have not been used for 6 months) will be deleted within 14 days of sending a warning email.

Personal data pertaining to customers and suppliers is typically stored for up to 5 years following the last contact.

HOTEL AMFORA also stores the personal data necessary to comply with legal provisions, such as tax provisions pertaining to data retention. In this context, HOTEL AMFORA may store data for up to seven (7) years commencing from 1 January of the following year.

HOTEL AMFORA additionally stores the data necessary to safeguard its rights in the event of disputes (e.g. 10 years in respect of contractual liability).

The data will be deleted upon expiry of the retention period.

What are your rights?

You have various rights:

1. Right of access and right to obtain a copy

You have the right to request personal data and other information for inspection at any time. In this case, HOTEL AMFORA will send you a copy within a reasonable timeframe and free of charge.

2. Right of rectification, erasure, processing restrictions and withdrawal of consent

Furthermore, you can also request a modification or erasure of your personal data, a processing restriction (e.g. when HOTEL AMFORA is about to perform a verification on the accuracy of your personal data) or withdrawal of consent (where applicable).

3. Right to object

In certain cases, you may raise an objection and consequently ask HOTEL AMFORA to stop processing certain data, provided you have a valid and legitimate reason for doing so. For example, in the context of direct marketing.

4. Right to data portability

You have the right to obtain personal data in a structured, common and machine-readable format and to transfer this data to another controller.

5. Right to submit a complaint to the competent authority

You have the right to submit a complaint to the competent authority at all times. In Belgium, this is the Belgian Data Protection Authority, Drukpersstraat 35, 1000 Brussels, Tel +32 (0)2 274 48 00, Fax +32 (0)2 274 48 35, contact@apd-gba.be.

This is subject to the scope and limitations of the applicable legislation.

Governing law and jurisdiction

This privacy policy and the processing of personal data is governed by Belgian law. All disputes should preferably be settled amicably. If this proves impossible, all disputes arising from this privacy policy and the processing of personal data shall fall under the exclusive jurisdiction of the courts and magistrates of Hotel Amfora's registered office, unless mandatory legislation prohibits this.

Contact point

If you have any questions or wish to submit a query or objection pertaining to this privacy policy or the processing of your personal data, then please contact HOTEL AMFORA via info@hotelamfora.be. You can also contact HOTEL AMFORA via post, by sending a letter to the address specified above.

HOTEL AMFORA will respond as quickly as possible and within 1 month at the latest. In exceptional circumstances this can take longer (up to a maximum of 3 months), however, HOTEL AMFORA will notify you accordingly.