

Hotel Cerčno d.o.o.  
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Slovenija

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# Privacy Policy of Hotel Cerčno d.o.o.

Thank you for visiting our websites. The protection of your personal information is very important to us so, along with quality content, we also guarantee your right to decide on the use of your information by yourself. This privacy policy regulates the collection, storage and processing of personal data collected by the manager from users.



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## Personal Data Manager

Hotel Cerčno d.o.o., Sedejev trg 8, 5282 Cerčno, Slovenija

Authorized person regarding the protection of personal data is available at [info@hotel-cerkno.si](mailto:info@hotel-cerkno.si).

As a recipient or user, I allow the manager to collect, process and store the personal data transmitted, in accordance with the applicable law on the protection of personal data.

Categories of personal data

Data acquired and stored by the personal data manager:

e-mail address

- name and surname and title or gender due to the need for personalized sending of e-mails
- company name
- physical address
- telephone
- mobile
- which messages the user opened and which links they clicked in messages
- which pages they visited on the portal
- past demand, purchases, invoices, support requests
- user IP addresses and cookie IDs.

## The purpose of personal data processing

The manager, Hotel Cerčno d.o.o., Sedejev trg 8, 5282 Cerčno, will use the data they obtained from users for the following purposes:

- for communicating with subscription or (pre)contractual relationship
- for carrying out contests
- statistical and market analysis; tracking clicks and opening of e-mails, clicking on the website for segmenting purposes and customizing the content of e-mails
- informing and sending newsletters, articles, e-mail notifications
- direct marketing and sending of offers via SMS / MMS, e-mail and notification messages, classic mail, website and mobile applications, and telephone calls
- segmenting, profiling and automated processing to create customized messages and offers that are more relevant to the user
- display customized ads on advertising platforms (Google and Facebook).

When the e-mails are sent, the manager records the received opening messages from individuals and clicks on the links in the received messages. It also records views and actions on the manager's website. For better and more focused forwarding of offers and customization of messages or communications, the recorded data is automatically processed, analyzed, profiled and evaluated for activity and measurement of users' interest.

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## Time of storage

We keep personal information indefinitely or until the consent for the storage and processing of individual data is revoked. After the cancellation of the consent of the individual, their personal data is immediately and effectively deleted.

If we abandon the above-described purposes in our company, for which we store and process personal data, we will immediately delete the databases whose purpose is terminated, efficiently and permanently.

## Personal data protection

The manager will protect the acquired data in accordance with the applicable legislation on the protection of personal data and in accordance with its internal acts adopted on the basis of the law. It will provide adequate organizational and technical protection. In no case will the manager transmit or disclose the acquired data to any third parties. Hotel Cerčno d.o.o. carries out appropriate technical and organizational measures for the protection of personal data.

## User Rights

In accordance with the provisions of the General Data Protection Regulation (GDPR), the data manager must, at the request of the user:

- Confirm whether or not data is processed in relation to the user, and allow the user to access personal data relating to them.
- Submit the personal data that apply to the user.
- Give the user an opportunity to correct or update their personal information.
- Give the user a possibility of partial or total deletion of personal data.
- Provide the possibility of transferring personal data to another provider of related services.
- Give the possibility of partial or total withdrawal of the consent to the processing of personal data.

The manager will take into account your request for cancellation, and at the latest within 15 days, consistently arrange for the cancellation of data processing for the stated purposes.

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Any individual may, if they consider their data protection rights violated by the data manager in any way, submit a complaint to the supervisory body at any time (Information Commissioner of the Republic of Slovenia).

Every user has the ability to simply unsubscribe from the receiving of e-mails by sending with a click on the link in the footer of the received e-mail, or by sending an e-mail of cancellation to [info@hotel-cerkno.si](mailto:info@hotel-cerkno.si) or by replying to a specific received e-mail message.

## Contractual processors and location of storage

The manager may also submit the collected personal data to their contractual processors who can handle the data exclusively in the framework of the manager's instructions and authorizations and who, by written agreement concluded with the manager, are obliged to provide an adequate level of protection of personal data, namely: for CRM, e-mail marketing system and system for marketing automation. The provider collects personal data in the EU territory and does not place them in third countries.

The manager can provide personal information to digital advertising platforms (Google, Facebook, LinkedIn, etc.) and uses their cookies that allow the manager to create more precise segments, display targeted ads, and remarketing. This way, the user gets more relevant ads on these platforms by the operator. In this case, data may be provided to a contractual processor outside the EU.

## Use of Cookies

As a user of the website [www.hotel-cerkno.si](http://www.hotel-cerkno.si), [www.ski-cerkno.com](http://www.ski-cerkno.com), [www.termes-cerkno.si](http://www.termes-cerkno.si), [www.cerkno-resort.si](http://www.cerkno-resort.si), [www.bike-fun-cerkno.si](http://www.bike-fun-cerkno.si) you agree to load cookies on your computer to ensure that all features of the web site, online analytics and advanced advertising are working. The following cookies are downloaded:

- Google Analytics cookies for analytical purposes
- Facebook cookies for remarketing and advertising
- Google cookies for remarketing and advertising
- Addthis cookies to show buttons for sharing on social networks and pop-ups and exposure
- Cookies of marketing automation tools to monitor user activity on a website.

Cookies allow certain content or application functions to be customized for a particular visitor, depending on their choices or preferences, or depending on the properties of their terminal equipment. Cookies for analytical purposes allow continuous improvement of the site.

Instructions for editing cookies in individual browsers:

- [Google Chrome](#)

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- [Internet Explorer](#)
- [Safari](#)
- [Firefox](#)
- [Opera](#)

## Legal Notice

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