

# Privacy Policy

## 1. INFORMATION COLLECTING

We collect information when you register on our website, make a booking, enter a competition and/or unsubscribe. The information collected includes your name, e-mail address, telephone number, and/or credit card.

In addition, we automatically receive and store information from your computer and browser, including your IP address, software and hardware, and the page you requested.

## 2. USE OF INFORMATION

All information we collect from you can be used for:

- Personalization of your experience and fulfillment of your individual needs
- Provision of personalized advertising content
- Improvement of our website
- Improvement of our customer service and support needs
- Contacting you by e-mail
- Administration of a competition, promotion or survey

## 3. DATA PROTECTION IN ONLINE TRADING

We are the exclusive owners of the information collected on this website. Your personal information will not be sold, exchanged, transmitted or transferred to another company without your consent unless it is necessary to fulfill a request and/or transaction, e.g. when issuing a ski pass (day and multi-day tickets, WinterCard) or to order a residence card with customer benefits (Citizens' pass).

## 4. DISTRIBUTION TO THIRD PARTIES

We do not sell, trade or transfer your personal information to third parties. This does not apply to reliable third parties who assist us in managing our website or conducting our business, provided that they commit to keep the information confidential.

We believe that it is necessary to exchange information to investigate, prevent or take action in case of illegal activities, suspected fraud, situations in which the physical safety of a person could be at risk, infringements of our terms of use or if required by law, in accordance with the legal obligations of the municipal, cantonal or national authorities.

## 5. LINKING TO OTHER WEBSITES

Our website contains links to third party websites that may be of interest to you. When you activate such links, you are leaving the website or excerpts from third-party websites is displayed within the Elite Alpine Lodge website. The Elite Alpine Lodge is not responsible or liable for the content or functioning of these third party websites, whether the content is displayed in the environment of our website or if you leave the Elite Alpine Lodge website upon activation of the link shown.

## 6. INFORMATION PROTECTION

We implement a variety of security measures to protect your personal information. We use the latest encryption technology to protect confidential information transmitted online. We also protect your data

offline. Only employees who need to perform certain tasks (such as billing or customer service) have access to personal information. The computers and servers used to store personal information are stored in a secure environment.

## **7. USING COOKIES?**

Yes. Our cookies improve the access to our website and identify regular visitors. In addition, our cookies enhance the user experience by tracking and targeting their interests. However, this use of cookies does not involve personally identifiable information on our website.

## **8. TRACKING TOOLS**

On our website we use the Google Analytics tracking tool. This tracking tool will monitor your surfing behavior on our website. This observation is made for the purpose of the needs-based design and continuous optimization of our website. In this context, pseudonymised usage profiles are created and small text files stored on your computer ("cookies") are used.

Provider of Google Analytics is Google Inc., a company of the holding company Alphabet Inc, based in the US. The terms of service for Google Analytics can be found here:  
<https://www.google.com/analytics/terms>.

## **9. SOCIAL MEDIA PLUG-INS**

This website uses Google Maps to display maps and create route descriptions. Google Maps is operated by Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA. By using this website, you consent to the collection, processing and use by Google, one of its agents, or third parties of the data collected and entered by you. The Terms of Use for Google Maps can be found here:

<https://www.google.com/maps/>

## **10. OPT-OUT**

We use the e-mail address you provided to send you information and updates regarding your order, occasional company news, related product information and more. If you no longer wish to receive e-mails, you can always inform us in writing.

## **11. CONSENT**

By using our website, you agree to our privacy policy.

## **12. RESPONSIBILITY**

In our company, Ms. Sybille Meyer is responsible for data protection. She can be reached at the e-mail address [info@elite-saas-fee.ch](mailto:info@elite-saas-fee.ch).

Saas-Fee in May 2018