

Data Protection Statement for www.superbude.de

I. Introduction

As the operator of Superbude.de, we're obliged to inform you of what personal data we collect, store, use and disclose to third parties, on what basis this occurs and what rights you are entitled to in this regard. The legal basis for both the way we handle your data and our obligation to provide you with information is the German Data Protection Act (BDSG) and the German Telemedia Act (TMG).

In order for you to fully understand the context of the information provided below, some initial definitions are required:

1. Personal data

Personal data is any data that can personally identify the person concerned, as stated by law. This may include names, dates of birth, postal addresses or e-mail-addresses, for example; but IP addresses are also regarded as such in certain cases. The Data Protection Act does not apply to all data – solely when personal data is collected, processed or used.

2. Responsible Authority

According to the Data Protection Act, the Responsible Authority is the natural person or legal entity responsible for data processing and its legality. With regard to all personal data collected, processed and used by www.superbude.de, this is

Superbude Hotel Hostel Lounge Schanze GmbH
Juliusstr. 1–7
22769 Hamburg

Please contact the above-mentioned Authority for all matters concerning the following data protection information. For additional contact details, such as phone numbers and e-mail addresses, please refer to the imprint.

II. Data collected from visitors

1. Environmental variables

Every time a user accesses a URL on superbude.de and every time a file is retrieved, information about this activity is saved in a protocol file on the web server. This does not include personal data, therefore we cannot identify which user has accessed what data.

In particular, the following data set is saved for each retrieval:

name of retrieved file;

date and time of retrieval;

amount of data transferred;

notification as to whether retrieval was successful.

The IP address of the computer from which the request was sent is also saved. The stored data is only evaluated for statistical purposes. It is not disclosed to third parties.

2. Cookies

Superbude.de uses so-called cookies. Cookies are small text files that can be stored on your computer by a website. They are used to identify you next time you visit. These text files do not contain any personal data.

Right to object:

You can delete any stored cookies yourself at any time by selecting the corresponding menu option in your Internet browser or deleting the cookies from your hard drive. For further details, please refer to the help menu of your Internet browser. Of course, you can also use our website without enabling cookies. You can generally disable the use of cookies at any time via your Internet browser settings, or allow (or reject) them on an individual basis.

3. Web analysis

3.1 Google Analytics

This website uses Google Analytics, a web analytics service provided by Google Inc. ("Google"). Google Analytics also uses so-called cookies (see above). The information generated by the cookie about a user's usage of this website is generally transmitted to and stored on a Google server in the USA.

However, if IP anonymisation is enabled on this website, the IP addresses of Google users are first truncated within Member States of the European Union or in other States party to the Agreement on the European Economic Area. Only in exceptional cases is the full IP address transmitted to a Google server in the US, where it is then truncated. IP anonymisation is enabled on this website. Google will use this information on behalf of the operator of this website, in order to evaluate the user's usage of the website, compile reports about website activity, and provide the website operator with additional services associated with website and Internet usage.

The IP address transmitted by your browser as part of Google Analytics is not combined with any other Google data. Users can prevent the storage of cookies by adjusting their browser software settings accordingly; however, this website points out that they may not be able to fully utilise all the features of this website in this case. Users can also prevent Google from collecting the data generated by the cookie and related to their use of the website (including their IP address) and from processing this data by downloading and installing the browser plug-in available at the following link:

<http://tools.google.com/dlpage/gaoptout?hl=de>.

As an alternative to the browser add-on or within browsers on mobile devices, please click this link, in order to prevent Google Analytics from collecting data within this website in future. An opt-out cookie will then be stored on your device. If you delete your cookies, you must click on this link again.

"Retargeting" technology

This website uses so-called "retargeting tags". A "retargeting tag" is a JavaScript element placed within the website's source code. If a user visits a page on this website containing a "retargeting tag", an online advertising provider (e.g. Google) will place a cookie on that user's computer and assign this to the appropriate retargeting audience list. This cookie is subsequently used to promote retargeting campaigns ("interest-related advertising") on other websites. Studies have shown that the inclusion of interest-related advertising is of more interest to Internet users than advertising that has no direct relation to their interests and/or previously visited websites.

Settings

Third-party providers, including Google, use these cookies to place adverts based on a user's previous visits to our website. No personal data is stored. Users of this website can disable the use of cookies by Google by accessing the "Google Ads Settings" site. Users can also disable the use of cookies by third-party providers by visiting the deactivation page of the "Network Advertising Initiative" and **selecting** the appropriate **settings**.

Google Ads Settings:

<http://www.google.com/ads/preferences/?hl=de> >

"Network Advertising Initiative" settings:

http://www.networkadvertising.org/managing/opt_out.asp

3.2 Hotjar

Superbude.de uses Hotjar. Hotjar is an analytics tool provided by Hotjar Ltd., 3 Lyons Range, 20 Bisazza Street, Sliema SLM 1640, Malta. Hotjar allows us to measure and evaluate usage behaviour (clicks, mouse movements, scrolling activity, etc.) on Superbude.de via a tracking code and a cookie. The information collected is transmitted to Hotjar servers in Ireland, where it is stored.

The following information is collected:

the device's IP address (anonymised);

the device's screen size;

device type and browser information;

location;

Superbude.de pages visited;

the date and time the website was accessed.

You can opt out of the collection and storage of your data with future effect at any time at www.hotjar.com/opt-out. Hotjar provides more information about how it handles your data at <https://www.hotjar.com/privacy> (available in German and English).

4. Data submitted via contact forms or sent to us by e-mail

Of course, we also save any personal data that you actively transmit to us, for example, via contact forms, e-mail or other means. This data is only stored, transmitted, processed and used within the scope permitted by law. This also means that data is not transmitted or stored by third parties, unless you have explicitly agreed to this or if it is done as outlined below.

5. Newsletter:

5.1 Daily Point

At www.superbude.de, you can subscribe to a free newsletter. This newsletter contains adverts for all Superbude hotels' services. We use the "Daily Point" system by Toedt, Dr. Selk & Coll. GmbH to produce and distribute this newsletter. Various personal data – i.e. surname, first name and e-mail address – is stored and processed in this way on the Dailypoint servers located in the European Union. In accordance with legal requirements, we have entered into a contractual data processing

agreement with Toedt, Dr. Selk & Coll. GmbH that ensures the legally compliant processing of your data by Dailypoint. You can unsubscribe from the newsletter at any time via the link in your confirmation e-mail or any newsletter e-mail, or by phone or post, if necessary.

5.2 Optinmonster

This website uses the Optinmonster software by Retyp LLC, which allows us to provide visitors with additional services by means of overlays on our website. For details of how Optinmonster handles your personal data and your rights in this regard, please refer to Optinmonster's privacy policy:

<https://optinmonster.com/privacy/> (in English)

6. Facebook Custom Audiences

When registering for the newsletter, you can agree to your address being used for the Facebook feature, "Facebook Custom Audiences". However, this agreement is not a prerequisite for subscribing to our newsletter. If you do agree to this, we will use your e-mail address to display adverts for Superbude's services on Facebook. This does not necessitate the transmission of your e-mail address to Facebook, Inc., 1601 Willow Road, Menlo Park, California 9402, USA. However, a hash-value with your e-mail address will be transmitted to Facebook. Facebook will use this to check whether a Facebook account is registered to the respective e-mail address and to display advertising to that user on our behalf.

You can withdraw your consent at any time by sending an e-mail to the Responsible Authority (see 2.).

7. Links to social networks (Facebook, Twitter, Google+)

At various points on our website, you can share content via social networks or click a link to view Superbude's profile on social networks or share website content. The buttons and links for sharing content and following our social media profiles are initially displayed without your data being transmitted to the provider of the stated networks. However, if you click these buttons, you will leave www.superbude.de and will therefore be subject to the data collection and processing policies of the respective providers. For more information about this, please refer to the data protection statements by these providers.

8. Special features and blog content

You can find the Superbude blog at superbude.de/blog. Some of the blog content and features rely on data processing.

8.1 Embedded third-party content (e.g. videos, Google Maps)

In some cases – for example when maps, tweets or videos from the Youtube platform are embedded in posts, data may be transferred to the respective provider by simply accessing the content.

"Embedding" is usually implemented by way of so-called "Iframes". These are a kind of window on a website's own page that displays a different page. In technical terms, you are therefore visiting two pages at the same time in such a case, namely our blog and the page of the provider whose content is embedded, for example Youtube. At this point, we therefore have no influence over the extent to which your personal data, such as your IP address, is used by the respective providers and where it is transmitted. For more information about this, please refer to the data privacy information of these providers.

8.2 Comments

When users comment on the blog or other posts, their IP addresses are stored. This is to safeguard the provider's security in case someone publishes illegal content (abusive, prohibited political propaganda, etc.) in comments and posts. In this case, we could be sued for the comment or post and are therefore interested in the identity of the author.

Users can subscribe to follow comments. Users will receive a confirmation e-mail to verify that they are the owner of the specified e-mail address. Users can unsubscribe from on-going comment notifications at any time. The confirmation e-mail will include instructions for this.

9. Social Sign-Ins

You can set up a user account with us using the data from your Facebook or Google Plus account. To do this, we use the "Facebook Connect" and "Google Plus Sign-In" functions. These "Social Sign-In" functions work as follows:

When you click the appropriate red or blue button, you will be redirected to your account with the respective social network and prompted to enter your login details. If you are already logged in, this step is omitted. Of course, we have no knowledge of your login details.

The respective network will then inform you of what data will be transmitted to us. We will set up your user account using the data provided.

Of course, all the provisions of this data protection statement apply to the use of data transmitted to us as part of Social Sign-Ins. The data protection provisions of the relevant provider apply to the use of your data on the respective social media platforms.

III. Your rights: information

As well as the above-mentioned opt-out options, you can also request information about the data we store about you, in accordance with § 34 of the German Data Protection Act. To do this, please contact the Responsible Authority (see above, section I.-2.).