

# Privacy Policy

Last updated: March 2024

## INTRODUCTION

This privacy policy ("Privacy Policy") describes how Le Château de Blauzac collects, uses, processes, and discloses your personal information.

Le Château de Blauzac ("we", "us", "our") is responsible for the data handling and processing of your information in connection with your use of our website.

## INFORMATION WE COLLECT

### Information you give to us

- In order to book a stay on our website, you are sharing your name, e-mail address, phone number and the details of your booking.
- **Additional Information** - You may choose to provide us with additional information, such as when you fill in a form, respond to surveys, participate in our activities, communicate with us or share your experience with us.

### Information we automatically collect from your use of our website

- Usage, log data and device information

We automatically collect and log information about your device and use of our website. That information includes: IP address, access dates and times, hardware and software information, device information, unique identifiers, crash data, cookie data, and the pages and features you've viewed or used.

- Cookies and Similar Technologies

We use cookies and other similar technologies to enable the use of our website.

## HOW WE USE THE INFORMATION WE COLLECT

We may use, store, and process personal information to (1) provide, understand, improve, and develop our programs, (2) create and maintain a trusted and safer environment (such as to comply with our legal obligations and policies) and (3) provide, personalize, measure, and improve our advertising and marketing.

**Under (1)** above, we may use personal information to:

- enable you to access and use our website
- operate, protect, improve, and optimize our website and experience, such as by performing analytics and conducting research
- provide customer service
- send you service or support messages and updates

We process this personal information for these purposes given our legitimate interest in improving our website and your experience with it.

**Under (2)** above, we may use personal information to:

create and maintain a trusted and safer environment such as to:

- detect and prevent fraud, spam, abuse, security incidents, and other harmful activity
- conduct security investigations and risk assessments
- comply with our legal obligations
- resolve any disputes with any of our users and enforce our agreements with third parties
- enforce our policies

We process this personal information for these purposes given our legitimate interest in protecting our website and to comply with applicable laws.

**Under (3)** above, we may use personal information to provide, personalize, measure, and improve our advertising and marketing such as to:

- send you a newsletter
- send you promotional messages, marketing, advertising, and other information about us and social media advertising through social media platforms such as Facebook, Instagram, LinkedIn or Google
- personalize, measure, and improve our advertising
- invite you to events

We will process your personal information for the purposes listed in this section given our legitimate interest in undertaking marketing activities to inform you of activities that may be of interest to you.

- To opt-out of marketing emails, simply click the link labeled “unsubscribe” at the bottom of any marketing email we send you.

## **COMPLIANCE WITH LAW, RESPONDING TO LEGAL REQUESTS, PREVENTING HARM AND PROTECTION OF OUR RIGHTS**

Le Château de Blauzac may disclose your information, including personal information, to courts, law enforcement, governmental authorities, tax authorities, or authorized third parties, if and to the extent we are required or permitted to do so by law or if such disclosure is reasonably necessary.

### **Service providers**

Le Château de Blauzac also uses third-party service providers to help us provide services related to our services. These include IT, financial, marketing and legal service providers.

## **INTERNATIONAL TRANSFERS**

We transfer, store, and process your personal information inside the EU.

## **THIRD PARTY PARTNERS & INTEGRATIONS**

Le Château de Blauzac links to third-party partners, not owned or controlled by us, such as Mollie, our payment service, tourist offices, sports accommodations, restaurants. Use of these services is subject to the privacy policies of those providers. When you interact with them you are providing your information to them.

## **CHANGES TO THIS PRIVACY POLICY**

We reserve the right to modify this Privacy Policy pursuant to applicable law. If we make material changes to this Privacy Policy, we will update the “Last updated” date at the top of this Privacy Policy.

## **CONTACT US**

If you have any questions or complaints about this Privacy Policy or our information handling practices, you may email us at [contact@chateaublauzac.com](mailto:contact@chateaublauzac.com).