

5.6 SOCIAL NETWORKS AND ONLINE REVIEWS

We may process your personal data collected through social networking platforms (including Facebook, Instagram, LinkedIn) or online reviews (including on TripAdvisor) in connection with the SEMARAH

HOTEL MANAGEMENT hotel network in order to:

- Answer your questions or complaints
- Monitor our online reputation
- Improve our services

Some of our social networking sites allow users to submit their own content. Please note that content posted on our social network pages becomes publicly available, therefore please exercise caution when you decide to provide certain personal information (such as financial information or address) on such platforms. We are not responsible for the actions of other persons if you post personal information on any of our social networking platforms (e.g., Facebook or Instagram). Also please read the privacy and cookie policy of the social networking platform you are using.

Categories of data processed:

Any personal information that you choose to share with us or that is published on social networks, or other online reviews of our services.

Data source:

Directly from you through public social networking sites, online booking channels or other (feedback) websites.

Reason for data processing:

Legitimate interests of SEMARAH HOTEL MANAGEMENT so that the company could understand the needs and wishes of its guests.

Recipients of the data:

- Other structural units of SEMARAH HOTEL MANAGEMENT involved
- Providers of IT services