



Privacy Policy

This privacy policy describes how **Hotel Sofia** and its affiliates collect, use and share information in connection with your use of our website, services and applications . We may collect and receive information about users of our Services from various sources including

1. Forms (contact, reservation request, vehicle rental)
2. Transport (requests for transfer)
3. Membership / Loyalty Program (Register or Login as a Member)
4. Booking Engine / Reservation System (direct from our website or from other sources e.x. Online travel agents)
5. Analytics (third party services - these data are anonymized and do not link to personal information)

We recommend that you read this Privacy policy in full to ensure you 're fully informed. If you have any questions about this Privacy policy or our use of data collection please contact us at hotel2sofia@gmail.com

1. Information we collect

A. Information you provide

a. Membership / Account Registration

When you register as a member to us directly or ask to become via any form of communication such as email or phone , then you will include personal information including: full name(firstname, lastname), email, phone, country .

b. Forms

When you submit a contact or reservation request then you will include personal information such as: your full name, email (and optionally your phone or country of residence)

c. Transport

When you submit a transfer request you will include personal information such as: your full name , email and optionally your phone, country of residence.

d. Booking / Reservation

When you proceed with a booking via our website or via a third party provider (online travel agent) then you will need to include a full name, email (email alias from third party sources), phone, country and billing information (only if paid via a credit/debid card or if its required as a guarantee)

B. Information we collect when you use our services

Cookies and other tracking technologies

If you wish to remove the cookies, you can manage this through the settings of your browser. Please note however that without the cookies, you might not be able to use the full functionality of our services and any website features. Please use the Help menu of your browser in order to remove cookies

As most websites, we gather certain information automatically and store it in log files. This information may include:

1. IP (internet protocol address)
2. Browser Type(version, platform)
3. Internet Service Provider (ISP)
4. Operating System
5. Date/Time
6. Clickstream data
7. Landing/Exit Pages/Referrer URL

To collect this information a cookie might need to be set on your computer or device . This information is anonymized and its purpose is to use it for statistical analysis, to gain insight if our website is being used correctly, to improve our services and to prevent any kind of fraud.

2. Information we receive from Third parties

This include any Online Travel Agents that you might use their services in order to book a stay with us

3. How we use this Information

1. To answer questions and provide support
2. To improve our services
3. Understand and analyze how you use our services
4. Develop new services, features and functionality
5. Communicate with you either directly or through any of our partners
6. Process your transactions
7. Send you text messages (or push notifications)
8. Find and prevent fraud
9. For compliance (legal, tax or any other purposes) including enforcing our Terms of Services, Policies or other legal rights that may be required by applicable laws and regulations requested by any judicial process or government agency

4. How we might share information

We may sometimes use your information to send you marketing newsletter or offers or news about local events e.t.c. Our newsletters always follow the global principles of giving you the right to unsubscribe anytime you wish.

5. Third party services

You may access other third-party services through the Services, for example by clicking on links to those third-party services from within the Services. We are not responsible for

For the privacy policies and/or practices of these third-party services, and we encourage you to carefully review their privacy policies.

6. Security

Hotel Sofia is committed to protecting your information. To do so, we use a variety of security technologies and measures designed to protect information from unauthorized access, use, or disclosure. The measures we use are designed to provide a level of security appropriate to the risk of processing your personal information. However, please bear in mind that the Internet cannot be guaranteed to be 100% secure.

7. Data Retention

We retain personal information we collect from you where we have an ongoing legitimate business need to do so (for example, to provide you with a service you have requested or to comply with applicable legal, tax, accounting or government requirements).

When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize it or, if this is not possible (for example, because your personal information has been stored in backup storage), then we will securely store your personal information and isolate it from any further processing until deletion is possible. Please note that we periodically delete old backups in 1 and 3 month periods so if you have decided to remove any data we have collected from you, any backup that holds your personal information will be removed at the maximum after 90 days.

8. Access

To protect your privacy and security, we might also take reasonable steps to verify your identity before updating or removing your information.

The information you provide us may be archived or stored periodically by us according to backup processes conducted in the ordinary course of business for disaster recovery purposes.

Your ability to access and correct your information may be temporarily limited where access and correction could:

1. Inhibit **Hotel Sofia** ability to comply with a legal obligation
2. Inhibit **Hotel Sofia** ability to investigate, make or defend legal claims; result in disclosure of personal information about a third party; or result in breach of a contract or disclosure of trade secrets or other proprietary business information belonging to **Hotel Sofia** or a third party.

Anyhow you always have the right to request what data we have stored about you by visiting

the following link and entering your email at the following url

9. Your data protection rights under the general data protection regulation (GDPR)

If you are a resident of the EEA, you have the following data protection rights:

If you wish to access, correct, update, or request deletion of your personal information, you can do so at any time by emailing hotel2sofia@gmail.com (please provide your full name (firstname, lastname, email you have subscribed to use any of our services, country of residence and the hotel/property you were subscribed in order to use any of their services)

In addition, you can object to the processing of your personal information, ask us to restrict the processing of your personal information, or request portability of your personal information. Again, you can exercise these rights by emailing litsarooms@gmail.com (please provide your full name (firstname, lastname, email you have subscribed to use any of our services, country of residence and the hotel/property you were subscribed to use any of their services)

You have the right to opt-out of marketing communications we send you at any time. You can exercise this right by clicking on the "unsubscribe" or "opt-out" link in the marketing emails we send you. To opt-out of other forms of marketing, please contact us by emailing hotel2sofia@gmail.com (please provide your full name (firstname, lastname, email you have subscribed to use any of our services, country of residence and the hotel/property you were subscribed to use any of their services)

Similarly, if we have collected and process your personal information with your consent, then you can withdraw your consent at any time. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect the processing of your personal information conducted in reliance on lawful processing grounds other than consent.

You have the right to complain to a data protection authority about our collection and use of your personal information. For more information, please contact your local data protection authority.

We respond to all requests we receive from individuals wishing to exercise their data protection rights in accordance with applicable data protection laws.

10. Changes to this privacy policy

This Privacy Policy may be modified from time to time, so please visit this link in order to review it frequently. Changes to this Privacy Policy will be posted on our websites and are accessible/discoverable from our contact forms and booking engine / reservation system. If we materially change the ways in which we use or share personal information previously collected from you through our Services, then we will notify you through any possible form of communication.

11. International Data Transfer & Storage

Hotel Sofia uses software that stores information to countries other than the country in which the data was originally collected. These countries may not have the same data protection and privacy laws as the country in which you initially provided the information but when we transfer your personal information to other countries, we will protect that information as described in this Privacy Policy.

If you have any questions please do not hesitate to contact us at hotel2sofia@gmail.com (including your full name and the website you visited)

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