

Privacy policy and consent to data use

www.novapark.at, www.nova-spa.at and www.nova-air.at

We look forward to your visit to www.novapark.at, www.nova-spa.at and www.nova-air.at of Novapark HotelbetriebsgmbH and your interest in our company. The protection and the legally compliant collection, processing and use of your personal data is very important to us. Therefore, we commit ourselves to treat the information provided by the user with the utmost care and sense of responsibility at all times. In order to make you feel safe when visiting our websites, we strictly observe the legal provisions when processing your personal data.

1. Contact for privacy

Responsible for the collection, processing and use of your personal data within the meaning of the Data Protection Act is Novapark HotelbetriebsgmbH, Fischeraustrasse 22, 8051 Graz (Austria) represented by owner and managing director Ing. Helmut Neukam.

If you wish to object to the collection, processing or use of your data by Novapark HotelbetriebsgmbH in accordance with this Privacy Policy as a whole or for individual measures, you can send your objection by e-mail, fax or letter with a clear identification of your person to the following contact information:

Novapark HotelbetriebsgmbH
c/o Data Protection Officer Wolfgang Nister / Friederike Brandl
Fischeraustrasse 22
8051 Graz (Austria)
Fax: +43 (0) 316 682010 - 55
E-Mail: office@novapark.at

2. Collection, processing and use of personal data

2.1 Personal data

Personal data are all information provided by the user on the website of Novapark HotelbetriebsgmbH and which allow a conclusion on his identity. This includes, for example, your name, your telephone number, your address, as well as all inventory data that you provide us with when entering. If you visit our website only, without giving any personal information and, moreover, do not contact us, we store different data by default. This data is used by us only anonymized for statistical purposes and to optimize our website and do not allow any conclusion to your person. For example, these are statistics about which pages are particularly popular or how many users visit certain pages of the homepage.

2.2 Online-Shop

The Novapark HotelbetriebsgmbH saves for each guest who makes purchases on www.novapark.at, www.nova-spa.at and www.nova-air.at and the respective online shop (for example INCERT-Vouchersystem), the data entered there. These are deleted after tax and commercial storage obligations.

2.3 Collection, processing and use of your personal data

Privacy is very important to us. Therefore, we strictly adhere to the applicable data protection regulations when collecting, processing and using your personal data.

The personal information you enter will only be used for the purpose for which you provided this information. Above all, Novapark HotelbetriebsmbH uses your personal data to answer your inquiries and process your orders. D. H. booking reservations, making offers, processing orders, delivering goods and making payments. A transfer of your personal data is therefore carried out e.g. to the shipping company commissioned with the delivery, insofar as this is necessary for the delivery of the goods. When processing payments, we will pass on your payment details to the bank responsible for the payment. The data transmitted in this way may only be used by our service providers for the purpose for which they were provided for the purpose for which they were submitted. Any other use of the information is not permitted. With complete processing of the contract and full payment of the purchase price, your data will be blocked for further use and will be deleted after expiry of tax and commercial storage obligations, unless further use of the data is legally permissible.

If your data is to be used for other purposes, we will inform you beforehand and only use the data if you have previously given your express consent to do so.

You may object to the use of your personal data at any time without incurring any costs other than the transmission costs according to the basic rates. Please use a text message to the contact details mentioned in point 1 (eg e-mail, fax, letter).

2.4 Use of your data for advertising purposes

If you have made a purchase on goods and services with us, we offer you information about their own similar goods and services on the e-mail address sent at the time of purchase (§ 7 III UWG).

You may object to this use of your personal data for advertising purposes at all times or for individual measures without incurring other than the transmission costs according to the basic rates. Please use a message in writing to the contact details mentioned in section 1 (eg e-mail, fax, letter).

2.4.1 Newsletter

By submitting your e-mail address, you consent to the receipt and storage of your data for our newsletter. You can unsubscribe from our newsletter at any time. You can either send us an e-mail or cancel it with a link at the bottom of the newsletter. The personal data will be stored and used for newsletter delivery until you log out. To use our newsletters, statistics are collected for the purpose of optimizing these services. The subscribed newsletters as well as the use of the same are assigned to the orderer within the newsletter engine. The data will not be passed on to third parties.

3. Cookies

Accepting cookies is not a requirement for visiting our websites. However, we point out that the unrestricted use and ordering of products is only possible if you allow us to set cookies.

Cookies are small files that are stored on your data carrier and that store certain settings and data for exchange with our system via your browser. A cookie can only contain information that is sent by us to your computer - personal data can not be read out. By accepting cookies on our site, we have no access to your personal information. Most of the cookies we use are deleted from your hard drive after the end of the browser session (so-called session cookies). Session cookies are needed, for example, to offer you the shopping cart feature across multiple pages. Other cookies remain on your computer and allow us to recognize your computer on your next visit (so-called persistent cookies). In particular, these cookies serve to make our offer more user-friendly, effective and secure. The sole purpose of these cookies is to tailor our offerings to your wishes and to make browsing with us as comfortable as possible. The permanent cookies have a lifespan of 14 days to 10 years and delete after the specified time by itself.

In addition, when visiting the homepage of Novapark HotelbetriebsgmbH cookies from partner companies are stored on your hard drive (third-party cookies). These are temporary / permanent cookies that automatically delete after the specified time. These cookies may use pseudonymous information (eg which products you have viewed, which pages you have visited, browser type, time and date) during your visit to this or other websites in order to display advertisements about products or services that you actually have could be interested. These pseudonymous data will never be merged with your personal information.

Do you want to forgo the benefits of our cookies?

In your browser you can set that a storage of cookies is accepted only if you agree. If you just want to accept the Novapark HotelbetriebsgmbH cookies but not the cookies of our service providers and partners, you can choose the setting in your browser „Block cookies from third parties“.

In general, the Help menu in the menu bar of your web browser will show you how to reject new cookies and turn them off. Detailed information on how to make the settings in the browser you are using can be found in the help menu of your Internet browser.

However, only through the use of our cookies you can not fully use and experience some of the features on www.novapark.at, www.nova-spa.at or www.nova-air.at. We therefore recommend that you enable the receipt of cookies.

4. Server-Logfiles

In order to improve our services (eg surfing behavior), every time you visit www.novapark.at, www.nova-spa.at or www.nova-air.at, the usage data is transmitted by the respective internet browser and stored in log files (the so-called „server“). Log files). The records stored in this case contain the following data:

- Date and time of retrieval
- Name of the called page
- IP address
- Referrer URL (origin URL)
- Product and version information of the browser used.

The IP addresses of the users will be deleted or anonymized after the end of use.

5. Web Analyse

To constantly improve and optimize our offer, we use so-called tracking technologies. For this we use the services of Google Analytics and Hotjar.

5.1 Google Analytics

This website uses Google Analytics, a web analytics service provided by Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA („Google“). Google Analytics uses so-called „cookies“, text files that are stored on your computer and that allow an analysis of the use of the website by you. The information generated by the cookie about your use of this website is usually transmitted to a Google server in the USA and stored there. We point out that on this website Google Analytics has been extended by the code „gat._anonymizeIp ();“ in order to ensure an anonymous collection of IP addresses (so-called IP-Masking). Your IP address will therefore only be collected by Google at our request in an abbreviated form, which guarantees anonymization and does not allow any conclusions to be drawn about your identity. If IP anonymization is activated on this website, your IP address will be shortened beforehand by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be sent to a Google server in the US and shortened there. Google continues to comply with the US Safe Harbor Privacy Policy and is registered with the US Department of Commerce Safe Harbor Program. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide other services related to website activity and internet usage to the website operator. The IP address provided by Google Analytics as part of Google Analytics will not be merged with other Google data. You can prevent the storage of cookies by setting your browser software accordingly; however, we point out that in this case you may not be able to use all functions of this website in full. In addition, you may prevent the collection by Google of the data generated by the cookie and related to your use of the website (including your IP address) as well as the processing of this data by Google by downloading the browser plug-in available under the following [Link](#) and install.

5.2 Hotjar

On www.novapark.at, www.nova-spa.at and www.nova-air.at by Hotjar (<https://www.hotjar.com/>), a web analysis service of the supplier Hotjar Ltd. (Hotjar Ltd. is a European company based in Malta - Hotjar Ltd, Level 2, St Julians Business Center, 3, Elia Zammit Street, St Julian's STJ 1000, Malta, Europe) Data collected and stored from which use pseudonyms Usage profiles are created. These usage profiles are used to analyze visitor behavior and are evaluated to improve and tailor our services. Cookies can be used. These are small text files that are stored locally on the site visitor's computer, allowing them to be recognized when revisiting our website. The pseudonymised user profiles will not be merged with personal data about the bearer of the pseudonym without a specific, express consent of the person concerned. You may object to the collection and storage of data for the purpose of web analysis at any time with future effect by clicking this [Link](#). An opt-out cookie is stored on your device. If you delete your cookies, you must click the link again.

6. Use of Facebook, Google+ and Twitter plugins

On our website so-called social plugins („plugins“) of the social networks Facebook and Google+ and the microblogging service Twitter are used. These services are offered by the companies Facebook Inc., Google Inc. and Twitter Inc. („Provider“).

Facebook is operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA („Facebook“). An overview of the plugins of Facebook and their appearance can be found here: <https://developers.facebook.com/docs/plugins>

Google+ is operated by Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA („Google“). An overview of the plugins of Google and their appearance can be found here: <https://developers.google.com/+/plugins>

Twitter is operated by Twitter Inc., 1355 Market St, Suite 900, San Francisco, CA 94103, USA („Twitter“). An overview of the Twitter buttons and their appearance can be found here: <https://twitter.com/about/resources/buttons>

When you visit a page of our website that contains such a plugin, your browser connects directly to the servers of Facebook, Google or Twitter. The content of the plugin is transmitted by the respective provider directly to your browser and integrated into the page. By integrating the plugins, the providers receive the information that your browser has accessed the corresponding page of our website, even if you do not have a profile with the corresponding social network or are currently not logged in. This information (including your IP address) is transmitted by your browser directly to a server of the respective provider in the USA and stored there.

If you are logged in to one of the social networks, the providers can directly assign the visit to our website to your profile on Facebook or Google+. If you interact with the plugins, for example by clicking the „Like“ button, the „+1“ button or the „Tweet“ button, the corresponding information is also transmitted directly to a server of the provider and stored there. The information will also be posted on the social network or on your Twitter account and displayed there to your contacts.

For the purpose and scope of the data collection and the further processing and use of the data by the providers as well as your rights in this regard and setting options for the protection of your privacy, please refer to the privacy policy of the provider.

Privacy policy of Facebook: <http://www.facebook.com/policy.php>

Privacy policy of Google: <http://www.google.com/intl/de/+/policy/+1button.html>

Privacy policy of Twitter: <https://twitter.com/privacy>

If you do not want Google, Facebook or Twitter to assign the data collected via our website directly to your profile in the respective social network, you must log out of the corresponding network before you visit our website. You can completely prevent the plugins from being loaded even with add-ons for your browser. With the script blocker „NoScript“ (<http://noscript.net/>).

7. Data security

Your personal data will be encrypted in the surfing and ordering process via 128 bit SSL v3, RC4, RSA with 1024 bit exchange over the Internet. Credit card data is not stored by us, but collected and processed directly by our payment service provider Payone. We secure our website

and other systems by technical and organizational measures against loss, destruction, access, modification or dissemination of your data by unauthorized persons.

8. Right of information

After protection against data misuse, you have the right to free information about your stored data as well as a right to correct, block or delete your data.

For questions about the collection, processing or use of your personal data, at Information, correction, blockage or deletion of data as well as revocation of granted consent, please, with clear identification of your person:

Novapark HotelbetriebsmbH
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Fischeraustrasse 22
8051 Graz (Austria)
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E-Mail: office@novapark.at

As the internet evolves, Novapark HotelbetriebsmbH will continually update its privacy policy. Changes will be announced in good time on this website. Therefore, you should visit this page regularly to learn about the latest privacy policy.

You can print or save this document by using the usual functionality of your browser (usually „File“ -> „Save As“). You can also download and archive this document in PDF format. To open the PDF file you need the free program Adobe Reader (at www.adobe.de) or comparable programs that execute the PDF format.