

WEISSE ARENA Gruppe

Privacy Policy

Cookies have been implemented on this website to increase its user-friendliness. Further details can be found in the Privacy Policy.

Privacy Policy

1. Scope

This privacy policy applies to Weisse Arena AG (hereinafter: WAG) and its group companies. The following businesses based in Laax and Flims (Switzerland) are currently members of WAG, and others may follow:

- Weisse Arena Bergbahnen AG WBB
- Mountain Vision AG MTV
- Weisse Arena Gastro AG WHR
- Weisse Arena Leisure AG WLE
- Mountain Adventures AG MAD
- LAAX HOMES AG LHG

2. Privacy Policy

The protection of your privacy is of major importance to us. We are committed to treating your personal data in a responsible manner.

3. Purpose of data processing

We collect and process personal data to

- offer you our products and services,
- give you the best possible customer experience and to ensure that this experience is customer-friendly and meets your needs,
- to safeguard your security, ensure your satisfaction and optimise our products and services through the video surveillance of our facilities,
- to optimise the flow of information within the group of companies, based on your consent to our data transfer to WAG partner enterprises or based on your data entry into customer portals such as laax.com and flims.com or into the Inside Laax app.

4. Data collection and processing

We only process your personal data if we have your consent to do so. This is partly to answer your queries, partly to perform the contract concluded with you, to offer you products and advertising tailored to your needs and to meet legal requirements.

Those data may include the following:

- Customer's address details (salutation, surname, first name, address, country, language, email addresses, phone and fax numbers)
- Contact details (surname, first name, address, email addresses, phone and fax numbers, reason and purpose of enquiry)
- Personal data you share with us in an online application, responding to one of our job adverts
- Specific service information for courses (e.g. ski level, preferred teacher), in-app purchases, ticket and subscription purchases, information from the sale and hire of sports apparel, hotel and holiday apartment bookings, as well as other accommodation information (date of birth, special requests). We use these specific pieces of service information in your interest and with your consent in order to better meet your needs and offer you suitable products.

We exchange data with third-party providers, such as names, addresses and card numbers in the case of combined programmes, which we offer together with third-party providers, such as the use of additional sports facilities for a special experience at our destination.

You have the option of creating your own guest profile on customer portals such as laax.com and flims.com. You decide which personal data you want to save to the portal.

Your interactive app Inside Laax is your mobile, personalised companion for a perfect experience at our destination. You decide whether to create a profile with your personal data. If you use the app, the following data are processed: customer's address and contact details, as specified above, details of payment methods, your transaction details and history e.g. upon purchase of tickets and reservations, as well as location data. If you do not want location data to be transmitted you can turn this function off when you install the app for the first time or do so later in the settings

for the device and app. The same applies to the push messaging function. To give you the best possible service, any data entrusted to us will be processed within the Weisse Arena Gruppe (WAG). Your data will be associated with your profile. They will be saved to the app database and will be erased upon the deletion of your profile, which you can request from us at any time.

We process the personal data of children and young adults only with the explicit consent of the responsible adult. The personal data of children and adolescents are only collected for the purpose of providing our services. It is not stored. We also refer to our data protection declaration and general terms and conditions for more information.

Please consult the following webpage about our use of personal data on our websites: <https://www.laax.com/rechtliches/datenschutz>

You always have the option of requesting the deletion of your profile and thus the erasure of your personal data and information (email: feedback@laax.com):

<https://www.laax.com/rechtliches/datenschutz>

5. Disclosure of data

You decide whether to permit us to disclose your personal data to partner enterprises and facilities within WAG. If you do not want us to disclose your data within the group, we may not be able to meet some of your customer-specific requests or it may take us longer to do so.

- I hereby give my consent to the use of my data within WAG for marketing purposes
- I hereby give my consent to the use of my data within Weisse Arena Bergbahnen AG
- I hereby give my consent to the use of my data within Mountain Vision AG MV
- I hereby give my consent to the use of my data within Weisse Arena Gastro AG WHR
- I hereby give my consent to the use of my data within Weisse Arena Leisure WLE
- I hereby give my consent to the use of my data within Mountain Adventures AG MA
- I hereby give my consent to the use of my data within LAAX HOMES AG LHG
- I hereby give my consent to the use of my specific service information such as behaviour, purchases, bookings etc. for the purposes of direct marketing
- I hereby give my consent to receiving your newsletter.

We will not disclose your personal data to third parties outside the group.

Customer data are saved on our servers in Switzerland. Should we use subcontractors, such as hosting, logistics or service contractors, in order to provide our services, we shall take suitable legal precautions as well as appropriate technical and organisational measures to safeguard the protection of your personal data in accordance with the pertinent legal provisions.

We will only store your data for as long as we need them for contractual performance or as specified in your consent. However, this is subject to the proviso that longer retention periods may be required by law or in the event that we might need your data to satisfy periods of limitation in the event of potential legal claims.

Video surveillance data are not stored on a permanent basis. They merely serve the purpose of monitoring operations.

6. Right to object

You may object to this data processing at any time. In the event that you object, we will cease to use your data unless we are required by law to do so or entitled to do so in the exercise of our rights. If you object to our direct advertising or the use of profiles, we will stop the data processing immediately.

Please send your objection to the contact address shown in clause 12 or by email to: feedback@laax.com.

7. Right to information, rectification, erasure and blocking

We will send you information about the personal data we have saved about you at any time and free of charge, including details of the origin of those data, their recipients and the purpose of data processing. Moreover, you are entitled to demand the rectification, blocking or erasure of your data at any time. To do so, please send your request to the contact address shown in clause 12.

8. Use of our website

You can generally use the website of the Weisse Arena Gruppe and the individual websites of the businesses listed in clause 1 without providing your personal data. To optimise our advertising and our entire online facilities, we collect anonymised data in exercise of our legitimate interest, which permit us to analyse the use of our website. This relates to the following details: Date and time when a page was accessed, your IP address, name and version of your web browser, the website (URL) from which you accessed this website and any personal details and information you provide yourself via contact forms and by creating your guest profile.

We must point out, however, that data transmission over the internet – for instance, in email communication – may have security gaps, and we cannot therefore guarantee complete protection against third-party access.

Whenever you open our Inside Laax app, it collects data. They serve the purpose of making our facilities more user-friendly, efficient and secure. Such data specify the version of the app, your device, device network, operating system, screen details, location information and personal IP address. Further details are available at

<https://www.laax.com/rechtliches/datenschutz>

We never store those data on a permanent basis. We only store them for longer than usual if we have become aware of attacks on our website and need to take suitable measures.

When you register on one of the WAG websites or on an app (e.g. Inside Laax), we store your data for as long as your account exists and as required under our legal obligations.

9. Cookies

Our websites and those of our partner companies partly make use of cookies. They serve the purpose of making our facilities more user-friendly, efficient and secure.

Cookies are small text files which are saved to your device. Most cookies are session cookies and are therefore deleted as soon as your session on the relevant site has finished. Other cookies are persistent cookies, i.e. they remain on your device and enable us to recognise your browser next time you visit our website. You decide how long such cookies should be stored.

The acceptance of cookies is not a requirement for visiting the websites. If you do not want any cookies to be created, you can configure your browser to inform you about the use of cookies, so that you can decide to accept or reject each cookie from case to case. Alternatively, your browser can automatically accept cookies under certain conditions or generally reject them, and you can also tell it to automatically delete cookies when closing your browser. Please note, however, that when you disable cookies, the functionality of this website may be limited.

10. Analytical Tools and Advertising

On websites of Weisse Arena AG and those of the companies listed in clause 1, we use web analysis tools in the exercise of our legitimate interests, such as:

10.1. Google Analytics

Google Analytics is a web analysis service of Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94034, USA (hereinafter: "Google"). The information that is created by cookies is sent to a Google server in the United States, where it is then stored. Based on certification under the Privacy Shield Frameworks, Google warrants its compliance with data protection legislation. We only use Google Analytics with active IP anonymisation, so that, prior to being used, your IP address is truncated by Google within member states of the European Union and the European Economic Area.

Pseudonymised user profiles can be created at our request to analyse the usage of our websites, prepare reports on website activity and to perform other services connected with use of the websites. This allows us to continually improve our service. Google can transfer these data to third parties, provided this is legally permitted or where Google has engaged third parties to process the data. These are erased after two years. Further details on the use of data by Google Inc. can be found at <https://privacy.google.com/businesses/>

You can prevent the installation of cookies by changing your browser settings (see clause 9 above).

10.2. Google Ads (previously Google AdWords)

Our websites use Google Ads (previously Google AdWords). Ads is an advertising solution provided by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94034, USA (hereinafter: "Google"). A cookie is saved on your hard drive (a "conversion cookie") if you have arrived at our website by clicking on a Google advert. These cookies are valid for 30 days and are used to identify you personally. As each AdWords customer receives a different cookie, it is not possible to track cookies via the websites of other AdWords customers. The information collected is used to create conversion statistics for Ads customers who employ conversion tracking. If you do not want to participate in tracking,

you can disable the cookie in your browser settings.

Further details are available at: <https://privacy.google.com/businesses/>.

10.3. Iconosquare

Iconosquare is a social media analytical tool provided by pro.iconosquare, 12 rue Armand Barbès, F-87000 Limoges. It does not gather any personal data. Further details are available at: <https://pro.iconosquare.com/privacy-policy>.

10.4 Facebook Business Manager

The Facebook Business Manager tool is provided by Facebook Inc. and Facebook Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2 Ireland. We use it to integrate Facebook and bring you closer to our products and services. We have no influence over the type and scope of the data which is collected by Facebook. Further details on the purpose and scope of the data collection are available from Facebook at: <https://www.facebook.com/policy.php>.

10.5. Inside Laax App: AppFigures

Our app uses AppFigures (Appfigures, Inc., 133 Chrystie St. 3rd Fl., New York, NY 10002) to analyse the app. To do so, all store accounts are linked to AppFigures. Further details are available at <https://appfigures.com/>.

We use a variety of services to carry out the specific purposes of the Inside Laax app, such as analytics, contacting customers, login and authentication, handling of payments, monitoring of the infrastructure, creating and managing backup copies, hosting and backend infrastructures, tag management, location-specific interactions, management of user databases, and testing the performance of content and functions. Detailed information is available at: <https://www.iubenda.com/privacy-policy/389163> and the link on the current website respectively.

11. Privacy Statement for the Use of Facebook Plugins (Like Button)

Our website uses plugins provided by the social media network Facebook, 1601 South California Avenue, Palo Alto, CA 94304, USA. A Facebook plugin can be recognised by the Facebook logo or the Facebook “Like” button on our site. For a list of Facebook plugins, see: <http://developers.facebook.com/docs/plugins/>.

When you visit our site, the plugin creates a direct link between your browser and the Facebook server. This enables Facebook to receive information that you have visited our site from your IP address. If you click the Facebook “Like” button while you are logged into your Facebook account, you can link the content of our pages to your Facebook profile. This allows Facebook to associate your visit to our site with your user account. Please note that, as the operators of these sites, we have no knowledge of the content of data transmitted to Facebook or how Facebook uses those data. For further details please refer to the Facebook Data Policy, at <https://www.facebook.com/about/privacy/>.

If you do not want Facebook to associate your visit to our site with your Facebook account, make sure you log out of your Facebook account first.

12. Contact / data processing controller

If you have any questions, please contact us at: feedback@laax.com.

19/12/2019