

PRIVACY POLICY

The privacy and security of your information is very important to us. Whether you are booking a room, a member of one of our loyalty programs or mailing lists or just a prospective client browsing our website, we want you to trust that the information that you have provided to us is being properly managed and protected.

This privacy policy explains how we use any personal information we collect about you, and your rights to access and correct the personal information we hold about you.

INFORMATION WE COLLECT

Information you give us. In your use of the Site, you may provide us with various information that personally identifies you. For example, we collect information from you when you make a booking through our reservation system or stay at the Hotel. Information collected during the course of the reservation and during your stay may include:

- Your name, email address, home and business address, phone number, nationality and payment card information; and
- Information such as stay and room preferences made during the course of your reservation such as your preferred room type and specific requests to the Hotel.

This information may be provided to us directly when you make a reservation through our reservation system, through our websites, directly at the hotel or through mobile applications. In some cases, we may receive this information from a third party, such as when you book through an online travel agency or hotel booking site.

HOW WE USE THIS INFORMATION

We use the information collected from you primarily to fulfill your hotel reservation. Prior to your stay, this may include sending your information to the Hotel or sending you pre-stay communications. Following your stay, we may also send you post-stay communications and satisfaction surveys to get feedback on your experience.

In some instances where we have your consent or where permitted under applicable law, we may send you marketing communications for products and services that we believe would be relevant for you. We also may use information related to your stay to display targeted advertisements on our websites or on third party websites or to send you more relevant messaging. Additionally, we use this information for purposes of aggregated trend and statistical analysis to evaluate and improve our products and services and other market research.

TRANSFER AND DISCLOSURE OF PERSONAL DATA

We may disclose your personal data to third party service providers for the purpose of providing services to you, for example the processing and fulfillment of your booking. We may also disclose your personal data in other occasions in accordance with applicable law,

e.g. when we have a legal obligation to do so, or when we are allowed to do so under our legitimate interests. In any such transfer we will take steps to make sure such transfer is carefully managed to protect your privacy rights:

- Transfers to any subcontractor or processor will be subject to contractual terms ensuring the security and protection of any personal data, in accordance with applicable law provisions;
- Any transfer of data which originates in the European Union (“EU”) to a country outside of the European Economic Area (EEA), shall be made in compliance with the provisions of chapter 5 of the GDPR, and the legal safeguards included there. Such transfer can be made to countries which are recognized as providing an adequate level of legal protection or where we can be satisfied that alternative arrangements are in place to protect your privacy rights, as like the EU-US Privacy Shield;
- Any requests for information we receive from law enforcement or regulators will be carefully validated before the disclosure of any Personal Data.

COOKIES USAGE

Like many other websites, our Site may use “Cookies” or “Other Technologies” (such as “pixel tags”, “web beacons”, links in emails, JavaScript, device IDs assigned by Google or Apple, or similar technologies). Cookies are a small text file that is placed onto an Internet user’s web browser or device and is used to remember as well as obtain information about that party. Cookies and Other Technologies allow us and third parties to obtain information about your visits to the Site, including to analyze your visiting patterns.

We use this information to process your reservations or requests and to deliver online and mobile advertisements, messages, and content for us and others that are specific to your interests. Cookies may be used on the site in order to improve your experience. In some instances, where permitted under the applicable law, cookies may also be used for certain advertising campaigns. For example, we may use Cookies to:

- Remember your language and other preferences;
- Remember your username and password for future visits so that log-in is easier and faster;
- Ensure you obtain all requested information;
- Provide a safe and secure service for online transactions;
- Track your response to advertisements and website or app content for analysis and the number of times we send you the same advertisement;
- Measure how many people use the Site, and how they use it, so that we may keep it running quickly and efficiently; and
- Help us and others deliver communications and content to you that are relevant, customized and responsive to your interests and location.

We may use various types of Cookies and other Technologies may be used for the same purposes as our Cookies, to allow us and third parties to know when you visit the Site, and

to understand how you interact with emails or advertisements. Through Other Technologies, non-personal data (e.g., your operating system, your browser version, and the URL you came from) or aggregate information may be obtained and used to enhance your experience and understand traffic patterns.

Managing cookies and opting out:

Aside from the Essential Cookies, you can choose to visit and use our website without cookies, but in some cases certain services, features, and functionality may not be available.

To visit without cookies, you can always configure your browser to reject all cookies or notify you when a cookie is set.

You can always delete your browser history in order to delete any cookies from your computer.

HOW WE SECURE YOUR INFORMATION

We are committed to protecting the security of your personal data. We use a variety of security technologies and procedures to help protect your personal data from unauthorized access and use. However, the collection, transmission and storage of information can never be guaranteed to be completely secure. Yet, we take steps to ensure that appropriate security safeguards are in place to protect your information, and we will continue to revise policies and implement additional security features as new technologies become available.

ACCESS TO AND AMENDING YOUR PERSONAL INFORMATION

We want to make sure that your personal information is accurate and up to date. You may ask us to correct or remove personal information you think is inaccurate by contacting us. You also have the right to request a copy of the personal information that we hold about you, as well as to restrict our use in your personal data and to object to how we use your personal data. To do so, please contact us.

CHANGES TO THIS PRIVACY STATEMENT

We reserve the right to change this statement from time to time at our sole discretion. If we make any changes, we will post those changes here so that you can see what information we gather, how we might use that information and in what circumstances we may disclose it. By continuing to use our site or our services or otherwise provide data after we post any such changes, you accept and agree to this statements as modified.

CONTACT US

If you require further information or have any questions regarding this Privacy Policy, then please email us at reservation@magdala.org, telephone us on +972 04-620-9900.

