



Privacy Policy and Cookie Usage

1. This Privacy Policy sets out the principles for the processing and protection of personal data provided by users in connection with their use of services offered by the website of **Atrium Hotel***** (hereinafter: the Service).
2. The administrator of personal data contained in the Service is **Epol Holding sp. z o.o.** with its registered office in Łódź, which is the entity that independently determines the purposes and methods of processing personal data (hereinafter: ADO)
3. In order to ensure the safety of entrusted personal data, ADO operates based on internal procedures and recommendations, in accordance with the relevant legal provisions regarding personal data protection, and in particular with the Regulation (EU) 2016/679 of the European Parliament and Council of April 27, 2016, on the protection of natural persons regarding the processing of personal data and the free movement of such data, and repealing Directive 95/46/EC.
4. ADO takes special care to protect the interests of individuals whose data is processed and ensures that personal data is:
 - a. processed lawfully,
 - b. collected for specified, legitimate purposes and not further processed in a manner inconsistent with those purposes,
 - c. accurate and relevant to the purposes for which it is processed, . stored in a form that allows identification of the data subjects for no longer than necessary to achieve the processing purposes.
5. ADO collects information about users and their behaviors through voluntarily submitted information in forms for the purpose of:
 - a. responding to user inquiries made using the contact form based on Article 6(1)(f) of the GDR
 - b. accepting bookings via the online booking system based on Article 6(1)(b) of the GDPR,
 - c. providing services offered by ADO based on Article 6(1)(b) of the GDPR,
 - d. marketing, including sending commercial information to the email address if the client has consented by checking the appropriate box during the booking process based on Article 6(1)(a) of the GDPR. The consent to process data for marketing purposes and sending commercial information can be withdrawn by clicking the appropriate link in the received message or sending such a request to the ADO email address,

- e. pursuing ADO's legitimate interest in specific cases based on Article 6(1)(f) of the GDPR, e.g., debt collection.
6. When visiting the [Atrium Hotel***](#) website for the first time, the user is informed about the use of cookies. By remaining on the website, the user accepts the use of cookies. Not changing the browser settings is equivalent to giving consent for the use of cookies.
7. Changing cookie settings will take effect after restarting or refreshing the session on the ADO website.
8. The installation of cookies essential for the basic functionality of the Service is necessary for its proper operation, in particular for authentication purposes.
9. Essential cookies for the website's operation can be changed by altering browser settings, but it should be noted that changing the settings may cause the website to function incorrectly.
10. More information about cookies can be found in the "Help" section of the user's web browser menu.
11. Users who, after reviewing the information provided in the Service, do not want cookies to be stored in their web browser, should delete them from their browser after visiting the Service. The following types of cookies are used in the Service:
 - a. session cookies – remain in the browser until it is closed or the user logs out of the Service,
 - b. persistent cookies – remain in the browser until deleted by the user or for a predefined period set in the cookie parameters.
12. From the perspective of functionality, cookies can be divided into:
 - a. analytical cookies, which help improve user experience by understanding how users interact with and convert on the site,
 - b. marketing cookies, used to personalize ad content, direct targeting, and analyze the performance of marketing channels and sales channels,
 - c. essential cookies, which are fundamental for the basic functionality of the Service.
13. The cookies we use allow us to develop our website.
14. Some cookies may be placed by the Online Booking System provider solely for: a. improving and supporting the booking process, b. analyzing and collecting statistical data on the use of the website and the online booking system to improve them, c. the Online Booking System provider informs about installed cookies in the system's user interface.
15. ADO may use automated decision-making, including profiling, for marketing purposes (including automated ad targeting based on your interests and measuring their effectiveness), and for customizing offers based on Article 6(1)(a) of the GDPR.

16. Personal data may be disclosed to authorities, institutions, and entities authorized under applicable law, as well as entities providing services to ADO (e.g., legal, IT, marketing, accounting services, and other entities participating in the fulfillment of the ordered service).
17. We use the following analytical tools:
Google Analytics - To learn more about how Google processes your personal data, visit: <https://policies.google.com/technologies/partner-sites?hl=en>
18. We use the following marketing tools: Facebook Pixel
19. The user of the Service has the right to access, modify, request the deletion of their personal data, and limit or cease processing their personal data at any time. The user can also request the deletion of their personal data from the service. The right to data portability does not apply, as there is no established standard for exchanging such data between hotel establishments.
20. To exercise the rights mentioned above, the Service user should contact ADO using the same email address or phone number provided to the Service, or by contacting: hotelatrium@hotelatrim.pl
21. The Service user has the right to withdraw consent at any time without affecting the lawfulness of the processing based on consent before its withdrawal by directly contacting ADO or, in the case of technology, by changing cookie settings.
22. Each Service user has the right to lodge a complaint with the Personal Data Protection Office.
23. The Service may contain links to other websites that operate independently of the Service and are not supervised by the Service. These websites may have their own privacy policies and regulations, which we recommend reviewing carefully.
24. ADO reserves the right to change the privacy policy of the service, which may result from the development of internet technologies, potential changes in the law regarding personal data protection, and the development of the Service. We will inform users of any changes in a visible and understandable manner.

[Manage privacy settings](#)

Essential cookies

Cookies necessary for the operation of services available on the website, enabling browsing offers or making reservations, supporting security mechanisms, including user authentication and abuse detection. These files are required for the proper functioning of the website. They do not require your consent.

Analytical cookies

Cookies allowing the collection of information about the user's use of the website in order to optimize its functioning and adapt it to user expectations. By consenting to these cookies, you agree to the processing of data regarding your activity on the site for analytical purposes.

Marketing cookies

Cookies enabling the display of marketing content tailored to the user's preferences and directing marketing offers to them corresponding to their interests, including information about user activity, products, and services of the site administrator and third parties. Consent to these cookies means that your data may be used for advertising personalization and analysis of the effectiveness of our advertising campaigns.

