

# Privacy policy "WEISSE ARENA GROUP"

## 1. Validity

This privacy policy applies to Weisse Arena AG (hereinafter "WAG") and its companies (hereinafter together with WAG "GROUP" or "we"). WAG currently holds shares in the following companies based in Laax or Flims, Switzerland, with others to follow:

- Weisse Arena Bergbahnen AG
- Mountain Vision AG
- Weisse Arena Gastro AG
- Weisse Arena Leisure AG
- Mountain Adventures AG
- LAAX HOMES AG
- Baugesellschaft Rocksresort
- Startgels AG

## 2. Privacy policy

WAG operates directly or indirectly via its companies or contractors various websites and the interactive mobile app (hereinafter "LAAX App") and collects, processes and uses your personal data. The protection of your personal data is very important to us. We are committed to responsible handling of your personal data. It is important to us that you know what personal data we collect from you, how this is done, how this data is processed and for what purposes. By accepting our privacy policy and using our websites, the LAAX App and further services, you declare your consent to all such data processing (incl. data transfer). We therefore ask you to read the following information carefully.

## 3. Purpose of data processing

We process your personal data, inter alia, to answer your inquiries, to perform the contract concluded with you (performance of a contract), to offer you products and services tailored to your needs and advertising, to protect legitimate interests (legitimate interest) and to comply with legal obligations (legal obligation). For this purpose, we collect and process personal data, inter alia, in order to:

- offer you our services and products,
- ensure a better customer experience and make it customer-friendly and individual for you,
- process orders and contracts,
- answer questions and concerns,
- ensure your safety and satisfaction within the scope of the video surveillance of our facilities and to optimize the offers and services and,
- optimize the information flow within the GROUP.

## 4. Collection and processing of data

#### 4.1. **Websites**

The use of the website <https://weissearena.com> as well as the individual websites of the companies listed in section 1 is generally possible without providing personal data. To optimize our advertising and the entire online offering, anonymized data is collected based on our legitimate interest in order to evaluate the use of the websites.

When visiting our websites, we process the following data: IP address of the requesting computer

- IP address of the requesting computer
- Date and time of access
- Name and URL of the retrieved file
- Operating system of your computer and the browser you are using
- Country from which you accessed the website and language settings of your browser
- Name of your internet access provider
- Cookie information
- Browser settings such as name and version
- Frequency of website visits
- Duration of website visits
- Search terms
- Shopping cart contents
- Clicks on content
- Referrer page

The collection and processing of this data are carried out to enable the use of the websites (connection setup), to ensure system security and stability, to optimize our online offering, and for internal statistical purposes. The IP address is used in particular to record your country of residence and to make appropriate settings (e.g. language). The IP address is also stored in order to be able to react appropriately to attacks on our network infrastructure.

In all these purposes lies our legitimate interest in this data collection and processing.

#### 4.2. **LAAX App**

The LAAX App is your mobile, personalized companion for a perfect experience in our destination. You decide whether to create a profile with your personal data.

When using the LAAX App, the following data is processed:

- Contact details: First name, surname, e-mail address, telephone number, address, city, postcode, country, date of birth, family membership (season ticket)
- Skiing data: Days of skiing, lift usage
- Financial data: Token-based payment information
- Location data: Location information during the use of the app at regular intervals and during specific actions such as activation of a guest card, ticket purchase, use of the SOS functionality, or the use of the live map's location determination
- Contacts: Friendship links

- User content: Feedback e-mails, user-generated photos to complete the profile, gameplay content (statistics such as elevation gains, leaderboard rankings, responses to quizzes and surveys), customer support (conversation flow between user and customer support team) and other data such as interests based on user self-declaration in the profile, number of loyalty points and activation of tokens
- Search queries
- Identification information: User identification (user ID, keycard ID, third-party system IDs such as Axess, ikentoo, aleno) and device identification
- Transaction data via LAAX App and web shop: Tickets for users or third parties, food orders, loyalty rewards purchases, rentals, table reservations, donations, and other products
- Usage data: Product information such as page views and interactions; advertising data such as views of NewsFeed campaigns
- Diagnostic data: Crash logs and events; performance measurements such as start time, load times and volume; device information such as manufacturer, device model and operating system
- Service data: Clothing and shoe sizes and skiing-skills

If you want to avoid the transfer of location data, you can decline this during the first installation of the LAAX App or adjust it later in your device and app settings. The same applies to push notification functions.

In order to provide you with the best possible service, we process your data within the GROUP and in cooperation with or through our contractors (such as inside labs AG) and contractual partners. Your data is linked to your profile. They are stored in the app database and will be erased when your profile is deleted, which you can request from us at any time.

Each time you open the LAAX App, information is collected. This information is used to make our offering more user-friendly, effective, and secure.

#### 4.3. **Contact Form**

When using our contact form, we process the following data:

- Contact details: Salutation, first name, surname, company, e-mail address, street, postcode, city, telephone number
- Request details: Subject, reason for the request, date, number of persons, concern/description

We use this data to respond to your contact request as best and as personally as possible. This constitutes our legitimate interest.

#### 4.4. **Guest Profile**

When using our guest profile, we process the following data:

- Contact details: Salutation, title, first name, surname, company, e-mail address, street, postcode, city, telephone number

- Personal data: Gender, date of birth
- Booking data: Comments, booking date, booking period, number of persons, accompanying persons, booking history, booking channel
- Financial data: Credit card details, payment history

We use this data to answer your contact request in the best possible and personalized way. Therein also lies our legitimate interest.

#### 4.5. **Newsletter**

When subscribing to our newsletter, we process the following data:

- Contact details: Salutation, first name, surname, language, e-mail address

We process this data in order to personalize the information and offers sent to you and to better align them with your interests. By registering, you give us your consent to process the data provided for the regular dispatch of the newsletter to the address you have provided and for the statistical evaluation of user behavior to optimize the newsletter. This consent constitutes our legal basis for the processing of the aforementioned data. In the evaluation purposes mentioned above, lies our legitimate interest as well .

#### 4.6. **Online Job Applications**

When you submit an online application for one of our advertised positions, we process the following data:

- Contact details: Salutation, first name, surname, e-mail address, street, postcode, city, telephone number
- Submitted documents such as employment references and certificates

The collection and processing of this data is purpose-bound for the staffing of positions within the GROUP. The data is generally only forwarded to the internal departments of the GROUP responsible for the specific recruitment process.

#### 4.7. **Online Bookings**

When booking via one of our websites or via the booking website of a provider we cooperate with (e.g., TCS, Training & Freizeit AG), we process the following data:

- Contact details: Salutation, title, first name, surname, company, e-mail address, street, postcode, city, telephone number
- Personal data: Gender, date of birth, height, weight, skier type, skiing skills, language, special characteristics (such as disabilities, allergies, dietary preferences)
- Booking data: Flight number, arrival time, accommodation, booking period, number of persons, accompanying persons, booking channel, comments
- Financial data: Credit card details, payment history

We process the data required to provide the booking services. We would like to point out that the data you enter is usually also collected directly by the booking service provider and stored and/or forwarded by us to them. If the booking service provider subsequently

processes the collected data independently, the privacy policy of the respective provider applies, and we kindly ask you to also consult it. The legal basis for this data processing is the performance of a contract.

#### 4.8. **Flims Laax Falera WLAN**

When using our Flims Laax Falera WLAN, we process the following data:

- Contact details: E-mail address, telephone number
- IP address of the end device
- Usage of websites
- Connections to access points

We process this data in particular to comply with legal obligations and to provide you with tailored services.

### 5. **Data transfer**

We will only pass on your personal data if you have given your express consent, if there is a legal obligation to do so or if this is necessary to enforce our rights, in particular to enforce claims arising from the relationship between you and WAG and its companies. In addition, we will pass on your data to third parties as far as this is necessary within the framework of the use of our websites and the LAAX App for the provision of the products or services requested by you and for the analysis of your user behaviour. To the extent necessary, the transfer may also take place abroad. In compliance with legal requirements, we may make your data available to recipients, such as contractors within and outside the GROUP and other third parties, such as business partners and service providers or authorities.

We may also transfer your personal data to third parties (i.e. commissioned service providers) abroad if this is necessary for data processing. These third parties are obligated to the same extent as we are ourselves to protect your personal data. If the level of data protection in a country does not correspond to that in Switzerland resp. the European Union, we will contractually ensure that the third party ensures that the protection of your personal data corresponds to that in Switzerland or the EU.

For the sake of completeness, we would like to point out that there are surveillance measures in place in the USA by US authorities which generally allow the storage of all personal data of all persons whose data has been transferred from Switzerland to the USA. This is done without differentiation, restriction or exception based on the objective pursued and without any objective criterion that would make it possible to limit the access to and subsequent use of the data by the US authorities to very specific, strictly limited purposes that could justify the interference associated with both access to and use of the data. Furthermore, we would like to point out that there are no legal remedies in the USA that would allow them to access, correct or erase data concerning them, or that there is no effective judicial protection against general access rights of US authorities.

It is important to us to draw your attention to this legal and factual situation so that you can make an appropriately informed decision to consent to the use of your data.

If you are a resident of an EU member state, we would also like to point out that, from the perspective of the EU, the USA does not provide an adequate level of data protection, partly due to the issues mentioned in this section.

In exceptional cases, the transfer to countries without adequate protection is permitted, e.g. based on express consent, for the performance of a contract with the data subject or for processing your contract application, for the conclusion or performance of a contract with someone else in your interest or for the assertion, exercise or defence of legal claims.

## **6. Right to information, correction, blocking, erasure, restriction of processing, data portability and objection**

You have the following rights in relation to your personal data:

### **6.1. Information**

You have the right to obtain confirmation from us as to whether we are processing personal data about you and, if so, to request information on the processing of your personal data.

### **6.2. Correction**

You have the right to correct and/or complete your personal data processed by us.

### **6.3. Blocking**

You have the right to block your personal data processed by us.

### **6.4. Deletion**

You have the right to have your personal data erased, unless we are required by applicable laws and regulations to retain your personal data if

- the personal data are no longer necessary for the purposes pursued;
- you have revoked your consent and there is no other legal basis for the processing;
- you have effectively objected to the processing;
- the data have been processed unlawfully.

### **6.5. Restriction of processing**

You can demand that we restrict the processing of your personal data in the following cases:

- If you dispute the accuracy of the data, for the duration of our verification and the subsequent correction or refusal of the correction.
- If, in the event of unlawful processing, you refuse to have your data erased and instead request the restriction of processing.
- If, after the purpose has been fulfilled, you request that the data not be erased, but that they continue to be kept for the assertion of rights.

#### 6.6. **Data portability**

You have the right, under certain conditions, to receive the personal data you provide in a structured, commonly used and machine-readable format. You are entitled to have this personal data transferred to another company without hindrance, as far as this is technically possible.

#### 6.7. **Right of objection**

You have the right to object to the processing of your personal data by us at any time for reasons relating to your particular situation and we may be asked to stop processing your personal data. If you have the right to object and exercise this right, your personal data will no longer be processed by us for such purposes.

In particular, there is no right of objection if we have compelling reasons for processing which are worthy of protection and which override your interests and rights, or if the processing serves to establish, exercise or defend legal claims or is necessary for the conclusion and execution of a contract.

If we process your personal data for the purpose of direct marketing, you have the right to object to this processing at any time. After your objection, your personal data will no longer be processed for direct marketing purposes.

#### 6.8. **Right to withdraw consent**

You have the right to withdraw your consent to the processing of your personal data for one or more specific purposes. The withdrawal of your consent does not affect the lawfulness of the processing based on consent before its withdrawal.

#### 6.9. **Contact point and notification**

You can assert your rights in connection with the processing of your personal data at the contact point according to paragraph 12.

You also have the right to file a complaint with the competent supervisory authority if you believe that the processing of your personal data is in breach of applicable law.

### 7. **Storage duration and data erasure**

We store and process your personal data for as long as this is necessary to achieve the purpose for which it was collected, or as required or permitted by law, or in accordance with your consent. For example, we have a legitimate interest in storing your personal data for as long as they are subject to a retention obligation or where storage is necessary for evidence or security reasons. Thereafter, your personal data will be erased from our systems or anonymized so that you can no longer be identified. A longer storage period may occur, for example, if we detect attacks on our websites and have to take appropriate measures. If you register, for example, on the websites of the GROUP companies or in the LAAX App, we store your data inter alia in accordance with our legal obligations.

Data from video surveillance is not stored permanently. It serves exclusively for operational monitoring purposes.

## **8. Data transmission**

We would like to point out that data transmission over the internet (e.g. communication by e-mail) can have security gaps. A complete protection of data against access by third parties is not possible.

## **9. Cookies**

Our websites, as well as those of our partner companies, use so-called cookies in part. Cookies serve to make our offering more user-friendly, effective, and secure.

Cookies are small text files that are stored on your device. Most of the cookies we use are so-called "session cookies." They are automatically deleted after your visit to the website. Other cookies, so-called "persistent cookies," remain on your device and enable us to recognize your browser during your next visit. The storage duration of such cookies is determined by their configuration.

Accepting cookies is not a prerequisite for visiting our websites. If you do not wish to allow cookies, you can configure your browser to inform you about the setting of cookies, to allow cookies only in individual cases, to exclude the acceptance of cookies for specific cases or in general, and to activate the automatic deletion of cookies when closing the browser. Please note that disabling cookies may limit the functionality of this website.

## **10. Tools and advertising**

On the website <https://weissearena.com>, the individual websites of the companies listed in Section 1, and the LAAX App, we use the following tools based on our legitimate interest:

### **10.1. Google Fonts**

Google Ireland Limited  
Google Building Gordon House  
Barrow St  
Dublin 4  
Ireland

Our websites use so-called web fonts provided by Google to ensure a uniform presentation of fonts. When you access one of our websites, your browser loads the required web fonts into its browser cache to correctly display texts and fonts.

For this purpose, the browser you are using must establish a connection to Google's servers. This informs Google that your IP address has been used to access our websites. The use of Google Web Fonts is carried out in the interest of a uniform and attractive presentation of our online offerings. This constitutes a legitimate interest.

<https://policies.google.com/privacy>



## 10.2. **Outdooractive**

Outdooractive GmbH & Co KG  
HRA 8939  
Missener Strasse 18  
87509 Immenstadt  
Deutschland

We use the services of Outdooractive on our websites. Outdooractive provides electronic databases that you, as our users, can use in the form of an electronic information portal in the digital tourism sector. This includes, for example, maps and route planning.

<https://www.outdooractive.com/de/datenschutz.html>

## 10.3. **Meta Pixel**

Meta Platforms Ireland Limited  
Merrion Road  
Dublin 4  
Ireland

Our websites use the so-called “Meta Pixel” of the social networks of Meta for the following purposes:

- Facebook and Instagram custom audiences
- We use the Meta Pixel for remarketing purposes in order to be able to re-engage you within 180 days. This enables us to show users of the websites interest-based advertisements when they visit the social networks Facebook and Instagram or other websites that also use this method. Our interest here is to display advertisements that are relevant to you and to make our websites and offers more interesting for you.
- Facebook and Instagram conversion
- In addition, we want to use the Meta Pixel to ensure that our online advertising corresponds to the potential interests of users and does not have a harassing effect. With the help of the Meta Pixel, we can track the effectiveness of online advertising for statistical and market research purposes by seeing whether users were redirected to our websites after clicking on an online advertisement (so-called “conversion”)

<https://www.facebook.com/privacy/policy/>

## 10.4. **Google Tag Manager**

Google Ireland Limited  
Google Building Gordon House  
Barrow St  
Dublin 4  
Ireland

Our websites use Google Tag Manager. Google Tag Manager is a solution that allows

marketers to manage website tags via an interface. The tool itself (which implements the tags) is a cookie-less domain and does not collect any personal data. The tool triggers other tags that may themselves collect data. Google Tag Manager does not access this data. If a deactivation has been carried out at the domain or cookie level, it remains in place for all tracking tags that are implemented with Google Tag Manager.

<https://policies.google.com/privacy>

#### 10.5. **Google DoubleClick Floodlight**

Google Ireland Limited  
Google Building Gordon House  
Barrow St  
Dublin 4  
Ireland

We use “DoubleClick Floodlight,” a service of Google Ireland Limited, on our website. Google DoubleClick Floodlight allows us to determine how clicks on advertisements or information on Google platforms effectively lead to transactions and similar actions by users on our site. These functions use temporary cookies from Google and do not process individual user data. You can use the options provided by Google or make appropriate browser settings to object to the use of these cookies.

<https://www.google.com/intl/de/policies/privacy/>

#### 10.6. **Youtube**

YouTube (Google LLC)  
901 Cherry Ave.  
San Bruno, CA 94066  
USA

We embed YouTube videos into our online offering that are stored on <https://www.youtube.com> and can be played directly from our websites. Information about the purpose and scope of data collection and its processing by YouTube can be found in YouTube’s privacy policy.

<https://www.google.de/intl/de/policies/privacy>

#### 10.7. **Vimeo**

Vimeo, Inc.  
555 West 18th Street  
New York  
New York 10011  
USA

We integrate videos from the Vimeo platform, operated by Vimeo Inc., into our online offering. In doing so, usage and communication data, device data, and content data may be transmitted to the provider. Our legitimate interests lie in the user-friendly integration of videos and their optimal presentation.

<https://vimeo.com/privacy>

#### 10.8. **June**

JUNE  
Grosse Johannisstrasse 3  
20457 Hamburg  
Deutschland

We use June for sending newsletters. After you register, you will receive a personalized newsletter with news, offers, and further information. We evaluate your purchasing and click behavior on our websites

<https://juneapp.com/imprint/#data-security>

#### 10.9. **Branch.io**

Branch Metrics, Inc.  
1400 Seaport Blvd  
Building B, 2nd Floor  
Redwood City, CA 94063  
USA

Branch Metrics, Inc. provides a platform for linking (deep linking) and analyzing cross-application experiences between app and web. This enables us, for example, to redirect users to the appropriate app store or to specific areas within the app.

<https://branch.io/policies/#privacy>

#### 10.10. **Google Ads**

Google Ireland Limited  
Google Building Gordon House  
Barrow St  
Dublin 4  
Irland

Our websites use the online marketing tool Google Ads (including Conversion and Remarketing) from Google.

Google Ads uses cookies to display advertisements relevant to users, to improve reports on campaign performance, or to prevent a user from seeing the same advertisements multiple times. Through a cookie ID, Google records which advertisements are displayed in which browser. In addition, Google Ads can use cookie IDs to record so-called conversions that are related to advertisement requests. This happens, for example, when a user sees a Google Ads advertisement and later accesses the advertiser's website with the same browser and makes a purchase there.

Due to the marketing tools used, your browser automatically establishes a direct connection to Google's server. Through the integration of Google Ads, Google receives the information that you have accessed the corresponding part of our website or clicked on an

advertisement from us. If you are registered with a Google service, Google can associate the visit with your account. Even if you are not registered with Google or have not logged in, there is a possibility that Google processes your IP address.

Our legitimate interest lies in the optimization of our advertising offer through the analysis of user behavior.

<https://policies.google.com/privacy>

#### 10.11. **LinkedIn**

LinkedIn Ireland Unlimited Company  
Wilton Place  
Dublin 2  
Ireland

We use the LinkedIn Insight Tag and Conversion Tracking from LinkedIn Ireland Unlimited Company. With the help of these services, we can analyze the success of our advertisements on the LinkedIn network and display personalized advertising to you.

The LinkedIn Insight Tag sets a cookie in your browser. If you visit our websites and are logged into your LinkedIn account at the same time, a connection to the LinkedIn server is established. The following personal data is processed: referrer URL, IP address, device and metadata, timestamp, and your page views/usage. This data is encrypted, anonymized within seven days, and deleted within 90 days. We only receive aggregated reports from LinkedIn about the website audience and the performance of the advertisements, allowing us to analyze the success of our advertising campaigns.

With the help of Conversion Tracking, you as a website visitor can also be recognized across devices, allowing us to display targeted advertising for our ads that may be of interest to you outside our websites on LinkedIn (retargeting).

We have a legitimate interest in analyzing user behavior to optimize both our web offering and our advertising.

<https://www.linkedin.com/legal/privacy-policy>

#### 10.12. **Braze**

Braze, Inc.  
330 West 34th Street  
New York, NY 10001  
USA

Braze is a comprehensive customer engagement platform that enables relevant interactions between customers and brands.

Braze acts as a mobile CRM and communication platform. In the analytics area, it allows campaigns and communication measures to be analyzed for their relevance and effectiveness, in order to derive more relevant communication strategies from the insights gained, delivering relevant information to the right person at the right time.

In Braze, user profiles are stored and enriched based on user behavior within the app. Personalized communication is then carried out using the implemented communication methods, such as News Feed Card, Push, In-App Message, or email.

<https://www.braze.com/privacy>

#### 10.13. **Typeform**

TYPEFORM SL  
c/ Bac de Roda, 163 (local)  
08018 – Barcelona  
Spanien

Typeform is a company that provides online questionnaires as Software as a Service.

With the help of Typeform, surveys and quizzes can be implemented in the LAAX App. Personal data is not stored in Typeform unless it is collected during a survey query. The matching of responses and information is carried out using an anonymous user ID from the LAAX App account.

<https://admin.typeform.com/to/dwk6gt>

#### 10.14. **Zendesk**

Zendesk, Inc.  
989 Market Street  
San Francisco, CA 94103  
USA

Zendesk offers a cloud-based customer support platform that provides help desk ticketing, self-service, and customer service support functions.

Requests and feedback sent via the LAAX App or by email to [feedback@laax.com](mailto:feedback@laax.com) or [bergbahninfo@laax.com](mailto:bergbahninfo@laax.com) are processed and answered by us in Zendesk. In addition to the email address, the language and the content of the request or feedback are stored in Zendesk.

<https://www.zendesk.de/company/customers-partners/privacy-policy/>

#### 10.15. **Amazon Web Services**

Amazon Web Services, Inc.  
410 Terry Avenue North  
Seattle WA 98109  
USA

Amazon Web Services (hereinafter “AWS”) is a subsidiary of Amazon that provides on-demand cloud computing platforms and APIs.

The LAAX App’s infrastructure is hosted on and by means of AWS services. A range of services from the AWS Suite is applied to ensure a smooth and scalable standard.

Personal data is stored only in the form of the profile picture on the Amazon Service S3. However, this is done without linking it to any other personal data of a user.

<https://aws.amazon.com/de/privacy/>

#### 10.16. **MongoDB Atlas**

MongoDB, Inc.  
1633 Broadway  
38th Floor New York  
NY 10019  
USA

Mongo MongoDB Atlas is a global provider of cloud database services for modern applications. MongoDB Atlas ensures, through hosting at Amazon Web Services Frankfurt, that the MongoDB database of the LAAX App is always accessible, scalable, and compliant with the latest security standards. The MongoDB database is the central database of the LAAX App, where all relevant data is stored. Data can be created, read, updated, and deleted there (CRUD operations).

<https://www.mongodb.com/legal/privacy-policy>

#### 10.17. **Snowflake**

Snowflake Inc.  
106 East Babcock Street  
Bozeman, MT 59715  
USA

Snowflake is a global provider of cloud-based data warehouse services for modern data platforms.

We use Snowflake to consolidate and analyze data from various specialized applications. Our Snowflake data warehouse is operated in Microsoft Azure data centers in Switzerland.

<https://www.snowflake.com/legal/privacy-policy/>

#### 10.18. **Google Analytics**

Google Inc.  
1600 Amphitheatre Parkway  
Mountain View  
CA 94034  
USA

Google Analytics is a web analytics service provided by Google Inc.

For its web analytics services, Google Analytics uses so-called “cookies.” These are text files that are stored on your computer and enable an analysis of your use of the websites. The information generated by the cookie about your use of our websites is generally transmitted to a Google server in the USA and stored there.

We have a legitimate interest in analyzing user behavior in order to optimize both our web offering and our advertising.

<https://policies.google.com/privacy>

#### 10.19. **Mixpanel**

Mixpanel, Inc.  
400 4th Ave, Suite 300  
San Francisco, CA 94107  
USA

Mixpanel is a Software-as-a-Service (SaaS) product used to analyze user behavior and product usage. It enables companies to track and understand user interactions with their websites and mobile applications. The collected data can be used to create custom reports, measure user interaction and engagement, create user segments, and conduct targeted marketing campaigns.

<https://mixpanel.com/legal/privacy-policy/>

#### 10.20. **Auth0**

Auth0 Inc.  
10800 NE 8th, St Suite 700  
Bellevue, WA 98004  
USA

Auth0 is the authorization service used to ensure verification during user account creation and to send the verification code during login. With Auth0, the email address is exchanged for account creation in order to enable verification via email.

<https://auth0.com/privacy>

#### 10.21. **Aleno**

Aleno AG  
Aegertenstrasse 6  
8003 Zürich  
Schweiz

Aleno is a reservation management system for hospitality businesses.

Table reservations made via the LAAX App or restaurant-specific websites are transmitted to Aleno. This includes, in addition to information about your reservation (date, time, number of guests), your contact details such as first name, last name, and telephone number (for a possible callback).

<https://www.aleno.me/de/policy>

#### 10.22. **Wallee**

Wallee Group AG  
Neuwiesenstrasse 15  
CH-8400 Winterthur

Wallee is a Swiss payment service provider specializing in the processing of online payments.

Wallee is integrated into the restaurant reservation software Aleno and is used in some of our dining establishments for billing no-show reservations.

<https://wallee.com/legal/datenschutzhinweise>

#### 10.23. **Lightspeed K-Series**

Lightspeed  
Hardturmstrasse 101  
8005 Zürich  
Schweiz

Lightspeed is a point-of-sale system for the hospitality industry.

With the help of Lightspeed K-Series, mobile ordering is implemented in the LAAX App and on the web. Personal data such as first name, last name, and telephone number are collected in order to assign the order to guests in the restaurant or for pickup/delivery.

<https://de.lightspeedhq.ch/datenschutzerklärung/>

#### 10.24. **Worldline**

Worldline Schweiz AG  
Hardturmstrasse 201  
8005 Zürich Schweiz

Worldline is a provider of in-store and online payment solutions. Through Worldline, we process national and international payment transactions in the app, online shops, and at physical payment terminals.

Worldline collects information about the transaction, as well as other information related to the transaction, such as financial information, information about the interaction between you and Worldline, merchant information, including details about payment instruments.

Worldline uses the data, among other purposes, for payment processing and for monitoring and improving its services.

<https://worldline.com/de-ch/compliance/privacy>

#### 10.25. **Protel**

Protel Hotelsoftware GmbH  
Europaplatz 8  
44269 Dortmund  
Deutschland



Protel is a company that develops and sells hotel software. With the help of Protel, we process and manage your hotel bookings. <https://www.weareplanet.com/privacy-policy>

#### 10.26. **Simple Booking**

Simple Booking Hotel Booking Engine  
Via Lucca 52  
50142 Firenze FI  
Italien

Simple Booking provides solutions in the hotel booking sector. With the help of Simple Booking, we offer you the opportunity to book the right hotel room for your stay with us.

<https://www.simplebooking.travel/privacy-policy/>

#### 10.27. **Bocco Group**

Bocco Group GmbH  
Bernastrasse 8  
3005 Bern

Bocco Group specializes in providing individual consulting services to Swiss hotels in the field of online sales and marketing and acts as a sales and implementation partner for the Simple Booking software in Switzerland.

<https://bocgroup.com/datenschutzhinweis/>

#### 10.28. **Avantio**

Avantio  
c/ Charles Robert Darwin  
5 Parque Tecnológico  
46980 Paterna  
Spanien

Avantio supports us in the management and marketing of holiday homes and apartments.

With the Avantio system, we manage the reservations and bookings of holiday homes and apartments in our destination and offer you the opportunity to book them.

<https://de.avantio.com/datenschutzbestimmungen/>

#### 10.29. **Datatrans**

Datatrans AG  
Kreuzbühlstrasse 26  
8008 Zürich  
Schweiz

Datatrans is a company that provides online payment solutions.

With the help of Datatrans, we process credit card transactions that arise in connection with bookings for your stay in our destination.

<https://www.datatrans.ch/de/datenschutzbestimmungen/>

#### 10.30. **Mapbox**

Mapbox, Inc.  
740 15th Street NW  
Washington, D.C. 20005  
USA

Mapbox is a provider of mapping services for modern applications. Mapbox is used in the LAAX App to display trails and tours as well as location-based search results.

<https://www.mapbox.com/legal/privacy>

#### 10.31. **Google Maps**

Google LLC  
1600 Amphitheatre Parkway  
Mountain View, CA 94043  
USA

Google Maps is a provider of mapping services for web and mobile applications.

The Google Maps platform is used on individual websites to provide interactive maps, location-based information, and navigation aids.

<https://policies.google.com/privacy>

#### 10.32. **Shopify**

Shopify Inc.  
151 O'Connor Street  
Ground Floor  
Ottawa, ON K2P 2L8  
Kanada

Shopify is a global provider of e-commerce platforms for the online sale of products and services.

Shopify is used on the websites [airportshuttle.laax.com](http://airportshuttle.laax.com) and [thelastdaypass.com](http://thelastdaypass.com) to enable the sale of the Airport Shuttle and the Last Day Pass. The platform provides a secure and user-friendly environment for online transactions, including payment processing and order management.

<https://www.shopify.com/legal/privacy>

### 11. **Further conditions**

If there are contradictions between the German and English privacy policy, the provisions of the German privacy policy shall prevail.

Insofar as the GDPR is not mandatory, only substantive Swiss law is applicable to the present contractual relationship. The place of jurisdiction is Laax.

**12. Contact point / Person in charge of data processing**

Please report your request to our contact point:

Weisse Arena Gruppe  
Haempa Maissen  
Via Murschetg 17  
CH-7032 Laax  
[feedback@laax.com](mailto:feedback@laax.com)