

Cookies Policy

This cookies policy concerns the following websites: [seedamm-plaza.ch](https://www.seedamm-plaza.ch), [asianfestival.seedamm-plaza.ch](https://www.asianfestival.seedamm-plaza.ch), [oktoberfest-zuerichsee.ch](https://www.oktoberfest-zuerichsee.ch), [party-seedamm-plaza.ch](https://www.party-seedamm-plaza.ch) and [seedamm-plaza-blog.ch](https://www.seedamm-plaza-blog.ch), [gummelstube.ch](https://www.gummelstube.ch) hereinafter referred to as the "websites".

Cookies

The afore-mentioned websites use cookies. Cookies are small text files which are saved on your terminal device. Your browser then accesses these files. The use of cookies increases the user-friendliness and safety of these websites. The responsible parties set cookies in particular for the fundamental functions of the website, as well as the analysis and distribution of adverts. Popular browsers offer settings so that you can block cookies. People who do not block cookies, declare their consent that the responsible parties can use cookies.

The configurations for the management of cookies and your preferences are different for each browser. You can find more information about this in the help menu of your browser. There you can find out how to change your preferences regarding cookies. For example:

- For Internet Explorer:
<http://windows.microsoft.com/en-US/windows-vista/Block-or-allow-cookies>
- For Safari:
<http://www.apple.com/legal/privacy/en-ww/cookies>
- For Chrome:
<http://support.google.com/chrome/bin/answer.py?hl=en&hlrm=en&answer=95647>
- For Firefox:
<https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>

Note: It cannot be guaranteed that you will be able to access all the functions of this website without restrictions, if you adjust your settings this way.

Google Analytics

The responsible party uses Google Analytics, a web analysis service of Google LLC (1600 Amphitheatre Parkway Mountain View, CA 94043, USA), to analyse the use of its website, which sets cookies. The information generated by the cookie about your use of this website is transferred to a server of Google in the USA and normally saved there. Google uses this information to evaluate the use of the websites, to compile reports about website activities and to provide other services associated with the use of the websites and the internet.

This information is also transferred to third parties by Google if necessary, if this is specified by law or if this data is processed by third parties on behalf of Google. IP anonymisation is used on these websites. The IP address of the user is shortened within the Member States of the EU and the EEC. This shortening removes the reference to your person. The blocking of cookies can be set with the aid of a simple process in your browser (see the section "Cookies"). By using the websites operated by the responsible parties, the affected person declares its agreement with the processing of the collected data by Google, in the manner described above, and for the afore-mentioned purpose.

Opt-out option: The collection and saving of data by Google Analytics can be revoked at any time with effect for the future. For this purpose, it is possible to install a browser plugin provided by Google. This is available for various browser versions and can be downloaded at <http://tools.google.com/dlpage/gaoptout?hl=en>. You can find more information about the use of your data by Google LLC here: <https://support.google.com/analytics/answer/6004245?hl=en>

The use of remarketing technology

The responsible parties use remarketing technology. Due to this technology, users who have already visited these websites and are interested in an offer are shown targeted adverts for the websites of advertising partners. The showing of adverts is done using cookies, which are used to help analyse users' behaviour when visiting the website, and then can be used for targeted product recommendations and interest-based advertising. The responsible parties work together with Google LLC (www.google.com). You can also reject the process [directly at Google LLC](#).

The use of social media plugins

These websites use social media plugins, which are operated by Facebook Inc., Twitter International Company and YouTube LLC. These links can be recognised by the respective logos and the words "Like" and "Share". The plugins generate a direct connection between your browser and the respective services of Facebook, Twitter and YouTube. The responsible parties have no influence on the nature and extent of the data which the plugin transfers to the servers of Facebook Inc., Twitter Inc. and YouTube LLC.

When you access a website which contains a plugin of this kind, your browser generates a direct connection to the servers of Facebook/Twitter/YouTube. The content of the plugin is transferred by Facebook/Twitter/YouTube directly to your browser and is shown accordingly in the digital environment of the responsible parties, without this having an influence on the content of the plugin.

Facebook/Twitter/YouTube can trace your visit on the corresponding websites of the responsible parties in certain cases, and allocate them to one of the afore-mentioned social media accounts, if you are registered with Facebook/Twitter/YouTube or have recently visited a site of theirs or a site with Facebook/Twitter/YouTube content. If you actively use plugins (e.g. press the like button), corresponding information is also transferred directly by your browser to Facebook/Twitter/YouTube, without the responsible parties having influence on it. More in-depth information about the type, purpose and scope, as well as the further processing and use of your data by Facebook/Twitter/YouTube, can be

seen in the data privacy guidelines below. There you can find out more about your rights and the setting options to protect your private sphere.

The social media plugin informs Facebook/Twitter/YouTube that the affected person has visited this website. Here it is possible for the IP address to be saved. If the affected person is logged into their Facebook/Twitter/YouTube account when visiting this website, the afore-mentioned information is linked to them. If the functions of the plugin are used – for example “sharing” or “liking” a post – the corresponding information is also transferred to Facebook/Twitter/YouTube. If the affected person wants to prevent Facebook/Twitter/YouTube linking this data to your account, they have to first log out from Facebook/Twitter/YouTube before visiting this website, and possibly delete any cookies from your browser. (Delete cookies in browsers such as Google Chrome, Firefox, Safari, Internet Explorer). The social plugins used are operated by:

Facebook Inc.

1 Hacker Way, Menlo Park, California 94025, USA

Information about Facebook plugins: <https://developers.facebook.com/docs/plugins/>

Twitter International Company

One Cumberland Place, Fenian Street, Dublin 2 D02 AX07, Ireland

Information about the handling of personal data: <https://twitter.com/en/privacy>

YouTube LLC

901 Cherry Ave., San Bruno, CA 94066 USA

Information about the terms of service and data privacy guidelines of YouTube:

<https://www.youtube.com/t/terms?gl=EN&hl=en>

Updating the cookies policy

We reserve the right to make changes to this cookies policy. Information about when this was last revised can be found in the footer under “Updated Date”. Any changes become effective upon the publishing of the revised cookies policy about online services. By continuing to use the services after these changes, you declare your agreement with the revised cookies policy.

Contact

If you have questions or comments about our legal guidelines or data privacy, please contact us at datenschutz@seedamm-plaza.ch or by post at Hotel Seedamm AG, Seedammstr. 3, 8808 Pfäffikon SZ, Switzerland.