



PRIVACY POLICY for Google Action “Germany Travel Tips”

Last update on 10th October 2019

This Statement of Privacy applies to our practices in connection with the Google Assistant Action, i.e. ‘Action’ or ‘Google Action’ Protecting Your private information is our priority. This Privacy Policy describes the treatment of information collected and posted on the Google Action.

The German National Tourism Board (hereinafter referred to as the ‘Company’, ‘GNTB’) fully respects Your (hereinafter referred to as ‘You’, ‘Your’, ‘User’) right to privacy and would like to safeguard the information You provide to the Company. The Company will not use or collect any personal information on this Google Action without Your permission. Any Personal information which You voluntarily submit/provide to the Company will be treated with the highest standard of security and confidentiality and shall be used strictly for the purposes of the services provided by the Company and Google Action only. By using the Google Action, You consent to the data practices described in the following statement.

By using the Google Action, You express Your agreement to the terms of this Privacy Policy and the Company reserves the right, in its sole discretion to change, modify, add and/or delete portions of the terms of this Privacy Policy at any time with immediate effect of such change.

This Privacy Policy does not apply to the practices of third parties that the **GNTB** does not own, control, or manage including but not limited to any third-party websites, services, applications, or businesses (“Third Party Services”). The **GNTB** does not take responsibility for the content or privacy policies of those Third Party Services. The **GNTB** encourages You to carefully review the privacy policies of all Third Party Services You access.

If You do not agree to any of the provisions of this Privacy Policy, You should not enable and use the Google Action. The **GNTB** may revise, alter, add, amend or modify this Privacy Policy at any time by updating this page. By enabling and/or using this Google Action, You agree to be bound by any such alteration, amendment, addition or modification.

1. Collection and Use of Your Personal Information:

- 1.1. The Company will use the personal data which You have provided to the Company for the purposes of fulfilling Your application for any of the Company’s services and products, credit checks in the case of applications, and for understanding how the Company can improve its services to You. Where appropriate, the Company may also use the information for internal research on the Company’s user demographics, interests and behavior, for providing You with the latest news, information, updates, where the Company thinks You may be interested in its services and/or services of some of the Company’s affiliates or third parties. The Company may combine personal information collected from You with information from other services or third parties to provide a better user experience, that display customized content and advertising including customizing content for You. The Company requires the compliance of its Privacy Policy where the Company hires third parties for aid and assistance in case of upgradation of the Company’s research and analysis, product improvements, feature enhancements, bug fixing, and technological advancement. The Company may also share the information with any third party, in limited circumstances, for national security and integrity or on an order from any court or competent authority.
- 1.2. The Company will also use Your IP address and e-mail addresses to help diagnose problems with the Company’s server and to administer the Google Action. If You don't want Your personal information to be displayed to third party visitors You need to contact the Company in that behalf at datenschutz@germany.travel. Please remember that any information that is disclosed in the public areas of this Google

Action becomes in fact public and You should exercise caution when deciding to post Your personal data.

- 1.3. The Company's primary purpose in collecting information from You is to allow You to use the Google Action and various features and services made available on or in relation to the Google Action, app or any websites or for any services provided by the Company or its affiliates or its various service providers or business partners and advertisers; to record Your information and details as permitted and required under applicable laws, statutory direction or judiciary orders; to serve various promotion materials and advertising materials to You; and such other uses as provided in this Privacy Policy.
- 1.4. Additionally, the Company further states that the Company tracks down some traffic data. Each time a visitor comes to the Google Action, the Google Action's server logs some basic technical information such as Operating system, device information, platform, visitor's domain name, referral data, demographic details, etc. The Company is also processing the visitor's activity through the Google Action. All this information is statistical and doesn't allow the Company to identify You or contact You in any way. If You would like more information about this practice contact the Company at datenschutz@germany.travel.

2. Compliance with Laws:

- 2.1. Unfortunately, no data transmissions over the internet can be guaranteed to be completely secure. As a result, while we strive to protect Your personal information, the Company cannot ensure or warrant the security of any information you transmit to the Company via the internet, and You do so at Your own risk. Once the Company has received Your transmission, the Company will use its reasonable endeavor to ensure its safety & security on the Company's systems. Nothing contained in this policy is intended to create a contract or agreement between the Company and any user providing identifiable information in any form.
- 2.2. We will take all necessary steps to comply with this Privacy Policy; however, to the extent permitted by law, nothing in this policy is intended to hold the Company liable for any failure to comply with this Privacy Policy.

3. Your Acceptance of These Terms of Privacy Policy:

- 3.1. By using this Google Action, You are signifying Your acceptance of this Privacy Policy. If You do not agree to this Privacy Policy, You shall not access or use this Google Action. Your continued Access or Use of the Google Action following the posting of changes to this Privacy Policy will be deemed to be the acceptance of these changes by the User.

4. Contacting Us:

- 4.1. If You have any questions about this Privacy Policy, practices of this Google Action or Your dealings with the Google Action or any of the features or any legal queries about the Google Action, please contact the **GNTB** via email at datenschutz@germany.travel.
- 4.2. This Document was last updated on 10th October 2019.