

Privacy Statement

VisitorData is a company that provides insights into overnight visitors for local governments. VisitorData only collects and processes anonymous data: the information is untraceable to individual persons.

If no personal data regarding overnight visitors is collected or processed, why then would we issue a Privacy Statement? To make clear what VisitorData does and does not do, and also to make clear that privacy and data security are primary focus areas for our company.

In addition to the anonymous data on overnight visitors, we process data on the *supply* of night accommodation in a city. For specific types of accommodations namely Bed&Breakfasts and private homes that are rented out to provide night accommodation, personal data may be processed by VisitorData. Also, contact details such as e-mail addresses, names and telephone numbers in e-mails are of course personal data.

What data is collected and processed on overnight visitors?

VisitorData collects and processes the following information on overnight visitors per accommodation, such as a hotel, hostel, Bed&Breakfast, campground, or any other type of night accommodation. Per check-in:

- Date of arrival
- Date of departure
- City of residence
- Country of residence
- Number of people
- If available: purpose of stay (business or leisure)

Why is privacy not an issue?

We only receive anonymous data on overnight visitors. Because no direct or indirect personal data of guests is collected or processed by VisitorData (such as names, addresses, e-mail addresses, et cetera), the information cannot be traced back to individual persons.

Why do we collect and process data on overnight visitors?

The data is gathered, processed and presented for statistical research and policy making by local governments such as municipalities, provinces and other regional governmental bodies. With the insights that are provided, local governments are able to monitor trends and make substantiated decisions in policy making. The aggregated insights are also available to the professional accommodations providers that share their data with VisitorData.

By law, municipalities are authorized to request and receive information from the accommodations night register. VisitorData provides an efficient means of collecting and aggregating the data that the municipality is legally entitled to.

Data security and retention

The processed data is aggregated into insights via interactive charts and tables. These charts and tables are made available to a closed user group. This user group consists of local governments, (regional) governmental bodies and the professional accommodation providers that share data on overnight visitors.

Within this closed user group each user receives an individual login name and password to gain access to the insights via an online portal. VisitorData monitors the use of this portal and will take appropriate measures in case of misuse or unauthorized access. By these means VisitorData will ensure that only authorized people have access to the aggregated data and insights. The data is protected by digital security measures that are checked regularly.

Long-term trend research is very relevant for local governments. For this purpose, VisitorData retains the collected information without a specific time limit for storage. This adds to the value of the insights for statistical research and analysis by local governments.

Specific information regarding night accommodation providers

The address details of night accommodation providers are not usually classified as personal data. In the case of a Bed&Breakfast or a residence that is privately rented out (through platforms such as Airbnb), address details can be classified as personal data. For this group of overnight stay accommodations, we only process address information if this information is provided by the night accommodation provider, by the municipality, or if the address details are available from a public source. This data and contact details such as e-mail addresses are processed and protected according to the requirements of the General Data Protection Regulation (GDPR) (in Dutch: Algemene Verordening Gegevensbescherming) on data protection and privacy:

- We do not collect and process personal data on overnight stay visitors.
- We only collect and process data that municipalities are authorized to request and receive by law.
- The data will only be used for research and statistical analysis. The data will not be shared with third parties for any other goal than research and statistical analysis.
- If data is shared with third parties for research and statistical analysis, it will always be under the terms that the use of such data may only be for the purposes of research and statistical analysis and no other end.
- We take appropriate data security and protection measures. We demand the same from third parties that either have a role in collecting and aggregating data, as well as third parties that make use of the data for research and statistical analysis.

Night accommodation providers that submit data, have access to the processed data at any time. Furthermore they can request at any time (via support@visitordata.nl) what kind of information regarding the night accommodation is stored by VisitorData, such as capacity (number of rooms and sleeping places), address details and segmentation (budget, standard or luxury).

Sharing data with third parties

Data is not shared with commercial third parties. If and when relevant, data may be shared with non-commercial parties such as the Central Bureau for Statistics (the Dutch statistical bureau), Koninklijke Horeca Nederland (the Dutch interest organization for the hospitality sector), NBTC (the Dutch tourism and congress bureau), RECRON (the Dutch interest organization for the recreational sector) or knowledge institutions. If a third party is required to perform research activities for a local government, this third party will receive temporary access to the data with the sole purpose of performing research and statistical analysis.

Questions?

If you have any questions, please send a message to support@visitordata.nl. We will respond to you query as soon as possible.