

Personal Data Processing Policy

Panorama Kakheti Resort

1. Data controller

The personal data controller is Panorama Kakheti Resort.

Hotel address: Georgia, Gurjaani District, Village Akhasheni, Turn 42, 1502.

Contact details for personal data requests are provided on the website in the contacts section.

2. Personal data we may process

The hotel may process personal data that a user voluntarily provides through the website, forms, email, messengers, phone calls or other communication channels.

- first name and last name;
- phone number;
- email address;
- check-in and check-out dates;
- number of guests;
- comments related to a booking or request;
- information required to arrange accommodation, an event, a wedding, a banquet or another service;
- other information voluntarily provided by the user.

The website may also automatically collect technical data, including IP address, browser and device type, visited pages, cookies and similar technical data.

3. Purposes of processing

Personal data is used only for purposes related to the hotel operations, request handling and provision of services to guests.

- processing requests and bookings;
- contacting guests regarding accommodation, events or other services;
- preparing individual offers;
- confirming, changing or cancelling bookings;
- improving service quality and website performance;
- complying with legal requirements;
- ensuring website security and preventing misuse.

4. Disclosure to third parties

Panorama Kakheti Resort may disclose personal data to third parties only when necessary to process a request, booking, payment or provide a service.

- online booking services;
- payment and banking services, if online payment is used;
- technical contractors supporting the website, email, CRM, analytics or contact forms;

- public authorities, if disclosure is required by law.

Third parties receive only the data necessary to perform the relevant task.

5. Cookies

The website may use cookies and similar technologies to ensure proper operation, analyze traffic and improve user experience.

Users can restrict or disable cookies in their browser settings. Some website functions may work incorrectly if cookies are disabled.

6. Data retention and security

Personal data is stored only for the period necessary for the purposes for which it was collected or for the period required by law.

The hotel applies reasonable organizational and technical measures to protect personal data against unauthorized access, alteration, disclosure or destruction.

7. User rights

Users have the right to:

- request information about the personal data being processed;
- request correction of inaccurate data;
- withdraw consent to personal data processing;
- request deletion of data where further storage is not required by law or contractual obligations;
- unsubscribe from marketing messages, if such messages are sent.

To exercise these rights, users may contact the hotel using the contact details provided on the website.

8. Changes to this Policy

Panorama Kakheti Resort may update this Policy. The current version is published on the website.

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