

Privacy Policy

Last updated: 21 Jan 2026

1) Who we are

This Privacy Policy explains how **The Hyve Hotel Amsterdam / The Hyve Capsule Hostel Amsterdam** (“we”, “us”, “our”) processes personal data when you visit or interact with our website **[domain]**.

- **Email:** amsterdam@thehyvehotel.com

If you have any questions about this policy or your personal data, please contact us using the details above.

2) What personal data we process (website visitors)

Depending on how you use the website, we may process:

- **Device & usage data** (e.g., pages viewed, clicks, scrolling, time on page, referrer, approximate location, device/browser information).
- **Cookie identifiers / online identifiers** used to recognize a browser or device over time (only if you consent to analytics cookies).

Important: Please do not submit sensitive data via free-text fields on the website.

3) Cookies and similar technologies

We use cookies and similar technologies to ensure the website works, and (if you consent) to understand how visitors use the website and improve it.

In the EU/EEA, analytics and session-replay tools typically require **prior opt-in consent** before cookies are placed or access is made to information on your device. We therefore only activate analytics/session replay after you have provided consent via our cookie banner.

You can change or withdraw your consent at any time via “**Cookie Settings**” on our website.

4) Google Analytics 4 (GA4)

We use **Google Analytics 4** to measure website usage and improve performance and content. Google Analytics collects information such as interactions with our pages and features, device/browser information, and on-site activity.

IP addresses: For EU-based traffic, GA4 uses IP-derived information only to produce coarse geolocation (e.g., city/country) and then **immediately discards the IP address**; GA4 does not log or store individual IP addresses.

Legal basis (EU/EEA): Your **consent** (Art. 6(1)(a) GDPR) via our cookie banner.

Data retention: We retain GA4 user-level and event-level data for **[2 months / 14 months]** as configured in our GA4 property. Google allows retention settings such as 2 or 14 months for standard GA4 properties.

Google as processor: Google states that Google Analytics operates as a **data processor** under GDPR, processing data on behalf of its customers (who act as controllers).

International transfers: GA4 collects EU data via EU-based domains/servers, and traffic may then be forwarded to Analytics servers for processing. Google also describes transfer mechanisms and data transfer solutions (including references to the EU-US Data Privacy Framework and other measures) in its controller terms.

How to opt out:

- You can also install Google's official **Google Analytics Opt-out Browser Add-on**.

5) Microsoft Clarity (session replay & heatmaps)

We use **Microsoft Clarity** to understand how visitors interact with our website through **behavioral metrics, heatmaps, and session replay** to improve user experience and site design. Microsoft provides sample disclosure wording and confirms Clarity uses cookies/other tracking technologies for these purposes.

Clarity may capture user interactions such as mouse movements, clicks, scrolls, and how pages render.

Consent requirement (EEA/UK/CH): Microsoft states that explicit consent is required in these regions and that Clarity enforces consent signal requirements for visits originating from the EEA/UK/CH (from Oct 31, 2025).

So, we only enable Clarity after you opt in via our cookie banner.

Content masking / minimisation: By default, Clarity suppresses client content and provides controls to block confidential content; we also configure Clarity to avoid capturing sensitive data where possible.

Data storage & access: Clarity stores data in Microsoft Azure, and Microsoft/Clarity has access to the data as described in its documentation/terms.

International transfers: Microsoft states that EU customers contract with **Microsoft Ireland Operations Limited (MIOL)**, and MIOL has SCCs with **Microsoft Corporation (US)** for cross-border transfers between affiliates.

Retention: Microsoft states Clarity retains:

- **Playback/recordings data:** 30 days
- **Heatmaps data:** 13 months

- **Labeled/favorited sessions:** 13 months

How to opt out:

- Microsoft also describes opt-out via the Digital Advertising Alliance mechanism for Microsoft choices.

6) Who we share data with (processors / third parties)

We share website analytics data only with:

- **Google** (Google Analytics 4)
- **Microsoft** (Microsoft Clarity)

We may also use service providers that host our website and provide security, IT, and consent management services (e.g., hosting providers, CDN, cookie consent platform).

7) Security

We implement appropriate technical and organisational measures to protect personal data. However, no website can guarantee absolute security.

8) Your rights (EU/EEA)

Depending on your location and the applicable law, you may have the right to:

- Access your data, rectify it, delete it, restrict processing, object to processing, and data portability.
- Withdraw consent at any time (this does not affect processing that occurred before withdrawal).

You also have the right to lodge a complaint with the Dutch supervisory authority: **Autoriteit Persoonsgegevens**.

9) Changes to this policy

We may update this Privacy Policy from time to time. We will post the updated version on this page and change the “Last updated” date.