

Privacy policy

At Bühlmann Holding ApS, including subsidiaries of the Bühlmann Group, we prioritise confidentiality and data security.

In this privacy policy you can read more about our processing of personal data and about your rights as a data subject under relevant data protection legislation.

We ask that you read the privacy policy before submitting your personal data to the Bühlmann Family.

1. Data controller and contact details

Formally, the data controller for the processing of your personal data is the company within the Bühlmann Group that you are in contact with, e.g. when you book a stay, book a table, apply for a job, work with us or are otherwise in contact with us.

Name	CRN	Contact
Hotel & Gastronomi Scheelsminde ApS	28 28 22 06	Mia@buhlmann.dk
PIER 5 ApS	41 51 83 75	
Hotel & Gastronomi Nørre Vosborg ApS	33 75 22 29	
Boutique Hotel Villa Provence ApS	40 96 65 52	
Bühlmann Airport Hotel ApS	35 47 41 88	
PEAK 12 ApS	10 28 83 47	

If you are in doubt as to who the data controller for the processing of your information is, you are welcome to contact us.

Bühlmann Holding ApS

Address: Scheelsmindevej 35, DK-9200 Aalborg

CRN no. (CVR): 32 66 36 80

Email: Mia@buhlmann.dk

Phone number: +45 98 18 32 33

2. If you visit our websites

When you visit our websites, we process personal data about you in a number of situations. The following paragraphs describe the Bühlmann Family's processing of personal data about visitors.

2.1 Cookies

We use cookies on our websites to optimise the user experience and the websites' functions, as well as to prevent misuse and downtime, among other things. You can read more about the use of cookies in our cookie banner, which appears on the front page when you visit our websites for the first time.

You can always change your cookie settings by clicking on the small cookie symbol in the lower left corner of the websites.

2.2 If you use the contact form on the website or otherwise communicate with us

Types of personal data

When you use the contact form or communicate with the Bühlmann Family in other ways, the Bühlmann Family collects and processes your personal data. The Bühlmann Family collects, processes and stores the following types of personal data about you:

- Name, email address, phone number
- Topic of your inquiry
- Date of your inquiry
- Other information you provide in connection with your inquiry. We urge you not to provide us with sensitive personal data unless it is strictly necessary for the processing of your inquiry. If it is necessary, the information should only be sent in highly encrypted form in case you send the information via email.

The purposes of processing

Your personal data will be processed for the following purposes:

- Handling your inquiry
- General communication

Legal basis for processing

The Bühlmann Family processes your personal data on the legal bases stated below. The specific basis depends on the nature of your inquiry.

- Legitimate interests: We may process your personal data on the basis of our legitimate interests in handling your inquiry, communicating with you and developing our products and services (Article 6(1)(f) of the General Data Protection Regulation).
- Contractual obligations: If your inquiry concerns the (potential) conclusion of an agreement, we will process your information in order to be able to implement measures prior to the conclusion of the agreement (Article 6(1)(b) of the General Data Protection Regulation).

Disclosure

We may pass on your personal data to external suppliers who, by agreement with us, will provide the service that you order. These transfers take place on the basis of our legitimate interest in being able to provide the service you request (Article 6(1)(f) of the General Data Protection Regulation).

If you are a customer or an employee of one of our customers, suppliers or other partners, we refer to the section below.

2.3 If you use our booking portal Types

of personal data

When you use our booking portal, the Bühlmann Family processes your personal data. The Bühlmann Family may collect, process and store the following types of personal data about you:

- Your name
- Your email address
- Your phone number
- Your address
- Your payment information
- Information about your order/purchase history
- Information you provide to us when you use our booking portal

- Digital footprints (e.g. information about how you use the Bühlmann Family booking portal)

The purposes of processing

Your personal data will be processed for the following purposes:

- Carrying out orders in the Bühlmann Family booking portal
- Administration of shipments and returns
- Sending marketing material without consent based on previous purchases from us, in cases where we choose to use this option in the Marketing Practices Act
- Statistics and analysis

Legal basis for processing

The Bühlmann Family processes your personal data on the following basis:

- Legitimate interests: We process your personal data on the basis of our legitimate interest in marketing to you in cases where consent is not required, as well as our legitimate interest in being able to conduct statistics and analysis in order to develop and improve our services (the General Data Protection Regulation, Article 6(1)(f)).
- Contractual obligations: We process your personal data in order to fulfil the purchase agreement entered into with you, including in order to be able to deliver the ordered goods, handle complaints, returns, etc. (Article 6(1)(b) of the General Data Protection Regulation).

3. If you sign up for our newsletter(s)

Types of personal data

When you sign up for the newsletter(s), the Bühlmann Family collects, processes and stores your personal data for marketing purposes. The Bühlmann Family may collect, process and store the following types of personal data about you:

- Name and email address
- Your consent
- Your interests (selected hotels)
- Your click behaviour in relation to posted material

The purposes of processing

Your personal data may be processed for the following purposes:

- Marketing
- Analysis and statistics

Legal basis for processing

The Bühlmann Family processes your personal data on one or more of the following bases:

- Consent: The Bühlmann Family will only use your personal data for direct marketing, including the sending of newsletters, if you have given your prior and explicit consent to this (Article 6(1)(a) of the General Data Protection Regulation).
- Legitimate interests: The processing of your personal data in the context of analysis and statistics is based on our legitimate interest in being able to improve and develop our services (Article 6(1)(f) of the General Data Protection Regulation).

4. If you apply for a job with the Bühlmann Family

When you apply for a job with the Bühlmann Family, we process your personal data in connection with the recruitment process.

We recommend that your application does not contain your civil registration number or sensitive personal data, such as personal data that reveals racial or ethnic background, religion, union membership, sexuality or health information.

Types of personal data

The Bühlmann Family may collect, process and store the following types of personal data about you:

- Contact information such as your name, email address and telephone number
- Information that appears in your application, CV and any appendices
- Relevant information that is publicly available on the internet and social media, including in particular information about previous employment relationships, activities, skills, performance and general appearance
- Results of personality tests if you complete these
- References from previous and/or current employers that you have specified in your application or that you have given your consent to us contacting
- Health information if the position you have applied for has special demands regarding health
- Other information you provide to us in connection with the recruitment process

Purpose of the processing

Your personal data will be used to assess whether we want to offer you a position with the Bühlmann Family.

Legal basis for processing

The Bühlmann Family processes your personal data on one or more of the following bases:

- Legitimate interests: We may process your personal data on the basis of our legitimate interest in assessing whether we wish to offer you employment, including on the basis of the information you provide in your CV, application and any appendices, on the basis of relevant information that is public available on the internet and social media, results of personality tests, references from referees you have specified in your application, and other information you provide us with in connection with the recruitment process. The processing may also be necessary with reference to our legitimate interest in defending or asserting legal claims (Article 6(1)(f) of the General Data Protection Regulation).
- Consent: If we wish to obtain references from previous and/or current employers that you have not specified as referees in your application, we will only do so after obtaining your consent (Article 6(1)(a) of the General Data Protection Regulation).). If the position you have applied for has special demands regarding health, we will – after specific assessment – ask for your explicit consent prior to processing such personal data (Article 9(2)(a) and Article 6(1)(a) of the General Data Protection Regulation).

5. If you are a supplier, partner, etc.

This section sets out the policy for the Bühlmann Family's processing of personal data about owners of sole proprietorships or contacts at suppliers and other partners who work with the Bühlmann Family.

Collection of personal data

The Bühlmann Family may collect, process and store your personal data in the following cases:

- When your company or the company you work for enters into an agreement with the Bühlmann Family
- When you have shown an interest in the Bühlmann Family's products and services, e.g. by giving the Bühlmann Family your business card
- When you collaborate and communicate with the Bühlmann Family

Types of personal data

The Bühlmann Family may collect, process and store the following types of personal data about you:

- Name, email address, telephone number and similar contact information
- Organisational information such as the company's name and address, job title, area of employment, primary place and country of work
- Contractual information such as orders, invoices, contracts and other agreements between your company (or your employer) and the Bühlmann Family, which may contain, for example, your contact information
- Financial information, such as payment terms, bank details and credit ratings (in the case of a sole proprietorship)

We may receive such information directly from you (primarily through emails and other correspondence with you) or from a third party such as your employer.

The purposes of processing

Your personal data may be processed for the following purposes:

- General planning, fulfilment and administration of collaborations, including contracts
- Administration such as processing of payments, evaluation of credit assessments, accounting, auditing, as well as in order to provide support
- Coordination and management of tasks
- Newsletters and other marketing communications
- Handling inquiries from you
- General communication
- Compliance with applicable laws and regulations, e.g. fulfilment of our obligations to prevent illegal activities
- Handling potential disputes

Legal basis for processing

The Bühlmann Family primarily processes your personal data on one or more of the following bases:

- Contractual obligations: In certain cases, the processing of your personal data is necessary in order to fulfil a contract (Article 6(1)(b) of the General Data Protection Regulation).
- Legitimate interests: We may process your personal data on the basis of our legitimate interests in, for example, managing day-to-day operations in accordance with legal and fair business methods, including planning, execution and administration of the collaboration or our legitimate interest in, for example, improving and developing our products and services. Processing may also be necessary for our legitimate interest in preventing fraud or establishing, defending or enforcing legal claims (Article 6(1)(f) of the General Data Protection Regulation).
- Legal obligations: In some cases, the processing of your personal data will be necessary for compliance with legal obligations, such as our obligation to prevent illegal activities (Article 6(1)(c) of the General Data Protection Regulation).

6. If you visit our physical locations

6.1 When you visit our hotels and restaurants

This section sets out the policy for the Bühlmann Family's processing of personal data of guests and other visitors to the Bühlmann Family's hotels and restaurants.

Types of personal data

When you visit one of the Bühlmann Family's hotels or restaurants, the Bühlmann Family may collect, process and store the following types of personal data about you:

- Name, email address, telephone number and similar contact information
- Passport and other identity information where required by applicable law
- Your purchases
- Payment details
- Food preferences (e.g. when visiting our restaurants)
- Photo and video material in connection with surveillance of our sites

The purposes of processing

Your personal data may be processed for the following purposes:

- Handling your reservations, including administration of your stay with us
- Sending messages to visitors (e.g. links to guestbooks)
- Compliance with applicable law
- In order for legal claims to be established, asserted or defended
- Video surveillance – See details below

Legal basis for processing

The Bühlmann Family processes your personal data on one or more of the following bases:

- Contractual obligations: In certain cases, the processing of your personal data is necessary in order to fulfil a contract (Article 6(1)(b) of the General Data Protection Regulation).
- Legitimate interests: In most cases, we base the processing of your personal data on our legitimate interests in being able to establish, defend or assert legal claims, as well as in protecting our physical locations. In addition, we base the processing of your personal data on our legitimate interest in planning and evaluating a visit (Article 6(1)(f) of the General Data Protection Regulation).
- Legal obligations: The processing of information about your payment information and your purchases is necessary for compliance with applicable accounting legislation, VAT legislation and marketing legislation (Article 6(1)(c) of the Data Protection Act). Certain identification information is necessary for compliance with the passport order and the order on foreign citizens' access to this country (Article 6(1)(c) of the Data Protection Act).

Specifically on video surveillance

We have installed video surveillance for crime prevention and security reasons, cf. Article 6(1)(f) of the General Data Protection Regulation and section 8(3) of the Data Protection Act. Signage has been set up in the areas that are under surveillance.

The recordings may be reviewed in the event of specific suspicion of criminal acts by visitors or other persons, violation of the Bühlmann Family's policies and guidelines, internal/external audits or with a view to resolving disputes.

We may pass on the recordings to the police for crime-solving purposes, including if the presentation of the recording is subject to legal requirements, cf. the Data Protection Act, section 8(4). If it is necessary to present the recordings for purposes other than the aforementioned, we will request your consent to such presentation if you are included in the recordings.

7. If you visit our profiles on social media

This section sets out the policy for the Bühlmann Family's processing of personal data collected via the Bühlmann Family's profiles or pages on social media.

The Bühlmann Family and social media providers are jointly responsible for the processing of personal data collected in connection with your visit to the Bühlmann Family's profile or page on individual social media platforms. The Bühlmann Family complies with the Danish Data Protection Agency's guidelines on shared data responsibility and, using available tools and means, strives to ensure that you receive information about the processing of your personal data when you visit the Bühlmann Family's profiles or pages on social media.

The Bühlmann Family has profiles or pages on the following social media:

Facebook (Facebook Ireland Ltd.)

- Facebook's privacy policy is available [here](#)
- You can customise your privacy settings on Facebook [here](#)

LinkedIn (LinkedIn Ireland Unlimited Company)

- LinkedIn's privacy policy is available [here](#)
- You can customise your privacy settings on LinkedIn [here](#)

Instagram (Instagram, Inc.)

- Instagram's privacy policy is available [here](#)
- You can customise your privacy settings on Instagram [here](#)

Please see the privacy policy of the individual social media provider for information about how long they store your personal data.

Collection of personal data

When you visit or interact with our social media profiles, the Bühlmann Family and the social media provider in question may collect, process and store the following types of personal data about you:

- Information which is available on your profile, including your name, gender, marital status, place of work, interests and your city
- Whether you "like" or have otherwise engaged with our profile
- Comments you leave on our posts
- Whether you have visited our profile

The purposes of processing

The Bühlmann Family processes your personal data for the following purposes:

- Improving our products and services, including our social media profiles and pages
- Statistics and analysis
- To be able to communicate with you if you comment on a post, leave a review or send us a message
- Marketing in general

The social media providers process your personal data for the following purposes:

- Improving their advertising systems
- Providing the Bühlmann Family with statistics compiled by social media providers, i.a. on the basis of your visits to our profiles and pages
- Advertising and customising the activities on the page.

Legal basis for processing

The basis for processing your personal data is the following:

- Legitimate interests: The Bühlmann Family bases the processing of your personal data on our legitimate interests in being able to communicate with and market ourselves to you on our social media profiles, as well as our legitimate interest in improving our products and services (Article 6(1)(f) of the General Data Protection Regulation).

Social media providers base their processing of your personal data on their legitimate interests, including their interest in improving their advertising system and providing statistics to the Bühlmann Family, which social media providers compile on the basis of your visits to the Bühlmann Family profile or page on the social media platform. In addition, social media providers have a legitimate interest in providing an innovative, individually tailored, secure and cost-effective service (Article 6(1)(f) of the General Data Protection Regulation).

- Consent: Social media providers process certain personal data in accordance with your consent, which you can withdraw at any time via your social media privacy settings (Article 6(1)(a) of the General Data Protection Regulation).

Who do social media providers share your personal data with?

Providers of social media can share your personal data with the following categories of recipients:

- Other entities in the group of which the social media provider is part
- Externally, with partners who provide analysis and research services
- Advertisers
- Other individuals who visit our profile or page on social media (to the extent that your information is publicly available)
- Researchers and other academics

You can find more information about who the social media providers share your personal data with in the individual providers' privacy policy.

Social media providers may transfer your personal data to recipients outside the EU/EEA in accordance with applicable data protection legislation. You can read more in the individual providers' privacy policies.

You can read more about who the Bühlmann Family shares your personal data with in the section *Transfer to other data controllers and data processors* below.

8. How long do we store your personal data for?

Your personal data will be deleted when we no longer need to process it for the fulfilment of one or more of the above purposes. However, the information can be processed and stored for longer in anonymised form, or if we are required to do so by law.

Accounting material, including personal data, which we are obligated to store in accordance with the Accounting Act, will be deleted no earlier than 5 years after the end of the financial year to which the information relates.

About newsletters in particular

Your personal data will be stored for as long as your consent to receive newsletters is active.

We store documentation of your marketing consent for two years from the time you revoke your consent to receiving direct marketing material. The storage period is determined on the basis of the Bühlmann Family's legitimate interest in being able to document that direct marketing has taken place in compliance with applicable law (Article 6(1)(f) of the General Data Protection Regulation).

Specifically about job applications

If you are offered a position with the Bühlmann Family, your application, as well as additional relevant personal data collected in connection with the recruitment procedure, will be stored in your personnel file with us.

If you are not offered a position, we will keep your application and any additional personal data collected in connection with the recruitment process for a period of 6 months after our refusal, unless you have given your consent to a longer storage of such personal data.

You can revoke any consents that you may have given as part of our recruitment procedure at any time. Revocation of your consent will have an effect on the future processing of your personal data, but will not affect the legality of the consent-based processing carried out prior to the revocation. If you wish to revoke your consent, please contact us as stated below.

Video surveillance

Recordings from video surveillance made for crime prevention purposes will be deleted or anonymised within 30 days of the recording, unless it is necessary for the Bühlmann Family to keep the recordings for the purpose of handling a specific dispute, e.g. in connection with solving an offense.

9. Transfer to other data controllers and data processors

In order to fulfil the above purpose, we may provide access to your personal data to third parties which, on the basis of a contractual relationship with the Bühlmann Family, provide relevant services. These could be IT suppliers, email providers and suppliers of IT solutions, as examples. Such service providers will only process personal data in accordance with our instructions under concluded data processor agreements.

In connection with the Bühlmann Family's development, the company structure may change, e.g. through the full or partial sale of the company. In the case of a partial transfer of assets that contain personal data, the processing basis for the associated transfer of personal data will generally be

Article 6(1)(f) of the General Data Protection Regulation, as the Bühlmann Family has a legitimate interest in transferring parts of its assets as well as making commercial changes.

In addition to what is described above, your personal data will not be passed on to a third party without your permission. However, under certain circumstances and to comply with the law, it may be necessary to disclose your personal data to:

- Police
- Lawyers
- Auditors
- Courts
- Public authorities
- Potential buyers
- Consolidated companies

If your personal data is transferred to data processors or data controllers established in countries outside the EU/EEA that do not have an adequate level of protection, such a transfer will be based on the EU Commission's standard contracts.

10. Your rights

- You have the right to gain insight into the personal data we process about you
- You have the right to object to our collection and further processing of your personal data
- You have the right to have your personal data corrected and erased, although with certain statutory exceptions, including the Danish Bookkeeping Act
- You have the right to request that we limit the processing of your personal data
- In certain circumstances, you may also request a copy of your personal data, as well as the transmission of the personal data you have provided to us to another data controller (data portability).
- You can revoke any consent you may have given at any time. We will then delete your personal data, unless we can continue processing it on another legal basis. Our newsletter can be unsubscribed from by clicking on the link at the bottom of a newsletter

11. Questions and complaints

If you have any questions about this privacy policy or if you wish to complain about the way we process your personal data, feel free to contact us:

Bühlmann Holding ApS

Address: Scheelsmindevej 35, DK 9200

Email: Mia@buhlmann.dk

Phone number: +45 98 18 32 33

If your complaint is not resolved by us, and you want to proceed with the case, you can complain to the Danish Data Protection Agency:

Danish Data Protection Agency

Carl Jacobsens Vej 35

DK-2500 Valby

Tel.: 45 33 19 32 00

Email: dt@datatilsynet.dk