Privacy policy

At Falsled Kro A/S (”Falsled Kro”, ”we”, ”us” or ”our”) confidentiality and data protection is a high priority.

This privacy policy sets out the guidelines for Falsled Kro’s processing of your personal data and provides you with the information you have the right to receive according to applicable data protection law.

You must read the privacy policy before submitting your personal data to Falsled Kro.

**Data controller and contact information**

The data controller for your personal data is:

**Falsled Kro A/S**

Address: Assensvej 513, Falsled, 5642 Millinge

Company registration no.: 37153672

Email: info@falsledkro.dk

Telephone number: +45 62 68 11 11

1. **If you visit our website**

When you visit our website, Falsled Kro may process personal data about you in some instances. This section sets out the policy of Falsled Kro’s processing of personal data regarding users of Falsled Kro’s website.

* 1. **Cookies**

We use cookies on our website to, among other things, optimize the user experience and the functions of the websites as well as to prevent misuse and downtime. We process your personal data in this relation. Falsled Kro may collect the following personal data about you via cookies when you visit our website:

* [IP Address](https://www.falsledkro.dk/frontpage/1jcg4bdr2k2yy55g1vtm8tx7ovhnp0)

We use cookies to collect the personal data stated above.

**Purposes of the processing**  
Your personal data may be processed for the following purposes:

* Providing the website’s functionalities

**Legal basis**   
Falsled Kro processes your personal data based on the following legal basis:

* Legitimate interests: The processing of your personal data will be based on our legitimate interest in ensuring the websites functionalities (Article 6(1)(f) of the GDPR).

**Retention period**

Your personal data will be deleted 24 hours after your visit on our website.

The personal data may, however, be processed and stored for a longer period of time if anonymised.

* 1. **If you use our contact form or otherwise communicate with us**

**Types of personal data**

When you use the contact form or otherwise communicate with Falsled Kro, we collect and process your personal data. Falsled Kro can collect, process, and store the following types of personal data about you:

* Name, email address, phone number
* What your inquiry or the communication concerns
* Date and time of your inquiry
* Other personal data you submit as part of your inquiry or communication with us. We recommend that you do not submit sensitive personal data unless it is strictly necessary in relation to your inquiry. If you submit sensitive or otherwise confidential personal data by email, we recommend that you use encryption.

**Purposes of the processing**

Your personal data may be processed for the following purposes:

* Handling of your inquiry
* General communication with you

**Legal basis**

Falsled Kro processes your personal data on the following legal bases. The basis for the processing depends on the nature of your inquiry.

* Legitimate interests: We may process your personal data based on our legitimate interests in handling your inquiry, communicating with you, and developing our products and services (Article 6(1)(f) of the GDPR).
* Contractual obligations: If your inquiry concerns conclusion of a (potential) contract with Falsled Kro, we process your personal data to make arrangements prior to the conclusion of the contract (Article 6 (1) (b) of the GDPR).

**Disclosure**

Falsled Kro may disclose your personal data to our external suppliers that - based on an agreement with us - will provide the service you order. The disclosure is based on our legitimate interest in providing the service you are requesting (Article 6(1)(f) of the GDPR).

**Retention period**

Your personal data will be kept for 1 year from your last inquiry. Anonymized personal data may, however, be kept for a longer period of time.

If you are a customer or employed with one of our customers, suppliers, or business partners, we refer to section below.

* 1. **If you buy a gift card or reserves a stay on our website**

**Types of personal data**

When you buy a gift card or reserves a stay on our website, we collect and process your personal data. Falsled Kro can 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 on your order/purchase history

**Purposes of the processing**

Your personal data may be processed for the following purposes:

* Completion of orders on Falsled Kro’s website
* Administration of shipping and returns
* Distribution of marketing material without consent on the basis of previous purchases, if we choose to use the option to do so in the Danish Marketing Act
* Statistics and analytics

**Legal basis**

Falsled Kro processes your personal data on the following legal bases.

* Legitimate interests: The processing of your personal data will be based on our legitimate interest in promoting our brand and sending marketing material (where consent is not required) as well as our legitimate interest in conducting statistics and analysis for developing our products and services (Article 6(1)(f) of the GDPR).
* Contractual obligations: We process your personal data to fulfill the order you have placed with Falsled Kro, including delivery of the ordered goods and administration of complaints, returns, etc. (Article 6(1)(b) of the GDPR).

**Retention period**

Your personal data will be kept for 3 years from your last purchase as a general rule.

Any personal data included in bookkeeping records will be stored for 5 years as from expiry of the financial year at which time the data will be deleted.

Anonymized personal data may, however, be kept for a longer period of time.

# If you subscribe to our newsletter(s)

**Types of personal data**

Falsled Kro collects, processes, and stores your personal data for marketing purposes, when you have subscribed to our newsletter(s). Falsled Kro collects, processes, and stores the following personal data about you:

* Name and email address
* Your consent
* Your interests
* Your click behaviour in relation to marketing material we have sent you

**Purposes of the processing**  
Your personal data may be processed for the following purposes:

* Promotional marketing
* Statistics and analysis

**Legal basis**   
Falsled Kro will process your personal data based on one or more of the following legal bases:

* Consent: Falsled Kro will only use your personal data for direct marketing, including newsletters, if you have provided your prior and explicit consent hereto (Article 6(1)(a) of the GDPR).
* Legitimate interests: The processing of your personal data for statistics and analysis will be based on our legitimate interest in improving and developing our services (Article 6 (1) (f) of the GDPR).

**Retention period**

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

The documentation for your marketing consent will be kept for two years after revocation. This retention period is based on Falsled Kro’s legitimate interest in being able to document that direct marketing activities have been carried out in compliance with applicable legislation (Article 6(1)(f) of the GDPR).

# If you apply for a job with Falsled Kro

When you apply for a job with Falsled Kro, we will process your personal data in relation to the recruitment process.

We recommend that you do not disclose sensitive personal data, such as information revealing racial or ethnic origin, religion, trade union membership, sexual orientation, health, etc. in your application.

**Types of personal data**

Falsled Kro may collect, process, and store the following personal data:

* Contact information such as name, email address, and phone number
* Personal data which you have disclosed in your job application and CV as well as any attachments
* Information about you, including information regarding your previous jobs, activities, competencies, performance, as well as your general appearance, which is publicly available on the internet, including on social media
* Results of personality tests etc.
* References from your previous and/or current employers you have listed in your application or if you have consented hereto
* Health information if the position you have applied for demands special requirements for your health
* Other information you have provided during the recruitment process

**Purposes of the processing**

Your personal data will be processed for the purpose of assessing whether we can offer you a position.

**Legal basis**

Falsled Kro will mainly process your personal data based on the following legal bases:

* Legitimate interests: We may process your personal data on the basis of our legitimate interests 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 which is publicly available on the internet and social media, outcome of personality tests, references from persons you have listed in your application, as well as other information you may give us in connection with the recruitment process. The processing may also be necessary due to our legitimate interest in defending or exercising legal claims (Article 6(1)(f) of the GDPR).

Consent: If we wish to collect references from previous and/or current employers whom you have not listed as references in your application, we will only do so if you have given your consent hereto (Article 6(1)(a) of the GDPR). If the position you have applied for, by way of exception, imposes special health requirements, we will – following a specific assessment and only where the collection of such data is lawful according to national legislation – ask for your explicit consent prior to the processing of such personal data (Article 9(2)(a) and Article 6(1)(a) of the GDPR).

**Retention period**

If you are offered a position with Falsled Kro, your application and additional relevant personal data obtained during the recruitment process will be stored in your employee file.

If you are not offered a position, we will store your application and any additional personal data obtained during the recruitment process for a period of 6 months following our rejection, unless you have provided your consent to the storage hereof for a longer period.

Any consent that you may have provided during the recruitment procedure may be withdrawn at any time. The withdrawal of your consent will affect the future processing of your personal data but will not affect the lawfulness of processing based on consent before its withdrawal. If you wish to withdraw a consent, you may contact us as stated below.

# Contact persons at suppliers and other business partners

This section sets out the policy for Falsled Kro’s processing of personal data collected from owners of sole proprietorships or contact persons at suppliers and other business partners who collaborate with Falsled Kro.

**Collection of personal data**   
Falsled Kro may collect, process, and store personal data about you in the following instances:

* When your company or the company you are employed with enters into an agreement with Falsled Kro
* When you have shown an interest in Falsled Kro, e.g., by providing your business card to Falsled Kro
* When you collaborate and communicate with Falsled Kro

**Types of personal data**  
Falsled Kro may collect, process, and store the following personal data:

* Name, email address, telephone number and similar identification data
* Organizational data, such as company name, company address, job position, business area, primary work location and country
* Contractual data, such as purchase orders, invoices, contracts, and other agreements between your company (or your employer) and Falsled Kro, that may include e.g., your contact information
* Financial data, such as payment terms, bank account details, and credit ratings (in case of sole proprietorships)

Such information may be provided directly by you (primarily via emails and other correspondence) or by a third party such as your employer.

**Purposes of the processing**Your personal data may be processed for the following purposes:

* Generally, to plan, perform and manage the business relationship, including any contracts
* Administration, such as processing payments, evaluation of credit ratings, performing accounting, auditing, as well as providing support
* Coordination and management of tasks
* Newsletters and other marketing communications
* Completion of requests received from you
* General communication
* Compliance with applicable laws and regulations, e.g., fulfillment of our obligations to prevent illegal activities
* Dispute handling

**Legal basis**   
Falsled Kro will mainly process your personal data based on the following legal bases:

* Contractual obligations: The processing of your personal data will in some cases be necessary for the performance of a contract (Article 6(1)(b) of the GDPR).
* Legitimate interests: We may process your personal data pursuant to our legitimate interest in, for instance, to manage daily operations according to lawful and fair business practices, including planning, performing and managing the business relationship or our legitimate interest in e.g., improving and developing our products and services. The processing may also be necessary for our legitimate interests in preventing fraud or establish, exercise, or defend legal claims (Article 6(1)(f) of the GDPR).
* Legal obligations: The processing of your personal data will in some cases be necessary to comply with legal obligations, such as our obligations to prevent illegal activity (Article 6 (1) (c) of the GDPR).

**Retention period**

Your personal data will be retained for 3 years from the end of the business relationship. Anonymized personal data may be kept for a longer period of time.

# If you visit our physical locations

* 1. **When you visit Falsled Kro**

This section sets out the policy for Falsled Kro’s processing of personal data about guests and other visitors to Falsled Kro.

**Types of personal data**

When you visit Falsled Kro, we may collect, process, and store the following personal data:

* Name, email address, telephone number and similar identification data
* Date of birth, nationality, residential address, passport, or other travel document where required by applicable law
* Your purchases
* Payment information
* Food preferences (e.g., when visiting our restaurants)
* Image and video material from the video surveillance

**Purposes of the processing**

Your personal data may be processed for the following purposes:

* Completion of your reservations, including administration of your stay with us
* Sending information to visitors
* Compliance with applicable law
* For legal claims to be established, exercised, or defended

**Legal basis**   
Falsled Kro will mainly process your personal data based on the following legal bases:

* Contractual obligations: The processing of your personal data will in some cases be necessary for the performance of a contract (Article 6(1)(b) of the GDPR).
* Legitimate interests: In most instances we may process your personal data pursuant to our legitimate interest in establishing, exercising, or defending legal claims or our legitimate interest in protecting our physical locations. Furthermore, we process your personal data pursuant to our legitimate interest in planning and evaluating a visit (Article 6(1)(f) of the GDPR).
* Legal obligations: The processing of your personal data such as your payment information and your purchases are necessary to comply with legal obligations, such as the Consolidated Bookkeeping Act, VAT legislation, and the Danish Marketing Act (Article 6(1)(c) of the GDPR). Certain identification data is necessary to comply with the Passport Executive Order and the Executive Order on Foreigners' Access to the Country (Article 6(1)(c) of the GDPR).

**Retention period**

Any personal data included in bookkeeping records will be stored for 5 years as from expiry of the financial year at which time the data will be deleted.

Recordings from video surveillance which has been conducted for the purposes of preventing crime are deleted or anonymized no later than 30 days after the recording has taken place, unless is it necessary for Falsled Kro to keep the recordings for the purpose of dealing with a specific dispute, e.g., in relation to solving a crime.

We will delete personal data such as your date of birth, nationality, residential address, passport, or another travel document 2 years after the expiry of your stay

Other personal data will be retained for 3 years from the end of your stay. Anonymized personal data may be kept for a longer period of time.

1. **If you visit our profiles on social media**

This section sets out the policy for Falsled Kro’s processing of personal data collected via Falsled Kro’s profiles on social media.

Falsled Kro and the providers of social media are joint data controllers for the processing of your personal data collected when you visit Falsled Kro’s profile on social media. Falsled Kro complies with the guidelines of the European supervisory authorities concerning joint data controllership and, using the applicable tools the best way possible, Falsled Kro attempts to ensure that you receive information on the processing of your personal data when you visit Falsled Kro’s profiles on social media.

Falsled Kro has profiles on the following social media:

Facebook (Meta Platforms Ireland Ltd.)

* Facebook’s privacy policy is available [here](https://m.facebook.com/about/privacy/previous)
* Manage your privacy settings on Facebook [here](https://m.facebook.com/help/325807937506242)

LinkedIn (LinkedIn Ireland Unlimited Company)

* LinkedIn’s privacy policy is available [here](https://www.linkedin.com/legal/privacy-policy)
* Manage your privacy settings on LinkedIn [here](https://www.linkedin.com/help/linkedin/answer/66/managing-your-account-and-privacy-settings-overview?lang=en)

Instagram (Meta Platforms Ireland Ltd.)

* Instagram’s privacy policy is available [here](https://help.instagram.com/519522125107875/?helpref=hc_fnav&bc%5b0%5d=Instagram%20Help&bc%5b1%5d=Policies%20and%20Reporting)
* Manage your privacy settings on Instagram [here](https://help.instagram.com/196883487377501/?helpref=hc_fnav&bc%5b0%5d=Instagram%20Help&bc%5b1%5d=Privacy%2C%20Safety%20and%20Security&bc%5b2%5d=Managing%20Your%20Privacy%20Settings)

Please refer to the privacy policy of the provider of the relevant social media for information on their retention of your personal data.

**Collection of personal data**Depending on your conduct on the social media, Falsled Kro and the provider of the social media in question may retrieve the following personal data about you:

* Data available on your profile, such as your name, gender, relationship status, place of work, geographical information and fields of interest
* Your "likes" or other reactions expressed on Falsled Kro’s profile
* Comments left by you on Falsled Kro profile
* Your visits to Falsled Kro’s profile

**Purposes of the processing**

Falsled Kro may process your personal data for the following purposes:

* Improve our products and services, including our profiles and fan pages on social media
* Statistics and analytics
* To communicate with you if you comment on our posts, make a review, or send us a direct message
* Promotional marketing in general

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

* Improving their advertisement system
* Providing Falsled Kro with statistics, which the social media providers, among other things, compile based on your visit to our profiles and pages
* Advertising and customising the activities on the page.

**Legal basis**Falsled Kro will mainly process your personal data based on the following legal bases:

* Legitimate interests: Falsled Kro may process your personal data on the basis of our legitimate interests in promoting and communicating with you on our profiles on social media, as well as our legitimate interest in improving our products and services (Article 6(1)(f) of the GDPR).

The providers of the social media process, among other things, your personal data to enable them to improve their advertisement system and to provide Falsled Kro with statistics, which the provider, for example, works out on the basis of your visit to Falsled Kro’s profile or fan page on the social media in question, with a view to advertising and customising the activities on the profile or fan page. The providers of the social media process your personal data as a consequence of their legitimate interests, including their interest in providing innovative, customised, secure and profitable services (Article 6(1)(f) of the GDPR).

* Consent: The providers of social media may also process your personal data in accordance with your consent, which you are entitled to withdraw at any point in time via the settings on the website of the social media in question (Article 6(1)(a) of the GDPR).

**Who do providers of social media share your personal data with?**

The providers of social media may, among other things, share your personal data with the following categories of recipients:

* Other undertakings in the group which the provider of the social media in question is a part of
* Externally with partners providing analytical services
* Advertisers
* Other individuals using our profile or fan page on the social media in question (to the extent that your data is publicly available)
* Researchers and academics

For more information on the parties with whom the providers of social media share your personal data, we refer to the providers’ general privacy policies.

Your personal data may be transferred by the providers of social media to recipients outside the EU/EEA in accordance with the European data protection standards applicable from time to time. You may read more in the providers of social media’s general privacy policies.

For information on who Falsled Kro shares your personal data with, please refer to the section *Disclosure to other data controllers and sharing with data processors* below.

**Retention period**

Your personal data will be retained by Falsled Kro for two years from your interaction with Falsled Kro on social media. You may delete such expressions or interactions by removing your review, comment, like or other interaction from our profile or fan page, if you no longer want your likes, comments, and reviews to appear on our social media profiles or pages.

Please refer to the privacy policy of the provider of the relevant social media for information on their retention of your personal data.

# Disclosure to other data controllers and sharing with data processors

To fulfil the purposes described above we may provide access to your personal data for third parties who, on the basis of a contractual relationship with Falsled Kro, provide relevant services, e.g., IT-providers, email providers and marketing providers. Such service providers will only process personal data in accordance with our instructions pursuant to the data processor agreements entered into.

In connection with Falsled Kro’s development, the company structure may change, e.g., through a full or partial sale of Falsled Kro. In case of a partial hand over of assets containing personal data, the legal basis for the related disclosure of personal data is, as a general rule, Article 6(1)(f) of the GDPR, as Falsled Kro has a legitimate interest in handing over part of its assets as well as making commercial changes.

Aside from above, it is a general rule that your personal data is not disclosed to a third party without your permission. However, under certain circumstances and in accordance with applicable law, we may need to disclose your personal data to

* Police
* Lawyers
* Auditors
* Courts
* Public authorities
* Prospective buyers
* Affiliated companies

If your personal data is transferred to data processors or data controllers established in countries outside the EU/EEA which does not have an adequate level of protection, such transfer will be based on the EU Commission’s standard contracts, which you have the right to access.

# Your rights

* You have the right to access 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 rectified and deleted, with certain statutory exceptions, including the Bookkeeping Act
* You have the right to request us to restrict the processing of your personal data
* Under certain circumstances you may also request to receive a copy of your personal data as well as the transmission of your personal data which you have provided us with to another data controller (data portability)
* You may, at all times, withdraw any consent you may have given. We will then delete your personal data, unless we can continue the processing on another basis. Our newsletter can be unsubscribed by clicking the link at the bottom of the newsletter

# Questions or complaints

If you have any questions in relation to this privacy policy or if you wish to make a complaint in connection to our processing of your personal data, please contact us:

Falsled Kro A/S

Address: Assensvej 513, Falsled, 5642 Millinge

Email: info@falsledkro.dk

Telephone number: +45 62 68 11 11

If your complaint is not resolved by us and you wish to proceed with the case, you can send your compliant to the supervisory authority in your country. A list of European supervisory authorities is available [here](https://edpb.europa.eu/about-edpb/about-edpb/members_en).

In Denmark the supervisory authority is:

Datatilsynet

Address: Carl Jacobsens Vej 35, 2500 Valby

Email: dt@datatilsynet.dk

Telephone number: +45 33 19 32 00