

## **Data Privacy Statement**

Our website collects data from visitors to help us develop our website and business, to target our marketing and to build our brand. Some information is gathered for authorities and statistics. By agreeing to our data privacy policies, you help us ensure you get smooth customer experience when visiting our website.

This Data Privacy Statement does not apply to third-party applications, products, services, websites or social media features that may be accessed through links we provide on-web platforms under our control. Accessing those links will cause you to leave our website and may result in the collection or sharing of information about you by a third-party. We do not control, endorse or make any representations about those third-party websites or their privacy practices, which may differ from ours.

### **1. Register admin**

Name: Haapala BnB Oy

Business ID: 2796948-7

Address: Haapalantie 3, 88600 Sotkamo, Finland

### **2. Person in charge of the register**

Name: Kaisa Tyler

Address: Haapalantie 3, 88600 Sotkamo

Email: [kaisa@haapalapanimoravintola.fi](mailto:kaisa@haapalapanimoravintola.fi)

### **3. Register name**

Haapala BnB customer register.

### **4. Purpose of collecting data**

Customers personal data can be gathered for

- processing and analyzing data
- Passenger card
- Marketing purposes (if customers has agreed on this)
- Customer relationship and contacting

### **5. Register content**

The register contains information such as customer name, address, mobile number, email, company and details required in passenger card (social security number, nationality, fellow travellers name and their social security number).

### **6. Data storage**

Information of our lodging guests is managed and stored in our reservation system produced by Sportum Travelnet. When arriving at Haapala customers are also required to fill in a Passenger card, which is stored in private, locked premises of Haapala BnB for one year, after which they are appropriately disposed of. Haapala BnB is obliged to give customer information to authorities if requested.

## **7. Where information is gathered**

Haapala BnB collects information and data through

- Website and webshop
  - Email and phone
  - Social media channels
  - Passenger card
- Website and social media sites contain third-party **cookies**, to gather and analyse customer behaviour data (such as time spent on the site and how often customers visits on the site).

**What are cookies:** When visiting a website, a **cookie** is a text file saved to your PC, Mac, phone or tablet. It stores the website's name, and a unique ID that represents you as a user, so when you go back to that website again, the website knows you've already visited there. This helps the website to be tailored based on your behaviour on sites, such as suggesting you some web content based on your previous clicks or likes. Due to GDPR-law companies need to get your explicit consent to collect your data if the cookie can identify you as a user, this is why you get asked if you want to accept cookie settings when entering some websites. Accepting cookies is usually beneficial as it ensures you will get better usage on user interface and better interaction on site.

Cookies we are using: Our website uses Google Analytics to gather and analyse visits on our website and webshop, to help us understand how our customers use our site and to help us to develop our web content.

On social media channels, our Facebook page and Instagram account collect also data of visitor actions, and to use these third-party operated pages you must give your consent to these pages before using them.

## **8. Sharing information data**

- We do not forward any data collected to any other operator, excluding third-party operators mentioned in section 7 who have their own data privacy protocol.
- Information is not stored or used for marketing purposes without customer consent.
- Information on passenger card may be given to authorities.

## **9. Sharing information data outside the EU or European economic area**

-Information data is not shared outside Eu or European economic area, excluding third-party operators mentioned in section 7.

## **10. Customer rights**

Our customers have a right to be informed (individuals have the right to know how we process their personal information), rectify (individuals can ask their data to be updated or corrected) and to be forgotten (individuals have the right to ask their data to be deleted from a database).

## **11. Data protection**

Manual data (passenger cards) are kept in safe, locked premises where only Haapala BnB staff have access. All passenger cards are destroyed after one year of storage.

Electric data is kept confidential on hardware protected by passwords, firewall and any necessary data privacy protocol.