

Privacy Statement – Dalen Hotel

Introduction

Dalen Hotel processes personal data in various contexts, for example when you book services with us, stay at the hotel, use our services, or contact us in other ways.

This privacy statement explains how and why we process personal data, and outlines your rights. You will also find contact information should you have any questions or wish to exercise your rights.

All processing of personal data is carried out in accordance with applicable data protection legislation, including the Norwegian Personal Data Act and the GDPR.

Data Controller

Norwegian Hospitality Group (NHG)

Organisation number: 989 467 395

Address: Strandveien 50, 1366 Lysaker, Norway

Telephone: +47 67 10 20 11

NHG is the data controller responsible for the processing of personal data related to booking, invoicing, hotel operations, marketing, and communication with customers and contacts.

Processing of Personal Data Related to Booking and Stay

In connection with bookings made by you or by others on your behalf, we process the personal data necessary to fulfil the agreement for booking and purchase of services. This includes information provided directly by you or via a travel agency or agent.

The data processed may include:

- identity information
- contact details

- payment information
- in certain cases, passport number

We also process other information relevant to your stay, such as allergies or special requests. In addition, we register purchases and orders made during your stay (e.g. spa, restaurant, room service) in order to deliver services and process payment.

Personal data is stored for as long as necessary to fulfil the agreement and as required by applicable legislation or regulatory obligations.

Processing of Personal Data for Marketing Purposes

If you subscribe to our newsletters, we use your email address to send you news and offers from us.

We may also use your email address or telephone number to send marketing communications within the scope of existing customer relationships, in accordance with applicable marketing legislation.

Contact via social media may take place based on your consent or within an existing customer relationship. For this purpose, your email address or telephone number may be shared with the relevant social media platform.

You may withdraw your consent or opt out of marketing at any time by contacting

post@dalenhotel.no

Processing of Personal Data for Development, Troubleshooting and Security

We process personal data in order to:

- troubleshoot and correct errors
- improve our services, systems, and technology
- analyse usage and user behaviour
- ensure security and verify identity in connection with our digital services

Where possible, data is anonymised or used in aggregated statistical form. In certain cases, processing of personal data is necessary for development, troubleshooting, statistical and security purposes.

AI Chatbot

Dalen Hotel uses an AI-powered chatbot to provide quick and easy access to information about the hotel. The chatbot processes information related to your interaction, including the questions you ask and the responses provided.

This information is used to improve the chatbot's functionality and to provide a more personalised user experience. You may choose not to interact with the chatbot at any time.

Processing of Personal Data for Other Purposes

If you contact our customer service or otherwise communicate with us, we process the personal data you provide to the extent necessary to respond to and follow up on your enquiry.

The legal basis for such processing is legitimate interests, fulfilment of contractual obligations, or responding to enquiries.

In addition, we may process personal data where required or permitted by applicable legislation, regulatory requirements, or court orders.

Disclosure of Personal Data

We do not disclose personal data to third parties unless:

- you have given your consent, or
- disclosure is required or permitted by applicable legislation, regulatory authorities, or court orders.

The use of data processors who process personal data on our behalf does not constitute disclosure.

Your Rights

You have the right to request:

- access to your personal data
- rectification or erasure
- restriction of processing
- to object to processing
- data portability

To exercise your rights, please visit

<https://www.dalenhotel.no> or www.nhg.no

We will respond as soon as possible and no later than within 30 days. For security reasons, we may ask you to verify your identity before processing your request.

Cookies

We use cookies to improve the user experience on our websites. Cookies are small text files stored on your device that provide information about how the website is used.

We use both permanent cookies and session cookies. If you disable cookies in your browser, website functionality may be reduced.

Personalisation of Your Stay

Dalen Hotel aims to offer guests the best possible hotel experience tailored to individual preferences and purchase history. Based on legitimate interests, we may use information about your room preferences and previous purchases to personalise your stay.

In some cases, we may collect limited relevant information from publicly available sources such as the internet and social media. Personal data is not shared with third parties for this purpose.

You may object to the use of your personal data for personalisation by contacting

post@dalenhotel.no

Changes to the Privacy Statement

We continuously work to develop and improve our services. This may result in changes to how or to what extent personal data is processed. The privacy statement may therefore be updated from time to time. The current version will always be available.