

## Privacy policy

Within *Hotel Blå Blom AB*, hereafter referred to as "*The Company*" (organization number 556760-1652), which operates *Hotel Blå Blom* and *Skeviks Gård*, hereafter called "*The Facilities*", with associated restaurants and buildings, we treat personal information for users and our customers who use our services ("Services"). The "Services" refers to the business areas provided by The Company in the hotel, conference and restaurant.

We cherish your privacy and comply with applicable laws that are intended to protect you as an individual.

The Company is personally responsible for the Service. "Personal Data" refers to any information that may be linked directly or indirectly to a living person.

We strive to maintain a high level of protection when it comes to personal integrity. The Company uses Personal Information primarily to administrate, provide, develop and maintain the Service, process your booking, optimise your experience of the Service and individualise the communication. Please read this Privacy Policy carefully to understand how and for what purpose we treat your Personal Information. By submitting your Personal Information to us and accepting the applicable terms and conditions, you agree that your Personal Data is processed in accordance with the terms and conditions of the respective Service and this Privacy Policy. If the law requires a more specific consent from you, we will of course ask for one.

This Privacy Policy, together with our Booking Terms and any other terms that regulates The Company's processing of Personal Data from time to time, are referred to as "Privacy Terms". The Privacy Policy sets the ground for how we process Personal Data that you provide us when using the Services or which we collect about you. For some of our services, there are also special conditions for processing Personal Data that you approve when using the respective service.

Changes to this Privacy Policy are announced by publishing the new terms on the websites (see the addresses below), we therefore recommend that you regularly review them. If you add Personal Data about other people, you are responsible for the The Company to process the Personal Data in accordance with applicable Privacy Terms.

## Collection and processing of personal data

The Company collects and processes your Personal Information only if it's permitted by law. Collecting and processing may occur when using the Services, such as making a reservation or during/after your stay. We use different methods for collecting Personal Information, such as booking a hotel room, cookies on our website, guest inquiries, conventions, customer meetings and in various contact with our sales and booking organisation. On different occasions, The Company collaborates or imports Personal Data from databases inside and outside The Company (for example, Facebook or Google). We may from time to time receive Personal Information about you from different partners and other information that may be added to your information.

When the law requires to obtain consent for the treatment of certain types of Personal Data or for certain forms of treatment, consent will be obtained from you prior to treatment.

## **Information from and about you that we collect and process**

We only collect Personal Data that are relevant to the purpose described in the special Terms of Service and this Privacy Policy. The information that may be collected is e.g. Information about your name, address, telephone number, email address, IP address, information to facilitate the use of the Services, language, travel information, booking preferences, employment, special diet requirements, disability requirements and other information you provide when using the Service. Examples of Personal Data from companies outside The Company include updated address information and demographic information.

## **Purpose for which we process your personal information**

The Company collects Personal Data for different purposes. What Personal Data that is collected and how they are collected depends on which services you use or request.

### THE COMPANY USES PERSONAL DATA TO:

- Process your bookings and orders for the Services
- Contact you by email, text or other mobile applications to announce your booking status or information that's connected to your booking before, during and after your stay
- Manage, provide, develop and maintain the Services
- Analyse statistics and user behaviour regarding our Services
- Increase your benefit and experience of our Services in other ways we think you would appreciate
- Market our services and products, directly or not, including behavioural marketing
- Diagnose errors, optimise the technology and contact you in case of a problem with a booking or performance of the Services

You may, at any point and without charge, request that The Company not processes your Personal Data for marketing purposes or revoke your consent to this. You can use this right by contacting us at our email-address: [bokning@blablom.se](mailto:bokning@blablom.se) or [bokning@skevik.se](mailto:bokning@skevik.se).

## **Where we store and transfer your personal information**

The Company stores Personal Data in accordance with this Privacy Policy and applicable legislation. The Company uses subcontractors e.g. for computer operations and Personal Data, it may therefore be transferred to these subcontractors. Our subcontractors treat your Personal Information solely on behalf of The Company, in accordance with our instructions, and only after signing a Personal Data agreement under applicable law to ensure a high level of protection of your Personal Data.

The Company may disclose Personal Data to third parties, such as police or other authority in case of criminal investigations or if The Company is required to provide such information on support of law or authority decision.

The Company usually doesn't transfer Personal Data to countries outside the EU/EEA but if, for example, a subcontractor is located in a country outside EU/EEA or it is necessary for us to perform our contractual obligations towards you, transfer of Personal Data outside EU/EEA may occur even if, according to the EU Commission, the country doesn't have adequate protection for Personal Information. In order to ensure a high level of protection of your Personal Data in such situations and compliance with EU/EEA rules, The Company includes Personal Data agreements with such subcontractors. Such Personal Data grant agreements govern the processing of Personal Data by

subcontractors and, when applicable, transfer of Personal Data in accordance with applicable EU/EEA rules for the protection of Personal Data. The agreements contain conditions required by the EU Commission and comply with the requirements of the applicable law to protect the transferred Personal Data.

### **Protection and disclosure of personal data**

The company has taken appropriate technical and organisational measures to protect your Personal Data against e.g. loss, manipulation or unauthorised access. We continuously adapt our security measures to the ongoing technical developments. The Company deletes Personal Data accordance with the applicable law. This means, for example, that The Company deletes or declines Personal Data when the purpose of processing Personal Data is no longer available. The purpose of processing your Personal Information is set forth above and in Privacy Terms.

### **Other applications/websites**

The Services may contain links or other applications and/or websites that are not controlled by The Company. This Privacy Policy applies only to your use of the Services. The Company is not responsible for the content of linked applications/websites and there processing of Personal Data, which may be made by owners or operators of linked websites.

### **Change, delete and review your personal information**

If your Personal Information is changed, please inform The Company about this by sending us a message to the address shown below. The Company is not responsible for any problems that arise as a result of the fact that the Personal Data is out of date or incorrect if you failed to inform us the changes.

The Company will, at your request or when The Company discovers, correct, delete incorrect or incomplete information. You also have the right to receive an excerpt, without charge, which shows the Personal Information about you and how it's being treated. The request for excerpt shall be made to the adress shown below and include your name, postal adress, telephone number and e-mail adress used in communication with The Company.

You may at any time withdraw your consent for further processing, but not retroactively, of your Personal Data by contacting The Company at the adress below, after which The Company will prevent such information from continuing to be processed. However, please be aware that revocation of consent doesn't affect processing that may be done without consent (such as the provision of the Services you ordered) but my result in the Services not functioning as intended or The Company may no longer provide the Services.

### **Cookies**

The Company doesn't use cookies on it's digital services. Should The Company start using cookies, The Company will comply with the applicable legislation in this regard.

### **Transfer**

If The Company sells, reorganises or otherwise transfers all or part of the business, your Personal Data may be transferred at the same time.

## Contact

If you have questions, comments or complaints regarding The Company's processing of Personal Data and compliance with the Privacy Terms or applicable law regarding the protection of Personal Data, please send an email or letter to any of the Facilities below:

### Contact Information

Hotell Blå Blom AB

Skeviks Gård  
134 32 GUSTAVSBERG  
[bokning@skevik.se](mailto:bokning@skevik.se)  
08-570 387 00

Hotell Blå Blom  
Odelbergsväg 5a  
134 40 GUSTAVSBERG  
[bokning@blablom.se](mailto:bokning@blablom.se)  
08-574 112 60

### Responsible Privacy Policy

For The Company's Privacy Policy, The Company's CEO is responsible for ensuring that the organisation and partners follow this policy set up. The Company's CEO is also responsible for updating this policy on legislation changes and/or changing The Company's procedures or practices that require change of policy. For questions about the policy regarding the CEO please contact:

Ragnar Flink  
VD  
[ragnar.flink@skevik.se](mailto:ragnar.flink@skevik.se)  
0730-416419