

Personal data

Color Hotel Skagen's protection of your personal data

In connection with your stay at Color Hotel Skagen, we will process personal data about you. It is important to us that we protect your integrity, and we have therefore prepared this information policy on how your personal data is processed. Here you can read more about how we process your personal data

Data Protection Officer

We have appointed a data protection officer to ensure the necessary awareness and competences for the correct processing of your personal data. The data protection officer can also help you when you are a guest or customer at Color Hotel Skagen. If you have any questions about how we process your personal data, you are always welcome to [contact the Data Protection Officer](#).

Healthcare manager

The CEO of Color Line AS is responsible for ensuring that we process all personal data correctly. However, in order to ensure the best possible processing, responsibility for processing has been delegated to the daily operational managers of the individual departments.

Disclosure of personal data

Color Hotel Skagen does not disclose personal data to third parties unless Color Hotel Skagen is required to do so by law. Among other things, Color Hotel Skagen is obliged to disclose personal data to authorities such as the police and SKAT.

For us to disclose personal data, the following must be met:

1. There must be a written enquiry
2. Reference must be made to the applicable legal authority in order to obtain the extradition
3. A request for disclosure of the personal data must be attached

To fill out the personal data disclosure form - [click here](#) (for authorities only)

Your rights:

Insight:

If Color Hotel Skagen holds personal data about you, you have the right to gain access to this personal data.

Correction:

We must only process accurate personal data. If you believe that we are processing incorrect or misleading personal data about you, you can request that we rectify the data.

Deleting:

When the purpose for collecting the personal data has been fulfilled, Color Hotel Skagen has a procedure for deleting the personal data. You have the right to request that your personal data be deleted. Unless there is another lawful reason for continuing to store your personal data, including, for example, legislation that requires the data to be stored for a specific period, Color Hotel Skagen will comply with your request. Please note that Color Hotel Skagen has strict requirements for identification. Color Hotel Skagen must ensure that we communicate with the owner of the personal data. Personal data will therefore only be sent to the e-mail address provided when booking your stay.

What does Color Hotel Skagen use your personal data for?

Color Hotel Skagen is required to register a number of personal data about you in accordance with the rules on guest registration. In order to fulfil our agreement with you as a customer and guest, Color Hotel Skagen must therefore process and store certain personal data about you.

For Danish guests:

Name, address, phone number, email address, date of birth and other general personal data

For foreign guests:

Name, address, nationality, date of birth, date of arrival, type and number of passport or other travel document

A guest/client may, voluntarily and at their own discretion, provide Color Hotel Skagen with additional personal data that they believe may be of importance to Color Hotel Skagen's service to the guest/client or that they believe should be provided for security reasons.

This can for example be information about:

- Handicap
- Allergy
- Special food preferences
- Other health or medical information

If a guest/customer voluntarily and by choice chooses to provide such information, Color Hotel Skagen regards this as consent to be able to register and store this sensitive information about the person concerned.

In addition to the data that Color Hotel Skagen receives directly from guests/customers, Color Hotel Skagen will in some cases obtain or process additional data that Color Hotel Skagen has received from third parties, e.g. a travel agency, another intermediary or an employee of the company where the data subject is employed.

Where this is the case, the third party in question is obliged to inform the guests/customers/suppliers in question of Color Hotel Skagen's terms and conditions and Color Hotel Skagen's personal data policy. It is also the responsibility of the third party in question to ensure that there is the necessary legal basis for the collection and processing of the data in question, including obtaining any necessary consent for the processing of any sensitive data.

We have taken the necessary security and organisational measures to ensure that your personal data is protected against unauthorised disclosure, manipulation or deletion, and our employees are aware of what personal data may and must be stored and for how long it may be stored.

What is the purpose of collecting personal data?

We want to offer you a service and products that are customised to you and your interests. Personal data about you and information about your purchases may therefore be used in and for:

- Analyses and targeted marketing
- For the management of the individual customer relationship
- Simplify the booking process for returning customers
- Basis for product development.

Color Hotel Skagen defines a person as a customer in an existing customer relationship for 2 years from the last date of stay.

You can withdraw your consent at any time by contacting us.

Newsletters

Color Hotel Skagen collects personal data in the following ways:

By consenting to receive our newsletters

What information do we collect:

Color Hotel Skagen collects personal data such as name, address, nationality, telephone number, e-mail address, date of birth and other general personal data.

Demographic information

Residence statistics

Rule: We store your information as long as you are subscribed to the newsletter.

Information based on your consent may be used to customise communication and marketing to you.

Deletion of information:

Your data will be deleted if:

You unsubscribe from receiving our newsletters.

Customer

Color Hotel Skagen collects personal data in the following ways:

- When purchasing a stay at Color Hotel Skagen
- When enquiring about accommodation offers
- When requesting a brochure

What information do we collect:

Color Hotel Skagen collects personal data such as name, address, nationality, telephone number, e-mail address, date of birth and other general personal data.

- Demographic information
- Residence statistics
- Feedback via our customer surveys

Rule: The data is stored for 2 years from the end of the last stay

Information based on your consent may be used to customise communication and marketing to you.

Deletion of information:

Your data will be deleted if:

You have not stayed at Color Hotel Skagen within 2 years, unless you have signed that you wish to be registered permanently.

By contacting Color Hotel Skagen in writing, you can ask for your data to be deleted.

B2B

Color Hotel Skagen collects personal data in the following ways:

- When purchasing a stay at Color Hotel Skagen
- When requesting a quote for a stay
- When requesting a brochure

What information do we collect:

Color Hotel Skagen collects the name of the company/organisation/industry, address, telephone number, email address, personal data such as name, address, telephone number, email address, date of birth and other general personal data.

- Demographic information
- Residence statistics
- Feedback via our customer surveys

Rule:

Company information is generally saved

The personal data information is stored for 2 years from the end of the last stay

Information based on your consent may be used to customise communication and marketing to you.

Deletion of information:

Company information is deleted if:

By contacting Color Hotel Skagen in writing, you request that your data be deleted

Personal data is deleted if:

You have not stayed at Color Hotel Skagen within 2 years, unless you have signed that you wish to be registered permanently.

By contacting Color Hotel Skagen in writing, you request that your data be deleted

Cookies & other analytics tools

We want you to have the best possible user experience when you visit our website.

We therefore use cookies and analytics tools to:

Give our guests and customers a better user experience. This means, among other things, that pages are displayed faster and content is customised to your preferences

Learn from your behaviour on our website to make an even better website with the best possible functionality

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