



# GDPR

## Privacy Policy – GDPR

We at FSB Sweden AB (“Falkenberg Strandbad”) and the other companies within ESS Hotel Group AB (“ESS”, “we”, “our” and “us”) care about your privacy and therefore want to inform you about how your personal data is used by us and within the company group.

In our privacy policies at the links below you find detailed information regarding how we process your personal data in each specific situation.

- If you visit our [website](#)
- If you [stay](#) with us or [visit](#) our destination
- If you interact with us on [social media](#) or in other ways [contact us](#) prior to a booking, purchase or stay
- If you subscribe to our [newsletters or text messages](#)
- If you are a [Friend of ESS](#) (in which case only ESS Hotel Group AB is responsible for the processing of your personal data)
- If you order from [Home of ESS](#), are a member of Home of ESS, visit the Home of ESS website or in other way are in contact with Home of ESS
- If you participate in a [contest](#)
- If you make a [complaint](#) or a [claim](#)

In our privacy policies we have specified which company that is responsible for the processing of your personal data in each situation. For example, both the destination and ESS Hotel Group AB are, as controllers, responsible for the processing of your personal data when you book a visit, stay with us or make a purchase.

We share your personal data within our company group to provide you with a high-quality service no matter what destination you visit and as a way to conduct our business in the most efficient way. We do however limit any sharing of your personal data to what is necessary. We describe this on the links above and [here](#).

Please contact us if you have any questions or want to exercise your rights

In our privacy policies you find information about your rights. You are for example always free to withdraw a consent and object to marketing.

Should you have any questions regarding our processing of your personal data, or if you wish to exercise any of your rights under data protection legislation, you can contact the company you have interacted with previously or ESS Hotel Group AB. The fastest way to get in touch with us is to use our e-mail address specifically designated for this purpose [privacy@essgroup.se](mailto:privacy@essgroup.se), or to give us a call on [+46 775-553 553](tel:+46775553553).