

Privacy Statement

At Villa Friluftsliv, your privacy matters. This Privacy Statement explains which personal data I collect, why I collect it, how it is used and protected, and what rights you have.

This Privacy Statement applies to the Villa Friluftsliv website, direct bookings and all related communication.

1. Who is responsible for your personal data?

The data controller responsible for processing your personal data is:

Mariëlle de Kloet

Trading as Villa Friluftsliv

Email: info@villafriluftsliv.com

Questions about this Privacy Statement or the use of your personal data can be sent to the email address above.

2. Which personal data do I collect?

Depending on how you use the website and whether you make a booking, I may collect the following information:

Personal and contact details

- Your name
- Email address
- Telephone number
- Country and place of residence
- Any other information you voluntarily provide

Booking information

- Arrival and departure dates
- Number of guests
- Booking amount
- Booking status
- Special requests or information you choose to share
- Communication relating to your stay

Please avoid providing sensitive personal information unless it is genuinely necessary for your stay.

Payment information

Payments are processed securely through Stripe. I may receive general payment information, such as the payment amount, status, date and transaction reference.

Your complete credit card or other payment details are processed directly by Stripe. I do not see or store your full card details.

Website and analytics information

If you consent to analytics cookies, Google Analytics may collect information about how you use the website, including:

- Pages visited
- Approximate location
- Device and browser type
- Referring website
- Time spent on the website
- Interactions with website features

Google Analytics 4 does not log or store complete IP addresses. Analytics data is only collected after you have given consent through the cookie banner.

Communication

If you contact me by email or through the website, I process the information contained in your message in order to respond and assist you.

3. Why do I process your personal data?

Your personal data may be processed for the following purposes:

- To process and manage your booking
- To communicate with you before, during and after your stay
- To send practical information, such as directions, access instructions and house rules
- To process and administer payments
- To answer questions and handle requests or complaints
- To maintain financial and booking records
- To comply with tax, accounting and other legal obligations
- To protect the website and booking process against fraud or misuse
- To understand and improve the website, where you have consented to analytics cookies

4. Legal grounds for processing

I only process your personal data when there is a valid legal basis for doing so.

Performance of a contract

Most booking data is required to process your reservation, provide the accommodation and communicate with you about your stay.

Legal obligations

Certain booking, payment and transaction records may need to be retained to comply with tax, accounting or other legal requirements.

Legitimate interests

Some data may be processed when reasonably necessary to answer enquiries, protect the website, prevent fraud, resolve disputes or manage the accommodation responsibly.

Consent

Google Analytics and other non-essential cookies are only used with your consent. You can withdraw or change your consent at any time through the cookie settings on the website.

5. External service providers

I use a limited number of external platforms to operate the website and manage bookings. These providers may process personal data on my behalf or as an independent data controller.

Bookingmood

Bookingmood is used to display availability and manage reservations. It may process information such as your contact details, selected dates, number of guests and booking information.

More information is available in the [Bookingmood Privacy Policy](#).

Stripe

Stripe is used to securely process payments. Payment information is submitted directly to Stripe and processed in accordance with Stripe's own privacy terms. I do not have access to your complete credit card information.

More information is available in the [Stripe Privacy Policy](#).

Google Analytics

Google Analytics is used to understand how visitors use the website. It is only activated after you consent to analytics cookies.

The information collected is used to produce aggregated website statistics and improve the website. Google states that IP addresses collected from users in the European Economic Area are discarded before the data is logged. [Google Analytics privacy information](#)

Your personal data is not sold. It is not shared with other parties unless this is necessary to provide the service, comply with a legal obligation or protect a legitimate legal interest.

6. International transfers

Some service providers, including Stripe and Google, operate internationally. This means personal data may be processed outside the European Economic Area.

Where required, these providers use recognised safeguards for international data transfers, such as adequacy decisions, the EU–US Data Privacy Framework or Standard Contractual Clauses approved by the European Commission.

Stripe explains its international transfer arrangements in its [Data Processing Agreement](#).

7. Cookies

The website may use essential and analytics cookies.

Essential cookies are necessary for the website and booking process to function properly. These cookies do not require consent where they are strictly necessary.

Google Analytics cookies are optional and are only placed after you have given consent. You can refuse or withdraw your consent without affecting your ability to use the essential parts of the website.

Further information about the cookies used, their purpose and duration should be included in a separate Cookie Statement or in the website's cookie settings.

8. How long do I retain your information?

Personal data is not kept longer than necessary for the purpose for which it was collected.

In general:

- Booking and payment administration is retained for up to seven years where required for tax or accounting purposes.
- General enquiries that do not result in a booking are normally deleted within two years.
- Booking-related communication is normally deleted within two years after the stay, unless it is required for administration, a dispute or a legal obligation.
- Google Analytics user-level and event-level data is retained for up to 14 months.
- Data required for a legal claim may be retained until that claim has been resolved or the applicable limitation period has expired.

Data may be deleted earlier when it is no longer required and there is no legal reason to retain it.

9. How do I protect your personal data?

I take appropriate technical and organisational measures to protect your personal data against unauthorised access, loss, alteration or misuse.

These measures include:

- Password protection and two-factor authentication where available
- Restricted access to booking and payment systems
- Secure payment processing through Stripe
- Keeping software and online accounts appropriately secured
- Only collecting information that is reasonably necessary

Although reasonable security measures are taken, no website or online system can guarantee absolute security.

10. Complaints

If you have concerns about how your personal data is being processed, please contact me first so I can try to resolve the matter.

11. Automated decision-making

I do not use personal data to make decisions based solely on automated processing that have legal or similarly significant consequences for you.

12. Changes to this Privacy Statement

This Privacy Statement may be updated when the website, booking process or legal requirements change. The most recent version will always be published on this page.

Contact

If you have questions about this Privacy Statement or the way your personal data is processed, please contact:

Mariëlle de Kloet
Villa Friluftsliv
Email: [email address]