

Hotel Stafholt – Privacy Policy

Last updated: October 2026

Welcome to the Privacy Policy of Hotel Stafholt. We are committed to preserving the privacy, integrity and security of the personal information we hold about our guests and those who make contact with us. This Privacy Policy explains how we manage and use this personal information and how we comply with our legal obligations under the Icelandic Act on Data Protection and the Processing of Personal Data (No. 90/2018) and the EU General Data Protection Regulation (GDPR).

Please read this Privacy Policy carefully so that you are fully aware of how we collect and process personal information.

Who we are

This Privacy Policy covers the personal information collected and held by Hotel Stafholt ehf., kt. 690126-1170, Stafholtsveggir 2, 311 Borgarnes, Iceland. It applies in particular when you:

- book and stay at our hotel;
- sign up for or attend events held by us;
- buy, receive or use a Hotel Stafholt gift certificate;
- contact us by email, phone or social media;
- visit our website, hotelstafholt.is; or
- sign up for our mailing list.

The controller of your personal information

Under applicable data protection laws, we are required to tell you who the controller of your personal information is. The controller of, and the party responsible for, the personal information covered by this Policy is Hotel Stafholt ehf. Contact details are set out below under “How to contact us”.

Terminology used in this Policy

A “**guest**” is someone who makes a booking, stays at Hotel Stafholt, or uses any of our services, including our restaurant and bar.

A **“contact”** is someone who makes an enquiry or contacts us through our website, in person, or by letter, phone, email or text message, enters a competition run by us, or uses the Wi-Fi at our property, but is not a guest.

“We”, “us” and “our” refer to Hotel Stafholt.

“You” and “your” refer to our guests and contacts.

Personal information we collect and how we use it

This Privacy Policy applies to all personal information collected by Hotel Stafholt, by whatever means, about both guests and contacts. The first section below applies to guests and the second to contacts. Each explains what personal information we collect, how we collect it, the legal basis we rely on, and what we use it for.

Guests

What personal information do we collect from our guests?

The personal information we collect may include:

- identification and contact details, such as name, ID number (kennitala), address, nationality, email address and phone number;
- passport or ID details, where required by law for registration of hotel guests;
- payment card and payment information;
- booking and stay details, such as booking number, room number, signature, special requests, and the timing and length of your stay;
- booking history and transactional data, including payments and the products and services you have bought from us;
- feedback, survey responses and conversations with us through social media;
- footage recorded by surveillance cameras at the hotel;
- audio recordings of calls made to the hotel; and
- marketing preferences.

Where needed, we also collect information about food intolerances and allergies. This can be classed as sensitive personal information, and we use it only to look after you during your stay.

We do not collect personal information about children under the age of 13, except where it is needed for a booking or stay at the hotel.

How is our guests' personal information collected?

We collect this information when you provide it to us by phone, email, post, through our website or in person. We also receive booking information from the third-party booking channels you book through, such as online travel agencies, travel agencies and tour operators, and from review sites.

Legal basis for processing our guests' information

We will only use your personal information as the law permits. The legal bases we principally rely upon are:

- it is necessary for the performance of a contract with you for the provision of accommodation and services, or to take steps at your request before entering into such a contract; and/or
- it is necessary for our legitimate interests in operating and developing our business, where those interests are not overridden by your rights or interests.

Our legitimate interests include camera surveillance to protect our property, guests and staff, and collecting unpaid amounts.

Occasionally we may also rely upon the following legal bases:

- you have given your consent to the processing; and/or
- it is necessary for us to comply with a legal obligation; and/or
- it is necessary to protect your vital interests or those of another person.

Where we rely on consent, you may withdraw that consent at any time by contacting us using the details under "How to contact us" below.

What do we use our guests' personal information for?

We use your personal information to:

- fulfil your bookings and provide the services or facilities you request from us;
- prepare and manage events held at the hotel;
- issue, deliver and redeem gift certificates;
- collect payment from you;
- administer and manage our relationship with you, which may include asking you to complete surveys or feedback forms;
- send you information before your stay to confirm your reservation and provide other information about your stay that we think you may find useful;
- respond to your questions, complaints and compliments;

- book trips and activities for you with local tour and recreation companies, at your request;
- carry out marketing and analysis, where you have consented to this;
- protect our property and keep the hotel secure, including through surveillance cameras;
- comply with our legal obligations; and
- protect your health or wellbeing or that of another person, where necessary.

Contacts

What personal information do we collect from our contacts?

The personal information we collect may include:

- name, email address, home and/or business address and phone number; and
- marketing preferences.

How is our contacts' personal information collected?

We collect this information when you provide it to us by phone, email, post, through our website or in person.

Legal basis for processing our contacts' information

The legal bases we principally rely upon are:

- you have given your consent to the processing; and/or
- it is necessary for our legitimate interests in operating and developing our business, where those interests are not overridden by your rights or interests.

Occasionally we may also rely upon the following legal bases:

- it is necessary for us to comply with a legal obligation; and/or
- it is necessary to protect your vital interests or those of another person.

Where we rely on consent, you may withdraw that consent at any time by contacting us using the details under "How to contact us" below.

What do we use our contacts' personal information for?

We use your personal information to:

- respond to your requests for information;
- comply with our legal obligations; and

- protect your health or wellbeing or that of another person, where necessary.

Marketing

We will only send you marketing communications if you have specifically asked to receive them and have given us your explicit consent.

You can ask us to stop sending you marketing messages at any time by following the unsubscribe link in any marketing message, or by contacting us.

Our website, cookies and social media

When you visit our website, we collect information about your visit, such as your IP address, browser type and version, the time and length of your visit, and which pages you view. More information about how we use cookies is available at hotelstafholt.is/about-cookies.

Information you share on social media, for example on the Hotel Stafholt Facebook page, is public and is not under our control. We are not responsible for how it is used or shared, so please do not post anything there you do not want others to see. When you visit our Facebook page, Facebook may place cookies on your device.

If you do not provide the personal information we request

Where we need to collect personal information by law or under the terms of a contract with you, and you do not provide it when requested, we may not be able to perform that contract (for example, to provide you with accommodation). In that case we may have to cancel a booking or service, but we will notify you at the time if this is the case.

Sharing your personal information

We will not disclose the personal information we hold about you to any third party except where required by law or as follows:

- to third parties who provide services to us and act as data processors on our behalf, such as those who manage our bookings and property management system, channel management, analysis and targeted advertising, email and mailing lists, and IT and telecommunications services;
- to our payment provider, Straumur, for processing card payments;
- to professional advisers, including lawyers, bankers, auditors and insurers; and

- to government bodies, regulators and other authorities where reporting is required by law.

If we sell our business or its assets, we may disclose personal information we hold about you to the prospective or actual buyer. The new owners may then use your personal information in the same way as set out in this Privacy Policy.

We do not allow our third-party service providers to use your personal information for their own purposes. We only permit them to process it for specified purposes and in accordance with our instructions.

We never sell your personal information. Where a third party processes personal information on our behalf, we sign a data processing agreement that requires them to keep it safe and not use it for any other purpose. We may also share personal information where needed to protect our essential interests, such as collecting unpaid amounts.

This Privacy Policy does not cover how third parties process information, such as our bank, Straumur, or software companies like Facebook and Google. We encourage you to read their privacy policies.

Transfers outside the EEA

We do not intend to transfer your personal information to countries outside the European Economic Area (EEA).

If we do transfer your personal information outside the EEA, we will ensure it receives a similar degree of protection by making sure at least one of the following safeguards applies:

- the country has been found by the European Commission to provide an adequate level of protection for personal data;
- we have put in place Standard Contractual Clauses approved by the European Commission with the recipient; or
- where the recipient is in the United States, it is certified under the EU-US Data Privacy Framework.

Data security

We have put in place appropriate security measures to prevent your personal information from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. We limit access to your personal information to those employees, contractors and other third parties who have a business need to know. They will only process your personal information on our instructions and are subject to a duty of confidentiality.

We have procedures in place to deal with any suspected personal data breach and will notify you and the relevant supervisory authority of a breach where we are legally required to do so.

How long we keep your personal information

We only keep your personal information for as long as necessary to fulfil the purposes we collected it for, including to satisfy any legal, accounting or reporting requirements.

For example, footage from camera surveillance is deleted within two weeks. Accounting records, including gift certificate purchases, are kept for seven years under the Icelandic Bookkeeping Act No. 145/1994.

To decide the appropriate retention period, we consider the amount, nature and sensitivity of the information, the potential risk of harm from unauthorised use or disclosure, the purposes for which we process it and whether we can achieve those purposes through other means, and the applicable legal requirements, including Icelandic bookkeeping law.

In some circumstances you can ask us to delete your information (see “Your rights” below).

In some circumstances we may anonymise your personal information so that it can no longer be associated with you, for research or statistical purposes. In that case we may use this information indefinitely without further notice to you.

When your personal information is no longer required, we will take all reasonable steps to destroy or erase it from our systems.

Your rights

Under certain circumstances, you have the following rights under data protection law in relation to your personal information:

- **Access:** to request a copy of the personal information we hold about you and to check that we are processing it lawfully.
- **Correction:** to request that incomplete or inaccurate information we hold about you is corrected. We may need to verify the accuracy of the new information you provide.
- **Erasure:** to ask us to delete your personal information where there is no good reason for us to continue processing it, where you have successfully objected to processing, where we may have processed it unlawfully, or where we are required to erase it by law. We may not always be able to comply with a request for erasure for specific legal reasons, which we will tell you about at the time.

- **Objection:** to object to processing based on our legitimate interests where something about your particular situation makes you want to object, and to object at any time to processing for direct marketing. In some cases we may have compelling legitimate grounds to continue processing that override your rights and freedoms.
- **Restriction:** to ask us to suspend processing of your personal information (a) while we establish its accuracy; (b) where our use is unlawful but you do not want it erased; (c) where you need us to keep it to establish, exercise or defend legal claims; or (d) while we verify whether we have overriding legitimate grounds after you have objected.
- **Portability:** to request that we transfer the personal information you provided to us, to you or to a third party, in a structured, commonly used, machine-readable format. This applies to automated information that you consented to us using or that we used to perform a contract with you.
- **Withdrawal of consent:** to withdraw your consent at any time where we rely on consent. This does not affect the lawfulness of processing carried out before you withdrew it. If you withdraw consent, we may not be able to provide certain services to you, and we will tell you if this is the case.

You also have the right to know whether any automated decision-making is carried out, the reasoning behind it, and to ask for such a decision to be reviewed.

To exercise any of these rights, please contact us using the details under “How to contact us” below.

You will not have to pay a fee to exercise any of these rights. However, we may charge a reasonable fee, or refuse to comply, if your request is clearly unfounded, repetitive or excessive.

We may need to ask you for specific information to confirm your identity before acting on your request. This is a security measure to ensure that personal information is not disclosed to anyone who has no right to receive it.

We aim to respond to all legitimate requests within one month. If your request is particularly complex or you have made several requests, it may take longer; in that case we will notify you and keep you updated.

Right to complain

If you are not satisfied with how we handle your personal information, you have the right to lodge a complaint with the Icelandic Data Protection Authority (Persónuvernd), www.personuvernd.is. We would, however, appreciate the chance to address your concerns first, so please contact us in the first instance.

Keeping your information up to date

If at any time you believe that personal information we hold about you is inaccurate, out of date or incomplete, please contact us and we will correct it.

Gift certificates – payment, refunds and use

These terms apply to all Hotel Stafholt gift certificates, both package certificates and value certificates.

Purchase and payment

- Gift certificates are sold by Hotel Stafholt ehf., kt. 690126-1170. Prices are in ISK and include VAT.
- Payment is made in full at the time of purchase by Visa or Mastercard. Companies buying in bulk may pay by invoice, with payment due [14] days from the invoice date.
- The gift certificate is sent by email as a PDF once payment is confirmed. Printed cards are available on request.

Validity

- Gift certificates are valid for 2 years (24 months) from the date of purchase, unless the certificate states otherwise. Some offers have a different validity period, such as 12 or 36 months. The validity period and expiry date are printed on each certificate.
- Package certificates are valid for the dates stated on the certificate. They cannot be used on blackout dates, such as 20 December – 2 January and Easter.

Refunds and cancellation

- A gift certificate bought online can be cancelled within 14 days of purchase for a full refund, as long as it has not been used. This follows the Icelandic Act No. 16/2016 on Consumer Contracts.
- After 14 days, gift certificates are non-refundable and cannot be exchanged for cash.
- Expired gift certificates cannot be used or refunded.

Using a gift certificate

- Bookings must be made in advance and are subject to availability. Quote the certificate code when booking by email, by phone or on our website.
- Package certificates are for two adults unless stated otherwise. Extra guests, room upgrades and extras are paid at the hotel.

- Value certificates can be used for accommodation, food and drinks at Hotel Stafholt. Any remaining balance stays on the certificate until it expires.
- Bookings made with a gift certificate follow the hotel's standard cancellation policy. If you cancel within the deadline, the certificate stays valid. Late cancellations and no-shows count as used.
- Gift certificates can be given to someone else, but the certificate must be shown at check-in.
- A lost certificate can be reissued if the buyer can confirm the purchase details.

Personal information

When you buy a gift certificate, we collect your name, email address and payment details. If you add a recipient's name and a personal message, we collect those too. We use this information only to issue, deliver and redeem the certificate.

Changes to this Policy

We may update this Privacy Policy from time to time to reflect changes in the law or in our business. Please check this page regularly for any changes.

Third-party links

Our website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share information about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

How to contact us

If you have any questions about this Privacy Policy, including any request to exercise your rights, please contact us:

By post: Hotel Stafholt, Stafholtsveggir 2, 311 Borgarnes, Iceland

By email: info@hotelstafholt.is

By phone: +354 791 7400

Website: hotelstafholt.is