**Privacy Policy**
**Revised: 10.07.25**

GAUSTABANEN AS, represented by the General Manager, is the data controller responsible for the processing of personal data as described in this privacy policy. In this document, we explain what types of personal data we collect and how we process them. This privacy policy applies to the website [gaustabanen.no](https://gaustabanen.no).

**Contact Information:**

Gaustabanen AS
c/o Rjukan Økonomisenter AS
Sam Eydes gate 211
3660 RJUKAN, Norway
Phone: +47 45 50 22 22
Email: post@gaustabanen.no

**Personal Data We Collect and Process**

We process the following categories of personal data:

* **Basic Information:** Name and date of birth (if necessary).
* **Contact Information:** Address, phone number, and email address – for example, if you use our contact form, email us, or call.
* **Login and Profile Information:** Preferences and settings – if you are logged into our website.
* **Payment Information:** Transaction details and payment method – if you make a purchase with us.
* **Customer History and Engagement:** Order and delivery information, shopping cart activity, discount codes, and loyalty program data (including active and previous products/services, usage frequency, and status).
* **Customer Activity:** Browsing and interaction history from our app, website, or electronic communications, as well as technical information about your devices (where available).
* **Cookies:** See our cookie policy at <https://gaustabanen.no/cookies>

In most cases, personal data is collected directly from you or generated during your use of our services and products. If we collect data from other sources, we use services from Google (Google Ireland Limited), and possibly Nets (Nexi Group) and Vipps (for electronic payments). These providers have their own data processing agreements:

* <https://policies.google.com/>
* <https://www.nexigroup.com/en/privacy-policy/>
* <https://vipps.no/personvern-og-vilkar/personvern/>

**How We Use Your Personal Data**

**Providing Services / Entering Into Contracts**
We use your personal data to fulfill our agreements with you, e.g., when you order a product or service. Legal basis: performance of a contract.

**Customer Relationship Management**
We use your personal data to manage our customer relationship with you – for instance, customer service, complaints, and technical support. Legal basis: performance of a contract.

**Analytics, Business Development, and Service Improvement**
We continuously work to improve our services and products. This includes analyzing various types of personal data, such as user activity, customer history, and profile information. Legal basis: legitimate interest.

**Personalized User Experience**
We tailor your experience and our communication based on your customer relationship with us. Legal basis: legitimate interest.

**Sales and Marketing**
We use personal data in connection with the sale and marketing of our products and services – for example, sending you emails. Legal basis: legitimate interest. You may opt out of parts of this processing, such as receiving emails. Additionally, we may ask for your consent to use your personal data for profiling, so we can customize marketing to be more relevant.

**Compliance With Legal Obligations**
In some cases, we are required by law to process personal data. For example, we must retain certain sales information under the Accounting Act. Legal basis: compliance with legal obligations.

**Retention of Personal Data**

We retain your personal data for as long as necessary to fulfill the purposes for which it was collected, including to meet legal, accounting, or reporting requirements.

When we no longer need your personal data, it will be deleted or anonymized.

**Examples:**

* Data related to purchases is stored for up to 5 years in accordance with the Accounting Act.
* Contact details used for marketing are deleted when you withdraw your consent or opt out.

**Your Rights**

If you wish to exercise any of your rights, please contact us at **post@gaustabanen.no**

* **Right to Access:** You can request a copy of all personal data we process about you.
* **Right to Rectification:** You may request that we correct or supplement incorrect or misleading information.
* **Right to Erasure:** You may ask us to delete your personal data without undue delay. Please note that we cannot delete data we are legally required to retain (e.g., for accounting).
* **Right to Restrict Processing:** You may request restrictions on processing in certain situations.
* **Right to Object:** If we process your data based on our legitimate interests or public duties, you have the right to object.
* **Right to Data Portability:** You can request a copy of your data in a structured, commonly used, and machine-readable format.

**Complaints**

If you believe we are not complying with data protection laws, we encourage you to first contact us directly. You also have the right to file a complaint with the **Norwegian Data Protection Authority (Datatilsynet)**.