

Cookie banner

Customise Consent Preferences

We use cookies to help you navigate efficiently and perform certain functions. You will find detailed information about all cookies under each consent category below.

The cookies that are categorised as "Necessary" are stored on your browser as they are essential for enabling the basic functionalities of the site.

We also use third-party cookies that help us analyse how you use this website, store your preferences, and provide the content and advertisements that are relevant to you. These cookies will only be stored in your browser with your prior consent.

You can choose to enable or disable some or all of these cookies but disabling some of them may affect your browsing experience.

Necessary (Always Active)

Necessary cookies are required to enable the basic features of this site, such as providing secure log-in or adjusting your consent preferences. These cookies do not store any personally identifiable data.

Functional

Functional cookies help perform certain functionalities like sharing the content of the website on social media platforms, collecting feedback, and other third-party features.

Analytics

Analytical cookies are used to understand how visitors interact with the website. These cookies help provide information on metrics such as the number of visitors, bounce rate, traffic source, etc.

- We use these tools to improve our website's performance and to understand our audience better.
- Information collected may include anonymized technical data such as browser type and device type.

Performance

Performance cookies are used to understand and analyse the key performance indexes of the website which helps in delivering a better user experience for the visitors.

Advertisement

Advertisement cookies are used to provide visitors with customised advertisements based on the pages you visited previously and to analyse the effectiveness of the ad campaigns.

- Google Ads & Remarketing: We use these cookies to serve targeted ads to you on third-party platforms based on your interactions with our site.
- Customer Match: With your consent, hashed data (such as email addresses) may be used to match our audience with advertising platforms like Google to provide more relevant marketing.
- Email Marketing Tracking: Our emails (sent via Mailchimp) may use similar technologies to track if you have opened our communications or clicked on links, allowing us to tailor our future marketing efforts.

Privacy Policy

PRIVACY POLICY RESTAURANT ELM

Last updated: 8.4.2026

1. Introduction

Restaurant Elm ("we", "us", or "our") operates the website www.restaurantelm.fi. This Privacy Policy explains how we collect, use, and protect personal data in accordance with the EU General Data Protection Regulation (GDPR). By using our website, you agree to the practices described in this policy.

2. Data Controller

The Data Controller is Restaurant Elm, Finland. For privacy-related questions, you may contact us via the contact details provided on our website.

3. Personal Data Collection

We may collect the following data:

- IP address (anonymised where possible)
- Browser type and version
- Device type
- Pages visited
- Date and time of visits
- Email addresses: Collected via our booking partner, DinnerBooking.com, when you provide consent for marketing communications.

4. Analytics and Advertising

We use website analytics tools (such as Google Analytics or similar) to understand how visitors use our website and to improve its performance.

Analytics data is collected in aggregated form and used for statistical purposes.

- Customer Match: We may use hashed email addresses to reach you with relevant advertisements via Google Ads.
- Email Marketing: We use third-party providers to manage our email communications and track engagement (e.g., open rates).
- Remarketing: We use cookies to serve targeted ads based on your previous interaction with our website.

You may disable cookies via your browser settings.

5. Legal Basis for Processing

Under GDPR, we process data based on:

- Legitimate interest (website performance, security, and analytics).
- Consent, where required by law (for cookies, analytics, and personalized marketing/advertising).

6. Cookies

Our website uses cookies to:

- Enable essential website functionality.
- Analyze website traffic.
- Personalized Advertising: To tailor advertisements to your interests and measure campaign performance.

You can control or delete cookies through your browser settings at any time.

7. Data Sharing

We do not sell or rent personal data. Data may be shared only with:

- Analytics service providers.
- Marketing & Advertising Platforms: This includes Google (for Customer Match) and Mailchimp (for email distribution).
- Authorities, if required by law.

All third parties are required to comply with GDPR.

8. Data Retention

Analytics and marketing data is stored only for as long as necessary to fulfill its purpose or as required by applicable law.

9. Your Rights Under GDPR

As an EU resident, you have the right to:

- Access, correct, or delete your personal data.
- Object to or restrict processing (including the right to unsubscribe from marketing emails at any time).
- Lodge a complaint with the Finnish Data Protection Authority.

10. Data Security

We implement appropriate technical and organisational measures to protect data against unauthorised access, alteration, or loss. This includes hashing email addresses before uploading them to advertising platforms.

11. Third-Party Links

Our website may contain links to external websites. We are not responsible for their privacy practices or content.

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page.