

IKEA Älmhult AB Privacy Statement

Thank you for trusting us at IKEA Älmhult AB (“**IKEA**”, “**we**”, “**us**” or “**our**”) with your personal data. The IKEA vision is to create a better everyday life for the many people. That’s a big job and one that we at IKEA take seriously.

When you interact with IKEA we will process your personal data. We will collect most of your personal data by using cookies and similar technologies or by other means such as when you sign up to receive newsletters, etc. How we do this is described in our text about cookies which you find [here](#).

We commit ourselves to be transparent with you by providing clear information about what personal data we collect; what we do with it and why; who we disclose it to; how we protect personal data and what choices you have regarding the use of your personal data by us and third parties.

In short: Your personal data – for what purposes do we use it?

1. [For the purposes of planning your visit at a location managed by IKEA Älmhult AB](#)
2. [For the purpose of providing, you with Hotel or Food services that you have requested at the IKEA Hotell or IKEA Museum website](#)
3. [For the purposes of Security at all our physical locations](#)
4. [For the purposes of Marketing and Communication](#)
5. [For the purposes of Business Administration](#)
6. [For the purpose of improving our website](#)

Do not hesitate to [contact us](#) with any questions you have regarding this Privacy Statement!

Your rights

[Below you will find a detailed description of your rights and how to exercise them.](#) In summary you have the following rights:

- the [right to lodge a complaint](#) with a supervisory authority,
- the [right to withdraw your consent](#),
- the [right to access](#) what personal data we process about you,
- the [right to rectification](#) of any personal data that is inaccurate,
- the [right to erasure](#) of the personal data we process,
- the [right to restrict](#) our processing,
- the [right to data portability](#), and
- the [right to object](#) to our processing of your personal data.

Below you can read more about:

By pressing the selected heading, you will be transferred to the relevant paragraph.

The company responsible for the processing of your personal data and how to contact us

Who do we share your personal data with?

Where is your personal data processed?

What are your rights when we process your personal data? Detailed description

Detailed description of how we process your personal data

The company responsible for the processing of your personal data and how to contact us

We, IKEA Älmhult AB, with company registration no. 559070-5058, c/o IKEA of Sweden AB, Box 702, 343 81 ÄLMHULT, the IKEA legal entity managing operations in the IKEA Museum, IKEA Hotell, Aktivitetshuset, Grillen restaurant, and facilitating meetings and events in several locations, is responsible for the processing activities when you interact with us in any of the ways described by this privacy statement.

If you have questions about our Privacy Statement or practices, please feel free to get in touch. You can contact us via our [Data subject request form](#).

Who do we share your personal data with?

Your personal data is initially collected and processed by us. We commit to never sell your personal data.

Nevertheless, to conduct our business, we need to work with service providers and business partners who will process your personal data. We are responsible for any sharing of your personal data and to make sure your personal data is safe when shared with this third parties as set out below.

We share your personal data with our service providers who process the personal data on our behalf, which means that we remain responsible for the data they are processing. Currently, we share your personal data with the following categories of service providers:

- **IT-service providers**, e.g. for specific functionalities and hosting, who will process the personal data on our behalf and on our instructions to ensure good and secure IT operations. We only share your personal data with our IT service providers if it is necessary for them to fulfil their obligations towards us according to the contract that we have with them.
- **Other IT service providers and platforms**: in multiple cases, the personal data produced through your interaction with us will be processed through IT services and platforms that we use for multiple purposes such as product development, cooperation with you, etc. We only share your personal data with them if it is necessary in order to fulfil our mutual obligations.

We also share your data with other organizations, who will be independently responsible for certain processing of your personal data. These are:

- **With the IKEA Value chain:** IKEA is one brand, but multiple companies. Each company plays a special role to achieve the IKEA vision. We share your data with other companies operating under the IKEA brand. However, where possible, we pseudonymize the personal data to minimize the risk of impact in your privacy.
- **Business Partners:** We work together with other companies that can support us achieve the IKEA vision. These companies might for example support us in finance and administration, design and development, etc. Other companies might support us as media, marketing, and social media partners. We share your personal data with them to fulfil different business purposes. However, where possible, we pseudonymize the personal data to minimize the risk of impact in your privacy.

If you have any questions regarding how we share your personal data or want to know more about who we share your personal data with, please feel free to [contact us](#).

Where is your personal data processed?

Your personal data will be, in most cases, be processed within the EU.

However, your personal data will be processed outside of the EU/EEA if the service providers we use are based outside of the EU/EEA. However, we protect your personal data and reduce the risk associated with transfer it outside of the EU/EEA by striving to only store your personal data on the IT service providers' servers within the EU/EEA.

For example, if you have consented to cookies using the analytic services from Google ([Google AdSense](#)) or Microsoft ([Microsoft application insights](#)), your personal data will be transferred to the United States. We have pseudonymized your personal data as far as possible to protect your personal data when being transferred outside of the EU/EEA. Please check our cookie policies for complete list of service providers,

In the above situations, the transfers only take place in accordance with applicable data protection legislation, meaning that we will transfer your personal data outside the EU/EEA when we can ensure an appropriate level of protection of your personal data. We will transfer your personal data under the Standard Contractual Clauses (article 46.1 (c) GDPR), Module 2, together with supplementary measures. You can find the Standard Contractual Clauses [here](#).

If you want to know more about what safeguards we implement for transfers of personal data or receive a copy of the safeguards you are always very welcome to [contact us](#).

What are your rights when we process your personal data? Detailed description

You have certain rights that you can exercise to affect how we process your personal data. You can read a more detailed description about those rights below.

If you want to know more about your rights or if you want to exercise any of your rights, please [contact us](#) and we will help you.

Right to lodge a complaint with a supervisory authority (Article 77 GDPR)

You have the right to lodge a complaint with a supervisory authority.

- The supervisory authority in Sweden is [Integritetsskyddsmyndigheten](#)

In detail. Your right to complain exists without prejudice to any other administrative or judicial remedy. You have the right to lodge a complaint with a supervisory authority in the EU/EEA member state of your habitual residence, place of work, or place where the alleged infringement of applicable data protection laws has allegedly occurred.

Right to withdraw consent (Article 7.3 GDPR)

You have the right to withdraw your consent at any time. This can easily be done in the Application under privacy settings. When you withdraw your consent, it will be done on behalf of all others using the same System as you. Notwithstanding the foregoing, when you withdraw your consent in relation to receiving push notifications regarding the System it will only affect you since such push notifications are sent to your specific device.

In detail. The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal.

Right to access (Article 15 GDPR)

You have the right to obtain confirmation as to whether we are processing personal data concerning you or not. You can make a request by [contacting us](#). If we do process your personal data, you also have a right to obtain a copy of the personal data processed by us as well as information about our processing of your personal data.

In detail. The information we provide includes the following:

- the purposes of the processing,
- the categories of personal data concerned,
- the recipients or categories of recipients to whom the personal data have been or will be disclosed, in particular recipients in third countries or international organisations,
- where possible, the envisaged period for which the personal data will be stored, or, if not possible, the criteria used to determine that period,
- the existence of the right to request rectification or erasure of personal data or restriction of processing of personal data concerning you or to object to such processing,
- the right to lodge a complaint with a supervisory authority, and
- the appropriate safeguards pursuant to Article 46 GDPR relating to the transfer of personal data to a third country.

For any further copies of the personal data undergoing processing requested by you, we may charge a reasonable fee based on administrative costs. If you have made the request by electronic means the information will be provided to you in a commonly used electronic form, unless otherwise requested by you.

Right to rectification (Article 16 GDPR)

You have a right to obtain, without undue delay, the rectification of inaccurate personal data concerning you.

In detail. Taking into account the purposes of the processing, you have the right to have incomplete personal data completed, including the means of providing a supplementary statement.

We will notify each recipient to whom the personal data has been provided of any correction that has been made unless this turns out to be impossible or entails a disproportionate effort. If you want information about these recipients, you are welcome to [contact us](#).

Right to erasure ("the right to be forgotten") (Article 17 GDPR)

You can at any time ask us to delete some or all of your personal data.

In detail. You have the right to obtain from us the erasure of your personal data and we have the obligation to erase your personal data without undue delay where one of the following grounds applies:

- the personal data is no longer necessary in relation to the purposes for which they were collected or otherwise processed,
- you withdraw your consent and there is no other legal ground for the processing,
- you object to the processing pursuant to Article 21.1 GDPR and there are no overriding legitimate grounds for the processing, or you object to the processing pursuant to Article 21.2 GDPR,
- the personal data have been unlawfully processed, or
- the personal data have to be erased for compliance with a legal obligation in Union or Member State law that applies to us.

We will notify each recipient to whom the personal data has been provided about any erasure of personal data according to above, unless this turns out to be impossible or entails a disproportionate effort. If you want more information about these recipients, you are welcome to [contact us](#).

Note that our obligation to erase and inform according to the above shall not apply to the extent that processing is necessary according to the following reasons:

- for exercising the right of freedom of expression and information,
- for compliance with a legal obligation which requires processing by Union or Member State law which applies to us, or
- for the establishment, exercise or defence of legal claims.

Right to restriction of processing (Article 18 GDPR)

You have the right to demand restriction on the processing of your personal data.

In detail. The right applies if:

- the accuracy of the personal data is contested by you, during a period enabling us to verify the accuracy of the personal data,
- the processing is unlawful, and you oppose the erasure of the personal data and instead request the restriction of the use,
- you need the personal data for the establishment, exercise or defence of legal claims even though we no longer need the personal data for the purposes of the processing, or
- you have objected to processing pursuant to Article 21.1 GDPR pending the verification of whether our legitimate grounds override yours.

Where the processing has been restricted according to the above, such personal data shall, with the exception of storage, only be processed with your consent or for the establishment, exercise or defence of legal claims or for the protection of the rights of another natural or legal person or for reasons of important public interest of the Union or of a Member State. We will notify you before the restriction of processing is lifted.

We will notify each recipient to whom the personal data has been provided about any restriction of processing according to the above unless this turns out to be impossible or entails a disproportionate effort. If you want more information about these recipients, you are welcome to [contact us](#).

Right to data portability (Article 20 GDPR)

You have the right to receive your personal data from us in a structured, commonly used and machine-readable format and, where technically feasible, have your personal data transferred to another data controller (“data portability”).

In detail. The right applies to our processing of your personal data when it is based on the lawful basis of consent (Article 6.1 (a) GDPR or contract (Article 6.1 (b) GDPR) and the processing is carried out by automated means.

The exercise of the right to data portability shall be without prejudice to the right to be forgotten, Article 17 GDPR.

Your right to data portability shall not adversely affect the rights and freedoms of others.

Right to object (Article 21 GDPR)

You have the right to object, on grounds relating to your particular situation, at any time to the processing of personal data that is based on the lawful basis *legitimate interest* (Article 6.1 (f) GDPR), including profiling.

In detail. If you object, we shall then no longer process the personal data in question, unless we can demonstrate compelling legitimate grounds for the processing which override the interests, rights and freedoms of you, or for the establishment, exercise or defence of legal claims.

Balancing of interests’ assessments when processing personal data based on the lawful basis of “legitimate interest”

As we state in the tables below, for some purposes, we process your personal data based on our “legitimate interest”. By carrying out a balancing of interests’ assessment concerning our processing of your personal data, we have concluded that our legitimate interest for the processing outweighs your interests or rights which require the protection of your personal data.

If you want more information in relation to our balancing of interests' assessments, please do not hesitate to [contact us](#).

Detailed description of how we process your personal data

We are happy that you share your personal data with us! We want to make your experience with us as joyful, meaningful, and simple as possible. To achieve this, we collect some information about you. This section tells you what personal data we collect and process, why we process it, the lawful basis and storage period for the personal data in question.

| For the purposes of planning your visit at a location managed by IKEA Älmhult AB or by one of our third party partners | | |
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| What purpose we process for | What personal data we process | Our lawful basis for the processing |
| <p>When you request to organize a visit as a private person or as a representative of an organization to one of the IKEA Älmhult AB such as IKEA Museum, Bölsö, Agunnarydsgille, Agunnaryd 1952, Smedjan, IKEA store, Tilsammans IKEA 1, Aktivitetshuset and others it is necessary to process some personal data to be able to deliver the service to you.</p> | <p>When you request a visit as an individual, we will process your name, e-mail address, phone number, date and time for your visit and whether your visit will include lunch or tea before or after the visit.</p> <p>When you request a visit as a representative of an organization or group of people, we will process name, name of the organization you represent, e-mail address, phone number, physical address, postcode, city, country, date and time for your visit, language for the visit, details for invoicing, and whether your visit will include lunch or tea before or after the Museum tour.</p> | <p>Performance of service contract</p> <p><i>The processing is necessary to take steps at the request of the data subject prior to entering the service contract (the visit)</i></p> |
| <p>If you would like us to book services from one of our third-party partners on your behalf (such as surrounding interesting destinations or other activities), we will transfer some personal data to them upon your request to book such service. Please note that in such case your personal data will be handle by our partners in accordance with their own privacy practices and this policy will not apply to such processing.</p> | <p>Name and surname of the contact person from the group, total amount of participants, number of participants with special needs (e.g. disabilities) and food preferences.</p> <p>If hotel rooms need to be booked or a partner requires it for other reasons, full list of participants can also be sent to them.</p> | <p>Your Consent</p> |
| <p>When you visit us and connect to our guest WiFi, we process some of your personal data to provide</p> | <p>Information related to your device and connection, including IP addresses, MAC addresses, and session information necessary</p> | <p>Performance of the service contract</p> <p><i>Processing is necessary to provide the</i></p> |

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| and manage the WiFi service, ensuring a reliable and seamless internet experience during your visit. | to authenticate and maintain the WiFi service. | <i>WiFi service you have requested.</i> |
| Storage period: Meeting and events: personal data is cleaned (records are anonymised) on monthly basis, or, if necessary, after up to 14 months. WiFi connection: Mac address is deleted after 3 months, IP address after 1 year. | | |

| For the purposes of providing you with Hotel or Food services that you have requested at the IKEA Hotell or IKEA Museum website | | |
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| What purpose we process for | What personal data we process | Our lawful basis for the processing |
| To manage and fulfil your hotel rooms booking requests made via the third-party web platforms or IKEA Hotell website. This processing enables us to confirm your reservation, communicate with you regarding your booking, and accommodate any special wishes you may have. | Name, surname, mobile phone number, email address, C/O address, city, postal code, country, street address; guest name and surname; number of adults children travelling with you, optionally guest mobile phone number and email address; any special wishes provided by the customer. | Performance of a contract <i>The processing is necessary to take steps at your request prior to entering into the booking contract and to perform the contract for the hotel room reservation.</i> |
| To manage and fulfil your table booking requests in IKEA Hotell or Grillen restaurants. This processing enables us to confirm your reservation, communicate with you regarding your booking, and accommodate any special requests you may have. | Name, surname, mobile phone number, email address, date, time, amount of people in the group and any additional requirements like food preferences or allergies. | Performance of a contract <i>The processing is necessary to take steps at your request prior to entering into the booking contract and to perform the contract for the table reservation.</i> |
| To manage and fulfil your meeting or conference room booking requests in IKEA Hotell. This processing enables us to confirm your reservation, communicate with you regarding your booking, and accommodate any special requests you may have. | Name, surname, mobile phone number, email address, date, time, amount of people in the group and any additional requirements like food preferences or allergies. | Performance of a contract <i>The processing is necessary to take steps at your request prior to entering into the booking contract and to perform the contract for the meeting or conference room reservation.</i> |
| When you place a food takeaway order from the Museum Restaurant through the IKEA Museum website, we will process some personal data to fulfil and process the order. | Food selection from our restaurant menu, e-mail address, post code, number of dishes ordered, total price, your IP address, Phone number, credit or debit card number. | Performance of the service contract <i>The processing is necessary for the performance of the contract (purchase of takeaway food at our any of our Restaurants)</i> |

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| <p>Storage period: Restaurant table booking and food takeaway – orders are anonymized and personal data is deleted directly after the service is provided. IP addressed can be stored for longer time by payment service provider (please check the payment service providers own Data privacy statement for more details).</p> <p>Meeting and events: personal data is cleaned (records are anonymised) on monthly basis, but can be retained for up to 14 months, when necessary, or after 1 year in case you book hotel rooms.</p> | | |

| Security Purposes at all our physical locations | | |
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| What purpose we process for | What personal data we process | Our lawful basis for the processing |
| When you visit our locations physically, we process some of your personal information to manage and maintain the physical site safety and security (surveillance CCTV). | Video surveillance footage (recorded in and on premises using video equipment (CCTV). | Legitimate interest <i>The processing is necessary for purposes of our legitimate interest to be able to detect misconduct and protect IKEA's asset in their different form.</i> |
| When you connect to our WIFI we process some of your personal data for management maintenance and monitoring of IT systems, network equipment including cybersecurity risk management. | All categories and types of personal processed on the IT Network including information for use of company network and devices such as information about devices like IP addresses | Legitimate interest <i>The processing is necessary for purposes of our legitimate interest to be able to prevent, detect, identify and resolve security threats to IKEA assets in their different forms, to maintain and improve the quality of the WiFi network, ensuring proper functioning and protection against misuse.</i> |
| <p>Storage period: 30 days to 1 years counted from the moment of collection.</p> | | |

| Marketing and Communication Purposes | | |
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| What purpose we process for | What personal data we process | Our lawful basis for the processing |
| To provide you with updates about our products and services, exhibitions, offers, events produced by IKEA Älmhult AB. | Your name, phone number, email address, organization that you belong to. | Your Consent |
| To share and communicate about events, exhibitions, meetings and activities organised or hosted by IKEA | Photographs and video recordings in which visitors, participants or speakers may | Legitimate interest <i>The processing is necessary for our legitimate interest to document our</i> |

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| <p>Älmhult AB. This includes using photographs and video recordings to present and share impressions from events on our websites, internal communication channels, and external communication channels such as social media, press materials or similar communication platforms.</p> | <p>appear. This may include images of identifiable individuals, such as facial features, where persons are captured incidentally or as part of the event context.</p> | <p><i>activities, communicate about our events and share experiences in line with the reasonable expectations of participants.</i></p> <p>Your consent</p> <p><i>In case individuals are clearly identifiable and are the primary subject of an image (for example portraits or close-ups) we rely on your consent or guardian's consent for children.</i></p> |
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Storage period: We will process this personal data until you opt out from receiving updates or newsletters about our products, services or exhibitions.

We retain photographs and video recordings for as long as necessary for the relevant communication and documentation purposes. Material used for ongoing communication may be stored for a longer period, unless you object to the processing or, where applicable, withdraw your consent.

Where you object to the publication of images or withdraw your consent for images in which you are the main subject, we will remove such material without undue delay, unless continued storage is required for legal reasons.

Business Administration Purposes

| What purpose we process for | What personal data we process | Our lawful basis for the processing |
|---|---|---|
| <p>To process your payment of any of our services described in this privacy statement including visits to our Museum, Hotel, restaurants or food takeaway orders that you requested from us</p> | <p>Contact details (such as name, email address, address, phone number).</p> <p>Financial information (such as business bank account or invoicing details, credit or debit card details).</p> | <p>Performance of a contract</p> <p><i>The processing is necessary for the performance of the contract (purchase of visits or takeaway food at our Museum Restaurant)</i></p> <p>Compliance with a legal obligation</p> <p><i>The processing is necessary for complying with legal obligations under applicable commercial and tax law.</i></p> |

Storage period: Your personal data will be stored for as long as required by law. In general terms this is 10 years counted from the moment of the transaction, but wherever it is possible, data will be anonymized earlier and only payment information will be kept.

To improve our website

| What processing we perform | What personal data we process | Our lawful basis for the processing |
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| <p>We collect information necessary to improve the website and its functionalities and to measure the performance of our advertising campaigns. This includes analysing how visitors interact with our site and whether they engage with our content.</p> | <ul style="list-style-type: none"> - IP-address. - Geographical location (only on an aggregate level and not exact address). - Information about how you use the website (e.g., clicks, navigation time, pages visited) | <p>Legitimate interest if data is collected via necessary cookies</p> <p><i>The processing is necessary for our legitimate interest to improve our website and evaluate the effectiveness of our marketing efforts.</i></p> <p>Your consent for data collected via non-necessary cookies</p> <p>See respective website's cookie policies for more details.</p> |
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Storage period: We will store your personal data for as long as necessary to perform our analysis and further improve the website and no longer than one (1) year.

Third parties may store data for their own purposes according to their respective privacy policies.

Latest update: 22 April 2026