

Customer privacy notice

W-Restaurants Oy and SW-Restaurants Oy

Last updated 2 October 2026

This notice explains how we process the personal data of our customers, people making reservations, event guests, business customers' contact persons and users of our online services. It covers our restaurant services, table and event reservations, gift cards, online purchases, customer service and marketing. It applies to The Grand, Boulevard, Catfish, Goldfish, Farang in Helsinki, Levain, Gaijin and Bronda, and to the w-restaurants.fi website.

The companies share a customer database in SevenRooms. Data is also used across our restaurants on the grounds described in this notice. Marketing is optional and you can opt out at any time. For privacy enquiries, contact sales@w-restaurants.fi.

1 Controllers and contact details

W-Restaurants Oy, Finnish Business ID 2228941-5

SW-Restaurants Oy, Finnish Business ID 3238760-9

Shared privacy contact: sales@w-restaurants.fi

Contact person responsible for privacy matters: Riika Sundquist, riika@w-restaurants.fi

Postal address for both companies: Bulevardi 2-4, 00120 Helsinki, Finland

The companies act as joint controllers for the shared customer database, customer relationship management across restaurants and jointly planned marketing. Each company is responsible for the lawfulness of its own collection of data, the accuracy of its customer data, staff access rights and recording the consent information it collects. Our shared sales and customer service team receives privacy requests and coordinates their handling between the companies. The companies are jointly responsible for instructions governing the shared processing, system contracts, security and implementation of retention practices.

You may exercise your rights against either company regardless of their allocation of responsibilities. Further information about this allocation is available from our contact address. Each company is a separate controller for its own accounting, invoicing and legal matters relating to its contracts. The company selling the service is identified in the reservation or order documentation, invoice or receipt.

2 Personal data we process

The data we process depends on how you interact with us. We collect only the data needed for the relevant purpose.

Contact and service details. Your name, email address, telephone number, preferred language and, where necessary, billing and delivery addresses. For business customers, this also includes the organisation, the contact person's role and billing details.

Private customer invoicing after the service. We collect a Finnish personal identity code only when a private customer pays by invoice after the service, to identify the debtor unambiguously and manage the receivable. The information is submitted securely through a Visma service and handled by the accountant and the sales person responsible for the event, only as required for their duties. We do not add the code to ordinary reservation or marketing profiles.

Reservations and purchases. The restaurant, date and time, party size, person making the reservation and necessary guest details, orders, gift card details, purchase value, payment status, reservation changes, cancellations and no-shows. The payment provider processes the payment instrument details. Payment card security codes are not stored in our customer database.

Customer relationships and communications. Visit and purchase history, service preferences you provide, relevant factual notes needed to provide the service, feedback, complaints and messages, together with marketing consent and opt-out records and their dates. A special occasion you voluntarily provide may be recorded as a service preference without your year of birth.

Special requirements. Allergies, dietary restrictions and accessibility-related service needs you voluntarily provide. Section 4 explains the processing of information revealing health or other special categories of personal data.

Online service data. IP address, time of interaction, device and browser information, technical logs and cookie and usage data collected in accordance with your consent. For social media enquiries, we process your message, profile name and information you choose to share.

3 Purposes and legal bases

Handling reservations and orders. We process necessary data to arrange reservations, restaurant visits, events, gift card purchases and other orders, handle payments and send service confirmations. The legal basis is our contract with you or steps you request before entering into a contract, Article 6(1)(b) GDPR.

Guest groups and business contact persons. Where someone else enters into the contract, we process necessary guest and contact details on the basis of our legitimate interest in providing the ordered service and managing the business relationship, Article 6(1)(f) GDPR. Section 4 also applies to sensitive data.

Customer service and our shared database. Our legitimate interests are to handle enquiries, feedback and complaints, recognise previous interactions and provide consistent customer service across our restaurants. Necessary customer relationship management, ordinary service improvement and limited use of visit history rely on these interests. We assess the necessity of the processing and its impact on your privacy before relying on legitimate interests.

Marketing and optional personalisation. Consumer email and text message marketing and related targeting using the shared customer database rely on consent, Article 6(1)(a) GDPR. Marketing is sent only through channels you have separately authorised. The rules for business marketing are explained in section 5.

Legal obligations. We process invoicing and accounting data to comply with accounting and tax legislation, Article 6(1)(c) GDPR. Customer data is supplied to authorities where a specific legal obligation requires it.

Necessary processing for private customer invoicing after the service is based on performance of the contract (Article 6(1)(b) GDPR); debt recovery is based on our legitimate interest (Article 6(1)(f)). Processing a Finnish personal identity code must also meet section 29 of the Finnish Data Protection Act concerning credit and debt collection. Accounting obligations cover only the information necessary for that purpose.

Security and protection of rights. We process necessary data on the basis of our legitimate interests to protect services, investigate misuse and handle outstanding payments and legal claims. Health data is used for legal claims only where the additional conditions in Article 9(2)(f) GDPR are met.

Cookies and electronic tracking. Non-essential cookies and similar tracking rely on consent. Processing personal data that is necessary for service operation and security relies on contract or legitimate interests, depending on the purpose. See section 10 and the website's cookie settings for details.

4 Allergies and other sensitive data

An allergy or a medical dietary restriction may constitute health data. Other special requests may also reveal, for example, health information or religious beliefs. Recording and using such data to arrange the service relies on your explicit consent under Articles 6(1)(a) and 9(2)(a) GDPR.

Please provide only the restriction or adjustment needed for the service. A diagnosis or detailed medical history is not required. Access is limited to people involved in providing the service and service providers we use for that purpose. This information is not used to target marketing.

We process allergies and other sensitive special requirements for the relevant reservation only. We do not store them as lasting preferences in the shared customer profile. You may withdraw consent at any time. We will then erase the data retained on that basis unless another lawful ground requires limited retention. Without necessary information, we may be unable to provide the particular adjustment requested.

We ask for your explicit consent to record allergy information for the particular reservation. For telephone bookings, we confirm consent with a separate question. To demonstrate consent, we record the affirmative response, the time and the consent wording used. Before you consent, we explain the use of the information, recipients, retention period and how to withdraw consent.

If you tell us about another person's special requirements, we primarily ask that person to provide the information and consent themselves. Making a group reservation does not in itself authorise you to consent to the processing of other adults' health data. For a child, we involve their guardian where necessary.

5 Marketing and use of shared customer data

Restaurants operated by both companies may use necessary contact, reservation and visit details in the shared database for customer service. Access depends on the employee's duties. A shared system does not give every employee access to all information.

We request marketing consent separately from the reservation and identify both companies and the communication channel in the consent request. Depending on its scope, consent may cover news, events and offers from both companies' restaurants. Consent is not a condition of making a reservation or receiving the service. Permission for one company, restaurant or channel is not automatically extended to others.

Within the scope of your marketing consent, we may tailor messages using interests you have indicated, restaurants you have visited, visit frequency and purchase history. Automated assessment of interests constitutes profiling. As a result, you may receive different content and offers. We do not use allergies or other sensitive data for this purpose, or make decisions based solely on automated processing that have legal or similarly significant effects on you.

We do not use sensitive information for marketing profiling. New AI, tracking or advertising-platform features are assessed before use. We provide appropriate information and obtain any required consent before using them.

For business contact persons, our legitimate interest is to offer restaurant and event services relevant to their organisation. Electronic marketing without personal consent is used only where the legal conditions for marketing to organisations are met. Offers sent to an individual work email address must be substantially related to the recipient's duties. Having a business email address alone is not sufficient.

You can always object to direct marketing. This also covers related profiling. Use the unsubscribe option in the message or contact sales@w-restaurants.fi. Opting out is free. We may still send reservation and order communications necessary to provide the service, without marketing content.

6 Sources of data and required information

We obtain data from you when you make a reservation or purchase, interact with us or provide feedback, and from our own service transactions. We may also receive necessary data from someone booking on your behalf, an event organiser, your employer, a gift card purchaser or a reservation, payment or other service you use. Both companies contribute information to the shared customer database. Business contact details may be obtained from organisations' public websites.

Information submitted through our website contact and enquiry forms is forwarded to email so that we can handle the matter. Table reservations are processed in SevenRooms. Necessary details of a reservation agreed through an enquiry may be recorded in the reservation system.

Our enquiry forms request only necessary contact details and the content of your enquiry. Do not send a personal identity code, health certificates or other unnecessary sensitive information through these forms. Please provide allergy information through the approved reservation channel, where separate consent is requested.

If we obtain your data from another source, we inform you no later than our first communication or first disclosure of the data and, in any event, within one month, unless a statutory exception applies. You can request information about the source of your data.

Required fields are identified during the reservation or order process. Without necessary contact, reservation or billing details, we may be unable to confirm a reservation, deliver an order or offer invoicing. Declining marketing consent or other optional information does not prevent ordinary use of our services.

7 Recipients and service providers

In addition to the companies, data is processed as necessary by providers of reservation and customer management systems, communications, online shops, websites, IT and financial administration services. We enter into agreements governing data protection and permitted purposes with processors acting on our behalf.

SevenRooms processes reservation and customer data on our behalf. Its subprocessors provide services such as cloud hosting, messaging, payments and support. SevenRooms may also act as an independent controller for specified platform log and event data used to analyse and develop its services. Its own processing is described in its privacy policy.

[SevenRooms privacy policy](#)

[SevenRooms subprocessors](#)

The Grand website, www.thegrand.fi, uses Lovable. Contentful is used for content management on the websites of Boulevard, Catfish, Goldfish, Farang, Levain, Gaijin and Bronda, and on w-restaurants.fi. Email communications and website form submissions forwarded to email are processed in Microsoft 365. Mcquist Advisory and Monkfish jointly provide IT services, access administration and incident support. They access customer data only where needed to carry out their IT duties.

Lovable and Contentful act as processors where they process data on our behalf to provide their services. Their subprocessors provide services such as cloud infrastructure, content delivery and support.

[Lovable data processing terms](#) | [Contentful data processing terms](#)

Payment and employee benefit providers and other independently operated services are responsible for their own processing under their respective privacy notices. Social media providers also process data for their own purposes; our processing covers customer communications directed to us and management of our own content.

Where necessary and lawful, data may be provided to auditors, legal advisers, insurance and debt collection providers and authorities. We do not sell our customer database or disclose it to external parties for their own direct marketing.

8 Processing outside the EU and EEA

International services we use may require personal data to be processed outside the EU and EEA. SevenRooms services involve processing in the United States. The service chains of Lovable, Contentful and Microsoft 365 may also involve processing in the United States or other countries outside the EU and EEA. Locations depend on the service components, selected storage region and support or maintenance access. Storage within the EU does not in itself rule out access from outside it.

The data processing terms of SevenRooms, Lovable and Contentful include the European Commission's standard contractual clauses for transfers that require them. Transfers rely on an applicable Commission adequacy decision or appropriate safeguards, such as standard contractual clauses and supplementary measures where necessary. We assess the requirements for the transfer and the implications of the destination country for data protection.

To obtain information about the recipient countries and transfer grounds applicable to your data, or a copy of the relevant safeguards, contact sales@w-restaurants.fi. Other people's personal data and protected business secrets may be redacted from copies.

9 Retention periods

We erase or anonymise data when its purpose ends. Separate retention rules apply to different purposes. For example, an accounting obligation does not extend the retention of allergy information or the entire customer profile.

The retention periods below also apply to emails, attachments, export files and other necessary copies. Moving data between systems does not restart its retention period. We erase data when the applicable period ends and regularly monitor completion.

Reservations and shared customer profiles. Ordinary reservation and visit data and the customer profile are retained for up to 24 months after the last completed visit or active interaction initiated by the customer. Cancelled reservation data is retained for up to 12 months after cancellation unless a payment or claim needs to be resolved. Open reservation data is retained while the reservation is being handled.

Enquiries and customer service. Enquiries that do not lead to a contract, ordinary customer service messages and feedback are retained for up to 12 months after the matter is closed. This also applies to form submissions forwarded to email and their necessary attachments. Contract, complaint and legal claim records may be retained longer to resolve the specific claim, taking account of the applicable limitation period and any proceedings.

Allergies and other sensitive service information. Reservation-specific information is erased once it is no longer needed to provide the service, and no later than 30 days after the visit or cancellation. This also applies to unnecessary sensitive information in messages and attachments. Evidence necessary for a specific legal claim is separated from ordinary customer use and retained only to the extent required for that matter.

Marketing. Marketing data is used while consent remains valid, for no more than 24 months after the customer's last active interaction or renewal of consent. Customers who opt out are removed from active marketing lists without undue delay. Sending our messages alone does not restart this period. Business contact details are reviewed regularly and removed when the role or reason for contact ends, and no later than 24 months after the last meaningful contact unless an ongoing contractual relationship requires retention.

Consent and opt-out records. Evidence needed to demonstrate consent is retained for three years after the consent-based processing ends, unless a specific legal matter requires a longer period. For marketing objections, we retain only the identifier and record needed to respect the objection for as long as the address could otherwise be reintroduced into our marketing.

Accounting and payments. Accounting vouchers and correspondence concerning business transactions are retained for at least six years from the end of the calendar year in which the financial year ended. Financial statements, accounting records and other material subject to the ten-year retention requirement under the Finnish Accounting Act are retained for at least ten years after the financial year ends. Personal data in this material is limited to what is necessary.

Personal identity codes used for invoicing after the service. Retention of the code is assessed separately once payment and any dispute are resolved. Unnecessary codes are erased; accounting retention periods do not automatically apply to them. Evidence necessary for a specific receivable or legal claim is retained with restricted access for as long as that matter requires.

Technical data. Log retention depends on its purpose: data is retained only for the period needed to maintain service operation and detect and investigate technical faults or security incidents. The need for retention ends when the relevant fault or incident investigation no longer requires the data. Retention periods for cookies and related data are given in the cookie settings. Deleted data is removed from backups at the end of the relevant service's backup rotation cycle. Backups are used only for recovery, and deleted data is erased again following any restoration.

10 Cookies and similar technologies

Our websites and reservation services use cookies necessary for their operation. Any optional analytics, personalisation and marketing cookies or similar tracking technologies are activated only after your consent, in accordance with your choices.

The website's cookie settings explain the cookies and technologies used, their providers, purposes, lifetimes and retention periods, and data recipients. You can accept or reject optional purposes and change your choices later using the Cookie settings link. Rejecting is as easy as accepting. Withdrawing consent does not affect the lawfulness of earlier processing.

Blocking essential cookies in your browser may affect functions such as making a reservation. Rejecting optional cookies does not prevent use of the basic service. External embedded content is loaded in accordance with your consent choices where it involves non-essential data collection.

11 Data security

Access to personal data is limited according to job duties, and we maintain staff confidentiality and instructions. We protect data with appropriate technical and organisational measures, such as access management, secure connections and system maintenance. We investigate security incidents and notify authorities and affected individuals where required by law. Any paper customer lists are kept out of reach of unauthorised persons and securely destroyed as soon as they are no longer needed.

12 Your rights

Depending on the circumstances and the legal basis for processing, you have the following rights:

Access and correction. You can find out whether we process your data, obtain a copy of your data and request correction of inaccurate or incomplete information.

Erasure and restriction. You can request erasure when there is no longer a basis for retention, and restriction of processing in the circumstances provided by law, for example while accuracy is being checked. A legal retention obligation or necessary handling of legal claims may prevent deletion of some information.

Data portability. You can receive data you have provided in a commonly used, machine-readable format and transfer it to another controller where processing is automated and based on consent or contract. You may request direct transmission where technically feasible.

Objection. You can object to processing based on legitimate interests on grounds relating to your particular situation. We stop the processing unless the law permits us to continue on overriding grounds or for legal claims. You need no specific reason to object to direct marketing or related profiling; that processing will stop.

Withdrawal of consent. You can withdraw consent at any time as easily as you gave it. Withdrawal does not affect the lawfulness of earlier processing. Withdrawing marketing consent does not affect your reservation.

Send your request to sales@w-restaurants.fi or contact the restaurant you used. No specific form is required. We may ask for necessary additional information to verify your identity where there are reasonable grounds to do so. Do not send a copy of an identity document or sensitive information by ordinary email without first agreeing on a secure method.

We respond without undue delay and within one month of receiving your request. Where the complexity or number of requests requires more time, the period may be extended by up to two further months. We tell you about the extension

and its reasons within the first month. Exercising your rights is generally free. Any restriction or refusal permitted by law will be explained.

13 Complaints to a supervisory authority

You can lodge a complaint with a competent data protection authority if you consider that we process your data unlawfully. In Finland, the authority is the Office of the Data Protection Ombudsman. You may also approach the competent EU or EEA supervisory authority in your place of residence, place of work or the place of the alleged infringement.

[Office of the Data Protection Ombudsman and contact information](#)

14 Updates to this notice

We update this notice when processing practices or applicable requirements change. We publish the current version on our websites and communicate material changes appropriately. If we intend to use data for a new purpose, we inform you before processing starts and seek new consent where necessary.