

[REDACTED]
[REDACTED]
[REDACTED]

7 July 2026

J.No. 2025-7321-1930

Doc.no. 901151

Caseworker

[REDACTED]
[REDACTED]

Sendt by Digital Post

Final Decision in your case regarding SATS Danmark A/S

On 20 February 2025 you made a complaint about SATS Danmark A/S to the Danish Data Protection Agency.

The Danish Data Protection Agency considered that the specific case involved cross border processing of personal data, which means that your case has been handled in cooperation with other EU supervisory authorities.

As part of the cross border cooperation mechanism cases, the Danish Data Protection Agency submitted the case to the other EU supervisory authorities on 3 April 2025. The Norwegian supervisory authority was appointed as lead supervisory authority in accordance with article 56 of the General Data Protection Regulation, because SATS Danmark A/S has its main establishment in Norway.

Decision

The Danish Data Protection Agency adopts the following decision regarding the complaint submitted against SATS Danmark A/S, which also concerns SATS Norway AS (hereinafter collectively referred to as "SATS") (Case 2025-31-2044):

- The complaint is rejected pursuant to Article 60(8) of the General Data Protection Regulation¹ (hereinafter 'GDPR').

Factual background

The complainant, [REDACTED], lodged a complaint to the Danish Data Protection Agency against SATS, after receiving e-mails from SATS containing information about where he exercises, at what time, as well as details and statistics about his training routines. The complainant claims that SATS processes personal data such as training routines and which fitness center he attends for marketing purposes in violation of the GDPR. The complainant further states that SATS has informed the complainant that the legal basis for this processing is consent, which the complainant claims is invalid in accordance with Article 7 GDPR.

**The Danish Data
Protection Agency**

Carl Jacobsens Vej 35

2500 Valby

Denmark

T 3319 3200

dt@datatilsynet.dk

datatilsynet.dk

VAT No. 11883729

¹ Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation)

The complainant states that he tried to contact SATS through their contact form on their website, but the web page did not work. The complainant further states that he then wrote to SATS and requested access, but was referred back to the contact form. The complainant therefore claims that there was no possibility for him to exercise his rights pursuant to the GDPR, including the right of access and the right of erasure.

The Norwegian Data Protection Authority (hereinafter “Norwegian DPA”) contacted SATS Norway AS on 2 July 2025 and asked the following questions:

1. Explain the purpose and legal basis you have for processing the complainant’s personal data about training routines and choice of training center for marketing purposes pursuant to Article 6(1) GDPR.
2. If the legal basis is consent, we ask that you provide dated documentation showing that the complainant has consented, how the complainant has consented and what the complainant has consented to.
3. Explain your handling of the complainant’s request of access and erasure, including in light of the claim that the contact form on your website did not work.

SATS responded on 9 July 2025 explaining that the processing of information about the complainant’s training routines and choice of training center has not been carried out directly for marketing purposes. SATS further explains that the legal basis for the processing was legitimate interest pursuant to Article 6(1)(f), and not consent as mistakenly stated by their customer service. The processing is based on their interest in further developing and improving their services, as well as offering relevant information and communication to their members. SATS informs the Norwegian DPA that after the complainant requested to cease the processing of personal data that was not based on consent on 13 March 2025, they stopped the processing activities that were based on legitimate interest. This was confirmed to the complainant on 28 March 2025.

In relation to the complainant’s request of access, SATS explains that the request of access was received on 19 February 2025, but due to a human error the request was not forwarded to the right department. SATS further responded that they have not registered any technical errors related to the relevant contact form at the time claimed by the complainant or in the relevant period. Regardless of the contact form, SATS stated that the complainant had the opportunity to contact the controller via their email address, and thus had real access to exercise his rights. Lastly, SATS stated that the complainant’s request of access was fulfilled on 13 March 2025.

Findings

The Norwegian DPA was identified as the lead supervisory authority for the cross border processing complained of in this matter pursuant to Article 56 GDPR.

The Norwegian DPA handles complaints and investigates their subject matter to the extent appropriate in accordance with Article 57(1)(f) GDPR. The Norwegian DPA has now handled your complaint and has concluded that it is not appropriate for them to carry out further investigations into your complaint. Such conclusion is based on an assessment of, amongst other things, the likelihood a breach of the GDPR has taken (or is taking) place, whether further investigation would significantly improve your legal position and whether the resources required for such further investigation are proportionate to the outcome that could be achieved.

Seeing as the company’s response seems to adequately deal with the issues raised in your inquiry, The Norwegian DPA consider that the matter may be deemed to be resolved and close the case.

Having considered the above, the Norwegian DPA considers that the complaint should be rejected in accordance with Article 60(8) GDPR.

Right to appeal

Decisions of the Danish DPA may not be appealed to any other administrative authority, cf. Section 30 of the Data Protection Act. However, the decisions of the Danish DPA may be challenged before the courts, cf. Section 63 of the Constitution.

Kind regards,

A solid black rectangular box used to redact a signature.