

Alpine Ethos Privacy Policy

Alpine Ethos understands the importance of your privacy. All data we collect is treated with respect and confidentiality. When you visit our website, we do not collect any personal information about you. The only way we collect personal information is if you give it to us when we specifically ask for it, generally in the following circumstances:

- when you make a reservation with Alpine Ethos - by email or phone;
- When you make a direct enquiry about an Alpine Ethos holiday - by email or phone
- when you subscribe to our mailing list via the website, or enter online competitions;
- when you provide us with feedback.

Alpine Ethos will treat all your personal information as confidential. We keep it on a secure server and we will fully comply with all applicable UK Data Protection Legislation.

Users who have subscribed to our mailing list, enquired about our holidays, or those who have booked or travelled with us who have not opted out, will receive promotional e-mails from us from time to time.

Your personal details will not be passed to any other third parties except where necessary to process your booking, for example our trusted transfer companies or ski schools. Your details may be passed to countries outside of the UK in order to arrange for the products and services you request. When you submit your booking to us you agree that we may use and transfer your personal information in this manner. Please note that where information is also held by your travel agent, this is subject to your agent's own data protection policy.

Our website is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to promote our services to you. Your data may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall.

The data Alpine Ethos holds includes:

- Name, address, phone numbers and email addresses;
- Subscription and demographic information such as preferences, interests, age and family information;
- Information relating to your holidays such as holiday enquiries, images, feedback, reviews, or marketing requests;
- Information relating to enquiries and bookings, including information regarding family and friends such as names, emergency contacts and special service needs, such as any disability or medical or dietary restrictions (which may disclose your religious beliefs), passport information, dates of birth, insurance information, visa information, nationality and country of residence;
- Holiday feedback and reviews;
- Information automatically received by us when you use the website, access our marketing information or contact us by email or phone including browsing, purchase and search history. We may also use software tools such as Google Analytics to measure and collect

session information, length of visits to certain pages, repeat visits and page interaction information (such as clicks and mouse movements).

- The domain and IP address that your computer uses to connect to the internet; your computer, browser, operating system, internet connection, referral information, search terms and other standard information collected by default by tools such as Google Analytics.
- We do not store financially sensitive information such as credit card numbers, bank details or security numbers.

By using this website, you accept this privacy policy. By providing your data, you consent to the use, processing, storing, transferring and disclosing of your information and data referred to in this policy for the purposes set out in this privacy policy.

You are entitled to request a copy of your information held by Alpine Ethos. Please email Alpine Ethos at info@alpineethos.co.uk to request a copy.

You can correct any information that we are holding that you believe to be incorrect by emailing us at info@alpineethos.co.uk.

If you have previously agreed to us using your personal information for marketing purposes, you can change your mind by emailing us at info@alpineethos.co.uk.

If you consider that our processing of your Personal Data infringes the applicable data protection laws you have the right to lodge a complaint with the appropriate supervisory authority.

Alpine Ethos may change this policy from time to time by updating this page so please check it regularly to see how we are collecting, using and storing your data. This policy was last updated on 24 May 2018.