



# NIEHKU MOUNTAIN VILLA PRIVACY POLICY

## PRIVACY POLICY OVERVIEW

We, Niehku Adventure AB (“we”, “us”, “our”, “the company”), care about your privacy and wish to inform you about how your personal data is used.

## WHAT PERSONAL DATA WE COLLECT, HOW AND WHY

If you visit our homepage, and have consented in the cookie banner, we will process your personal data (e.g. IP address, what pages are visited, the duration of every page visit) in order to analyse how you use our website and to show you relevant marketing. For this we use Google Analytics and CookieBot.

When you contact us on social media or when you contact us before, during or after a booking, purchase or stay. We will process your personal data (e.g. name, email address, phone number) to communicate and share your posts where we are tagged on social media.

If you book a stay or an experience with us we collect the following personal information (not always all information, but never more than listed below) from you in order to be able to provide the highest service possible and a safe product/service according to the Swedish Product Safety Law 2004:451:

- Name
- Gender
- Nationality
- Age
- Full address
- E-mail address
- Phone number
- Food allergies/preferences
- Personal service history
- Ski/fitness level
- ICE contact

When you choose to subscribe to our newsletter, we process your personal data as necessary to send newsletters to you and analyse how newsletters are used (e.g. what you click on) to improve and develop them. You can choose to unsubscribe from our newsletters at any time via the link in the bottom of the newsletter. In that case we will store your information in an “unsubscribe-list”.

To ensure secure payments we process personal data that you provide to us and that is generated from the use of payment cards to ensure that any payments you make to us are secure. This is based on the contract you entered into with us concerning the provision of the rooms and activities along with our legitimate interests in ensuring secure payment.

When applying for work at Niehku we will process the information you have provided and save it for future reference.



## DISCLOSURE OF PERSONAL DATA TO THIRD PARTIES, INCLUDING SUBCONTRACTORS

The only time we will actively share your personal data with third parties/ subcontractors is when the product you have bought from us requires so in order to be delivered in the best way possible. E.g. subcontracted activities like snowmobiles, husky, guides and other accommodations.

Payment information is shared automatically between banks, credit card companies and us in order to fulfil our obligations toward you as a buyer.

## YOUR RIGHTS

**Consent:** If our data processing is based on your consent, you can withdraw your consent regarding our use of your personal data at any time. If you want to withdraw your consent, we will delete your account within reasonable time, unless we have another legal basis for further processing of the data.

**Access:** You can request access, free of charge, to the personal data we have collected about you at any time, unless such rights are restricted by law. You can also request information about how we collect personal data at any time.

**Erase & rectify:** If certain conditions are met, you can request that we erase (delete) and rectify any collected personal data concerning you.

**Lodge a complaint:** If you are not satisfied with the way we process your personal data, you have the right to lodge a complaint with the relevant supervisory authority (in Sweden: IMY). However, we hope you will contact us first using the contact information below, regarding any issues you might have.

**Other data protection rights:** You may have other rights in personal data concerning you depending on your circumstances. Please contact us if you have further questions regarding your rights.

## SECURITY

We employ routines and measures ensuring that no unauthorized persons gain access to any of your personal data. These measures include both physical and logical measures, risk assessments, and routines for handling data and following up requests about access to and deletion of personal data.

## HOW TO GET IN TOUCH

If you have any questions, suggestions or requests regarding the collection of personal data, please contact us at [info@niehku.com](mailto:info@niehku.com) or by regular post to:

Niehku Mountain Villa  
Lokväändarvägen 20  
981 94 Riksgränsen