

PRIVACY POLICY

Your privacy is important to us!

This privacy statement explains how we use the personal information we collect about you when you use this Website.

About this Privacy Policy

Ice Tourism respects your preferences regarding the collection and use of your Personal Data.

"Personal Data" refers to the information relating to an identified or identifiable natural person ("Data Holder"); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier, such as a name, an identification number, location data, electronic identifiers or one or more elements specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

We respect your preferences regarding the treatment of Personal Data you collect. This Policy ("Policy") allows you to know how we collect and use your Personal Data, how you can control its use, and describes our practices regarding information collected on other Group sites that link to or refer to this Policy (such as websites, software applications, social networks and electronic messages), as well as offline marketing and sales activities (collectively, "Channels of Communication").

The Communication Channels may provide links to other platforms not belonging to Ice Tourism. We encourage you to check the privacy policies of such websites, services, social networks or applications before providing your Personal Data.

What information do we collect about you?

We collect information about you when you register on our website or place an order to purchase products or services. We also collect information about you when you voluntarily fill out surveys, use the chat tool ("chat"), enter competitions, provide feedback ("feedback"), subscribe to newsletters or feeds, call or write to us.

The personal information we collect is the information required for the purpose for which you contacted us, including your name, address, telephone number, e-mail address, subject, tax ID number (in the case of a business transaction) and identification document (in the case of exercising a right). By providing your personal data, you consent to the collection, use and disclosure of such data in accordance with the rules set forth herein.

We ask you not to send or share any sensitive personal information such as racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, as well as genetic data, biometrics, health data or data concerning sexual life or sexual orientation.

Website usage information is collected using cookies, but does not specifically identify you, and the following data is or may be collected:

- IP address.
- Geographic location.
- Information about the device accessing the website, including browser type and version, operating system, screen resolution, preferred language, information contained in HTTP headers and agent version.
- The search engine you used to locate and access the website.
- Date and time of activity on the website, as well as web pages and content visited and clicked on.

It should be noted that this usage information does not deliberately identify you, and if it does exceptionally identify you, it will be anonymized immediately.

By providing information you are giving your informed and unequivocal consent that you consent to the processing of data concerning you in an automated manner.

Some of the requested data is obligatory and is identified as such, and the lack or inaccuracy of the answers given may compromise the service provided.

How do we use the information about you?

The data collected is used to process your request, manage your account and, if you agree, send you information by e-mail about other products and services that we think may be of interest to you.

We use the information collected from the website to customize your next visits to our website.

If you agree, we will send your personal information to the various companies of Ice Tourism so that they can offer you their products and services.

Ice Tourism does not share your information for marketing campaigns with companies not belonging to the group or transfer your Personal Data to a third country.

Although the information provided is generally treated as private, the data collected will be used in accordance with the personal data protection regulations.



You have the right to complain to an EU Supervisory Authority regarding the protection of your Personal Data. **Ice Tourism** will cooperate with the Supervisory Authority by providing any information requested by it in the exercise of its powers.

The information collected on this website does not involve automated decision making, including the definition of profiles.

In this website, no comparisons, interconnections or any other way of interrelating the registered information are made.

Because your data may circulate in an open network, they risk being seen and used by unauthorized third parties.

Ice Tourism only accepts registrations from users who are at least 16 years old. Our Communication Channels are not directed to underage users. If you know of any registration made by a minor, please let us know so that we can immediately remove the registration.

The recipients or categories of recipients of your Personal Data, depending on the contact tool you use, are the Marketing and Communication, Call Center, Pre-Sales and Commercial and Technical Support departments. We will share your personal data with your consent or, as necessary, to complete any transaction or provide any service you have requested. We also share data with affiliates controlled by **Ice Tourism** and subsidiaries; with vendors working on our behalf; when required by law or to respond to legal process; to protect our customers; to protect lives; to maintain the security of our services; and to protect property rights or **Ice Tourism**.

Marketing

We would like to be able to send you information about the products and services of **Ice Tourism** companies that may be or come to be of interest to you. If you have previously given your consent you can always choose to cancel the subscription. You have the right, at any time, not to allow you being contacted for marketing campaigns by clicking [*HERE*](#).

Accessing and correcting your information

We want to be sure of the accuracy and reliability of the information we hold about you.

We trust you to provide us with accurate and complete information and to update the data regarding any changes in the information provided.

The User has the right to withdraw their consent at any time, without compromising the lawfulness of the processing carried out on the basis of the consent previously given and the right to request from **Ice Tourism** access to the Personal Data concerning them, as well as their rectification or erasure, and the limitation of the processing as far as the User is concerned, or the right to object to the processing, as well as the right to data portability.

The Personal Data necessary for the performance of the contract to which the User is a party, for the fulfilment of the legal obligations to which the Responsible for Processing is subject and those necessary for the purposes of the legitimate interests pursued by **Ice Tourism** are not included in the previous point.

Without prejudice to any legal or regulatory provisions to the contrary, the Personal Data shall be kept only for the minimum period necessary for the purposes for which it was collected or its subsequent processing, after which it shall be deleted or if it is in the interest of **Ice Tourism** processed for statistical purposes, anonymized, with no possibility of identifying its Holder.

The subsequent processing of Personal Data for a purpose other than that for which the data was collected requires consent. Prior to such processing, the Data Controller shall provide the Data Holder with information on that purpose and any other relevant information.

You have the right to request a copy of the information we have about you. If you wish to request a partial or total copy of the information held about you by **Ice Tourism**, please fill in the contact form available at <https://www.icetourism.com/index.php/en/contacts> or write to us at **Síðumúli 29 - 108 Reykjavík - Iceland**.

If the requests submitted by the User are manifestly unfounded or excessive, namely due to their repetitive nature, **Ice Tourism**, under the current legal framework, may require the payment of a reasonable fee taking into account the administrative costs of providing the information or communication, or of taking the requested measures, or refuse to comply with the request.

Cookies

These are small text files stored on your computer that serve to collect information about your device and information about your user experience. This information is used to record the number of visits made and to compile statistical information about website activity.

Types of Cookies depending on the entity that manages them:

- First-party cookies: a cookie managed by this domain / website.
- Third Party Cookies: a cookie managed by another domain / website.
- Persistent Cookies: the cookie information is permanently stored on your equipment.
- Session cookies: the cookie information is not permanently stored on your equipment.

Ice Tourism may use session cookies ("session cookies") and first-party cookies ("first-party cookies") as well as persistent cookies and third-party cookies ("third-party cookies").



Types of cookies depending on the purpose of use:

- **Technical cookies:** are those that allow you to navigate through a domain / website, using the different options or services such as, for example, identifying the session, access to restricted areas and perform the process of a purchase order.
- **Customization cookies:** are those that allow you to access the domain / website with some predefined features according to a set of decisions made, such as the language used.
- **Analysis Cookies:** are those that allow the monitoring and analysis of the behavior of users of websites to which they are linked. Information collected through such cookies is used, for example, to measure website activity and to build navigation profiles.
- **Advertising cookies:** are those that allow the most efficient management of advertising spaces based on criteria such as the content edited or the frequency with which ads are displayed.
- **Behavioral advertising cookies:** are those that allow the most efficient management of advertising spaces. These cookies store information about the user's behavior, obtained through the continuous observation of their browsing habits, allowing the development of a specific profile to display advertisements based on it.

Ice Tourism uses Technical Cookies, Personalization Cookies and Analysis Cookies; it does not use Advertising Cookies or Behavioral Advertising Cookies.

Information regarding cookies is controlled and accessed by the website owner.

Cookies used by **Ice Tourism**:

Cookie name	Purpose	Retention Time	Domain	Holder	Part	CookieType
laravel_session	Temporary session data	1 session	icetourism.com	icetourism.com	1º or 3º	Technical Personalization
Google Analytics	Measure user interaction with website content		icetourism.com	Google.com	3º	Analysis
AddThis	Identify the devices used by users of the website		icetourism.com	Addthis.com	3º	Analysis
Google analytics _ga	Used to distinguish users.	2 years	icetourism.com	Google.com	3ª part	Analysis
Google analytics _gid	Used to distinguish users.	24 hours	icetourism.com	Google.com	3ª part	Analysis
Google analytics _gat	Used to control the request rate.	1 minute	icetourism.com	Google.com	3ª part	Analysis
PHPSESSID	Used for session control	1 session	icetourism.com		1ª part	Performance
TawkConnectionTime	Used to control the user's length of stay	1 session	www.tawk.to	www.tawk.to	3ª part	Functionality
Tawk_57d88901cccb3b470ce0d64c		10 years	www.tawk.to	www.tawk.to	3ª part	Functionality
__tawkuid	Used to identify user	10 years	www.tawk.to	www.tawk.to	3ª part	Functionality

Our newsletters may, for statistical purposes, contain a single "pixel" that allows us to know if they are opened and verify the clicks through links within each newsletter.

The user always has the possibility to deactivate the sending of the newsletter [*HERE*](#).

According to the information provided above, as a user, you are expressly consenting to the use of cookies to which reference has been made for the purposes intended for each of them.

Specific information about Google Analytics third party cookies can be obtained at <https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage> and the AddThis service at <http://www.addthis.com/privacy>

We are not responsible for the content and accuracy of the terms and conditions of use, privacy policies and cookie policies of third parties mentioned above.

You can obtain more information by visiting www.aboutcookies.org or www.allaboutcookies.org.

You can set your browser not to accept cookies and the websites mentioned above explain how you can remove them. However, not accepting cookies may result in the incorrect execution of some Website features. None of the cookies used is essential for the use of the Website, for a particular feature or for improving the performance of the Website.

The use of cookies is for the purpose of analyzing the use of the Website and to enable you to have a smooth browsing experience; at no time do we collect Personal Data through cookies.

Cookies will not be used for any other purpose of those mentioned in the preceding paragraph.



Other websites

This website contains links to other websites. This privacy notice applies to this website only. You should read the privacy policies of other websites.

Security

We apply appropriate technical and organizational measures to ensure a level of security appropriate to the risk by keeping Personal Data on file and during their transmission.

We have a computer system with the capacity to resist, with a given level of confidence, accidental events or malicious or illicit actions that compromise the availability, authenticity, integrity and confidentiality of the Personal Data stored or transmitted, as well as the security of the related services offered or accessible through these networks and systems.

Changes to this privacy notice

Our privacy policies are reviewed regularly and all changes will be posted on this Website.

Contacts

The person in charge of this website is **Ice Tourism** and can be contacted at **Síðumúli 29 - 108 Reykjavík - Iceland** or alternatively at **+354 5888900** or icetourism@icetourism.com.

If you believe that **Ice Tourism** has not adhered to this statement, have any questions about our privacy policy or the information we hold about you, please contact us at <https://www.icetourism.com/index.php/en/contacts>. We will respond to your questions within 30 days.

IceTourism®

