

Cookie & Privacy Policy for Norway Adventures AS

Version 2, last updated on December 15, 2020

This Privacy Policy applies to the processing of personal data carried out by Norway Adventures AS when we design a trip for you, you have booked an activity/tour with us, use our services, visit our website or otherwise interact with us. It is important for us to use your data only in accordance with applicable data protection legislation and your expectations, and to be transparent with you in how we use your data. This Privacy Policy will explain what data is collected, why it is collected, how the collected data is used and your options and rights regarding the collection of your personal data.

What data we may collect

In connection with the different ways we may interact with you and the various services that we provide, we may collect the following categories of data:

A: Contact information, including name, address, telephone number and e-mail address.

B: Identity data, data of birth and nationality.

C: Passport data, When guests ask for an invitation for Visa.

D: Transaction data, including credit/debit card number, payment method and purchase history.

E: Booking data and activity data, including data related to your booking, activities and flight details.

F: Communication data between you and us, e-mail communication.

G: Anonymized digital information data collected when you visit our website or other digital platforms, browser data, traffic data, booking history, social media behavior, and user patterns.

H: Health data, including information related to allergies, disabilities and illnesses.

I: Religious beliefs or ethnic origin.

How we collect your data

Direct communication: Most of the data that we have about you are provided by you to us directly.

From our partners: We may receive your data (A, B, D, E, H, I) from our cooperation partners if you for example book one of our trips via their platform.

Electronic means: We collect data (G) from our website, applications and similar digital platforms using tools like Google Analytics and Google Ads. These tools have cookies on our website that register anonymized data.

Tidio live chat: This website is using Tidio, a chat platform that connects users with the customer support of Norway Adventures. We are collecting email addresses and names (A) only with the consent of the users, in order to start the chat. The messages and data exchanged are stored within the Tidio application (F). For more information, please refer to their [Privacy Policy](#). Norway Adventures is not making use of these messages or data other than to follow up on users' registered issues or inquiries. Your personal data will be processed and transmitted in accordance with the General Data Protection Regulation (GDPR).

Why we use your data

We process your personal data for the following reasons:

Tour-design and Booking: We use data (A, B, D, E, F, H, I) to design tours and arrange, process and confirm bookings for you. In addition, we may collect your data (H, I) to make sure that any allergies, disabilities, illnesses or religious beliefs you may have are considered during your activity/tour.

To ensure a smooth trip: We use data (A, B, D, E, F, H, I) to provide important information about your tour/activity that is necessary to fulfill our contract with you. Further, we use such data to provide you with other information necessary to fulfill our legitimate interests, including to ensure that your trip/activity will be as comfortable and smooth as possible.

Research & Development: We use data (G) gathered on our website to improve our services, website, products and knowledge. To be able to provide our future customers with a better service and experience.

Marketing efforts: We might use your data (G) to target our online marketing efforts to the right customer. This could be why you would see our ads after visiting our website. Or when typing a relevant search in a search engine.

With whom do we share your data?

When sharing your data we will only disclose minimally required information. We might share your information with:

Cooperation partners/resellers: In order for us to optimize for your trip, we may need to disclose your data (A, B, E, H, I) to cooperation partners in order to arrange, process and confirm bookings for you. They might also need this data to communicate with you and to provide you with support and assistance.

With you personally: We use A and F data to provide you with relevant information related to Norway Adventures and your tour/activity booked at our agency.

Third party software: In order to organize your trip we use the following software: Trekksoft (payment gateway), Google G Suite (email,cloud), Idiumweb+ (website), Evaneos (partner), Jambix (back office software) and Tripletex (accounting software).

Our staff: We will share the required data with our staff members so they can ensure a smooth trip.

How long we store your data

We will only store your data for as long as it is necessary to fulfill the purpose of the processing of your data.

Tour design and booking/ensuring a smooth trip: We will store your A, B, C, D, E, F, H and I data from the point in time when you placed a booking request until 4 months after your tour/activity is completed.

Re-booking: We may store your data longer if you wish for us to keep your data until your next travel and you have consented to this.

Law: We will store any data that is required to be stored by law, such as bookkeeping legislation.

Complaints/claims: We may also store your A, B, D, F, I and H data for a period of three years after your tour ended, if we believe this is necessary to handle potential complaints or claims.

Changes in this privacy policy

We may update this Privacy Policy from time to time. You will be notified of such changes where this is appropriate; otherwise they will be published on our website. Any changes will apply only after it has been communicated/published.

How you can access, rectify or erase your data and file complaints

You may contact us at any time if you wish to receive access to or rectify your data. Further, you may request a copy of the data that we have collected from you.

You may ask us to erase data that we have collected from you. We must however keep data as necessary to fulfill our agreement with you and as necessary to comply with law or on request from authorities. If you consider that our use of your personal data is inappropriate, you may file a complaint with the Information Commissioner's Office.

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