
Website Privacy Policy

1. Introduction

- 1.1 We are committed to safeguarding the privacy of our website visitors; in this policy we explain how we will treat your personal information.
- 1.2 We gather and use certain information about individuals in order to provide products and services and to enable certain functions on this website.
- 1.3 We also collect information to better understand how visitors use this website and to present timely, relevant information to them.
- 1.4 By using our website you are agreeing to this policy, you consent to our use of cookies in accordance with the terms of this policy
- 1.5 This policy is updated from time to time. The latest version is published on this page.
- 1.6 This website privacy policy was updated on: **01/08/2017**
- 1.7 If you have any questions about this policy, please email info@book.ski.

2. Personal Information

- 2.1 We may collect, store and use the following kinds of personal information
 - a) Information about your computer and about your visits to and use of this website (including your IP address, geographical location, browser type and version, operating system, referral source, length of visit, page views and website navigation paths);
 - b) Information that you provide to us when registering with our website (including your email address);
 - c) Information that you provide when completing your profile on our website (including your name, profile pictures, gender, date of birth, relationship status, interests and hobbies, educational details and employment details);
 - d) Information that you provide to us for the purpose of subscribing to our email notifications and/or newsletters (including your name and email address);
 - e) Information that you provide to us when using the services on our website, or that is generated in the course of the use of those services (including the timing, frequency and pattern of service use);
 - f) Information relating to any purchases you make of our goods OR services OR goods and/or services or any other transactions that you enter into through our website (including your name, address, telephone number, email address and card details);
 - g) Information that you post to our website for publication on the internet (including your user name, your profile pictures and the content of your posts);
 - h) Information contained in or relating to any communication that you send to us or send through our website (including the communication content and metadata associated with the communication); and
 - i) Any other personal information that you choose to send to us.



2.2 Before you disclose to us the personal information of another person, you must obtain that person's consent to both the disclosure and the processing of that personal information in accordance with this policy.

3. Cookies and how we use them

3.1 What is a cookie?

A cookie is a small file placed on your computer's hard drive. It enables our website to identify your computer as you view different pages on our website. Cookies allow websites and applications to store your preferences in order to present content, options or functions that are specific to you. They also enable us to see information like how many people use the website and what pages they tend to visit.

3.2 How we use cookies

We may use cookies to:

- a) **Analyse our web traffic using an analytics package.** Aggregated usage data helps us improve the website structure, design, content and functions.
- b) **Identify whether you are signed in to our website.** A cookie allows us to check whether you are signed in to the site.
- c) **Test content on our website.** For example, 50% of our users might see one piece of content, the other 50% a different piece of content.
- d) **Store information about your preferences.** The website can then present you with information you will find more relevant and interesting.
- e) **To recognise when you return to our website.** We may show your relevant content, or provide functionality you used previously.

3.3 Cookies do not provide us with access to your computer or any information about you, other than that which you choose to share with us.

4. Controlling cookies

4.1 You can use your web browser's cookie settings to determine how our website uses cookies. If you do not want our website to store cookies on your computer or device, you should set your web browser to refuse cookies.

4.2 However, please note that doing this may affect how our website functions. Some pages and services may become unavailable to you.

4.3 Unless you have changed your browser to refuse cookies, our website will issue cookies when you visit it.

4.4 To learn more about cookies and how they are used, visit [All About Cookies](#).



5. Using personal information

5.1 Personal information submitted to us through our website will be used for the purposes specified in this policy or on the relevant pages of the website.

5.2 We may use your personal information to:

- (a) Administer our website and business;
- (b) Personalise our website for you;
- (c) Enable your use of the services available on our website;
- (d) Send you goods purchased through our website;
- (e) Supply to you services purchased through our website;
- (f) Send statements, invoices and payment reminders to you, and collect payments from you;
- (g) Send you non-marketing commercial communications;
- (h) Send you email notifications that you have specifically requested;
- (i) Send you our email newsletter, if you have requested it (you can inform us at any time if you no longer require the newsletter);
- (j) Send you marketing communications relating to our business or the businesses of carefully-selected third parties which we think may be of interest to you, by post or, where you have specifically agreed to this, by email or similar technology (you can inform us at any time if you no longer require marketing communications);
- (k) Provide third parties with statistical information about our users (but those third parties will not be able to identify any individual user from that information);
- (l) Deal with enquiries and complaints made by or about you relating to our website;
- (m) Keep our website secure and prevent fraud; and
- (n) Verify compliance with the terms and conditions governing the use of our website (including monitoring private messages sent through our website private messaging service).

5.3 If you submit personal information for publication on our website, we will publish and otherwise use that information in accordance with the licence you grant to us.

5.4 Your privacy settings can be used to limit the publication of your information on our website, and can be adjusted using privacy controls on the website.

5.5 We will not, without your express consent, supply your personal information to any third party for the purpose of their or any other third party's direct marketing.

5.6 All our website financial transactions are handled through our payment services provider, WordIPay. You can review the provider's privacy policy on their website. We will share information with our payment services provider only to the extent necessary for the purposes of processing payments you make via our website, refunding such payments and dealing with complaints and queries relating to such payments and refunds.



6. Disclosing personal information

6.1 A website operator may be obliged to disclose personal data to a third party under various laws. For example, under the Defamation Act 2013 and the Defamation (Operators of Websites) Regulations 2013, a website operator may be required to pass personal data between a complainant and a poster - i.e. a person who posts on the website material which may be defamatory of the claimant.

7. Controlling information about you

7.1 When you fill in a form or provide your details on our website, you will see one or more tick boxes allowing you to:

- a) Opt-in to receive marketing communications from us by email, telephone, text message or post.
- b) Opt-in to receive marketing communications from our third-party partners by email, telephone, text message or post.

7.2 If you have agreed that we can use your information for marketing purposes, you can change your mind easily, via one of these methods:

- a) Sign in to our website and change your opt-in settings.
- b) Send an email to info@book.ski

7.3 We will never lease, distribute or sell your personal information to third parties unless we have your permission or the law requires us to.

7.4 Any personal information we hold about you is stored and processed under our data protection policy, in line with the Data Protection Act 1998.

8. Security

8.1 We will always hold your information securely.

8.2 To prevent unauthorised disclosure or access to your information, we have implemented strong physical and electronic security safeguards.

8.3 We also follow stringent procedures to ensure we work with all personal data in line with the Data Protection Act 1998.

9. Links from our site

9.1 Our website may contain links to other websites.

9.2 Please note that we have no control of websites outside the www.book.ski domain. If you provide information to a website to which we link, we are not responsible for its protection and privacy.

9.3 Always be wary when submitting data to websites. Read the site's data protection and privacy policies fully.

