

Privacy and cookie policy | by Visit North, february 2022

Visit North Booking AB offers online booking software service that provides enterprise users with access to a management and sales system for booking and payment of their tours and activities for end-users.

Visit North Booking AB and its affiliated companies (herein referred to as “Visit North”, “we”, “our” or “us”) want you to feel confident in all your relationships with us. We respect your privacy and right to control your personal data. In line with GDPR and our objective to be transparent about what data we collect and why, we have developed this privacy policy.

Our Privacy Policy describes what data we collect and how we collect, use, store, protect and may share your data. In our policy we also want to make sure you are aware of your data protection rights, how you can control your own data and how to contact us.

This Privacy Policy applies when you use our apps, web pages, products and services or when you interact with us.

1. COLLECT

What information is collected and how is it collected?

In order to provide and improve our services, we collect information. We collect information directly from you, as well as automatically through your interaction with our services, and in some cases from third parties. The type of information we collect will depend on the circumstances and the service you are using.

If you provide any personal data about other individuals than yourself, you must ensure you have their permission to provide their information to us; and have made them aware of this policy.

Information that you give us:

We collect information you provide to us. For example, we collect information when you test or purchase a product or service, create an account, fill out a form or survey, subscribe to a newsletter, participate in a seminar, request customer service or demo, book an experience or giftcard or otherwise communicate with us.

The types of Personal Data you may provide includes:

- Contact information (name, email address, address, organisation and phone number)
- Payment information (including payment card numbers and associated identifiers, billing address, and bank account information). The payment information is transferred to our payment service provider Stripe and never stored by Visit North nor shared with others than Stripe.
- Account log-in credentials

We may also collect other information from or about you, such as information about what products you purchased, booking statistics, your interests, demographic information or photographs and videos of your business that you as an enterprise customer provide us with.

Information Collected Automatically:

When you use our services and browse our website, we automatically collect information about your online activity to better adapt to your preferences. We may collect usage of those services, your browsing, your interaction with our emails as well as information about the device you are using and your internet connection. For example traffic data, geographic position, weblogs and communication data such as IP address, type of device, operating system and browser type used for the visit.

The information is generated by use of log data plus tracking technologies such as cookies on your computer that will follow your online behaviour and will enable us to recognise your device and track your interaction with our services, website, emails and adverts to provide a better user experience and marketing to you. See more about "Cookies" in it's separate section below.

Information from other sources:

We may collect information about you from other sources and combine that information with the information we collect directly in order to correct and update information to maintain good registry care.

2. USE, STORE AND PROTECT

How we use collected information?

Visit North Booking AB collect information, including your personal data, so that we can provide, maintain, protect, improve, and promote our website, services and products to you in accordance with your preferences and as otherwise stated in this policy.

For example we use the information to; fulfill orders for services, manage your account, enable good customer service, perform accounting and billing, for profiling and analysis purposes, improve web experience or to notify on promotions or updates in terms, products and services.

We also use the information for marketing and communication online, via SMS, e-mail or other digital contact routes. You can at any time refrain from receiving marketing communications from us by for example unsubscribe to newsletters or by contacting us, for contact details see the end at "Contact". Please note that we may still communicate with our customers on important product and services messages or transactional messages.

How do we store your information?

We will only store your personal data as long as you are a registered subscriber or user of our products or for as long as we believe it is necessary to fulfill what was the purpose when we collected them, or as long as we have to store them by law. After that, data will be erased when no longer relevant or necessary for analysis or direct marketing for the purposes for which they have been collected. Some customer and personal information may be stored outside of EU.

How do we protect your information?

We want you to feel confident about using our Services, and we are committed to protecting the personal data we collect. While no website can guarantee perfect security, we maintain appropriate organisational and technological safeguards to help protect against loss, misuse or unauthorised access, disclosure, alteration or destruction of the personal data we hold about you. We also seek to ensure that our service providers do the same.

3. SHARE AND DISCLOSE

Information that may be shared and disclosed

We use third party service providers who assist us in operating our website or provide services or functions that process data on our behalf in order to perform our services, i.e. analysis, payments, distribution of surveys, marketing and communications or other services to maintain and apply our terms of use and delivery. However, all handling of personal data always ensures high security and confidentiality and we only collaborate with trusted service providers.

We provide your information to third-party companies (our enterprise customers) that use our service to fulfill online bookings. We share information about your reservation and also may include information about how you use and interact with our site, such as your reservation history, which activities you like or are recommended for you, and other information. In some cases, we may provide these third-party companies with analytics and

other information about your interaction with our service via their website. Please note that this Privacy Policy does not apply to those third-party companies and Visit North is not responsible for how they use, maintain or disclose your information.

The payment information we collect from our enterprise customers and from end-users upon online bookings is directly transferred to our payment service provider Stripe and never stored by Visit North nor shared with others than Stripe.

We may share your personal data with current and future members of the Visit North family of companies for the purposes of research, analysis and marketing. We also reserve the right to transfer information in the event that we sell or transfer all or a part of our business or assets so that the buyer can continue to offer you the services. We will make reasonable efforts to provide you with advance notification of the transfer of your information in such circumstances.

We may disclose your personal data to law enforcement agencies, government/regulatory bodies, internet service providers and content protection organisations as required or allowed by law.

We use social media channels and may work with third-party advertising companies and allow them to collect certain information when you visit our site, based on your consent to allow cookies. These companies may utilize cookies or other technologies to collect information (browser type, time and date, IP address, or advertisements clicked) about your interaction with the sites in order to target advertisements about products and service likely to be of interest to you. See more in our “Cookies” section below and how you can control the use of cookies.

4. COOKIES

When you use our site and app, information may be collected via e.g. cookies or similar technologies. This is only done through a separate consent.

A cookie is a small text file sent by a website to your computer or mobile device where it is stored by your web browser. This store the information about your use and the pages that are visited. This could be technical information about your device and Internet connection such as operating system, browser version, IP address, cookies, and unique identifiers. When visiting our websites where our services are provided, different techniques can be used to recognize you in order to learn more about our users. This can be done directly or through the use of third-party technology.

We use different cookies for a wide variety of purposes such as to keep you logged in, to remember your preferences and settings, to analyse how the website is used by you, to improve and personalise your experience of our website and services. We also use cookies to serve advertising which may be tailored to you based on your browsing behaviour and other information held about you, that may be used for interaction with social media channels.

You can decide whether or not to accept cookies by your device via your browser settings, including to refuse or delete all cookies. Please note that if you choose to refuse cookies, our services and website may not function properly and certain services will not be provided.

5. ONLINE PAYMENTS

Payment processing services for Providers on Visit North booking system are provided by Stripe and are subject to the [Stripe Connected Account Agreement](#), which includes the [Stripe terms of Service](#) (collectively, the “Stripe Services Agreement”). By agreeing to these terms or continuing to operate as a Provider on Visit North booking system, you agree to be bound by the Stripe Services Agreement, as the same may be modified by Stripe from time to time. As a condition of Visit North booking services enabling payment processing services through Stripe, you agree to provide Visit North accurate and complete information about you and your business, and you authorize Visit North to share it and transaction information related to your use of the payment processing services provided by Stripe.

6. YOUR RIGHTS AND CHOICES

You have rights regarding your personal data and you are able to influence your information and what is saved.

To stop receiving marketing communications from us, click on the “unsubscribe” link at the bottom of the relevant email newsletter. Please note that this will not unsubscribe you from all communications, only the email newsletter in question. If you wish to opt-out completely from all marketing from us then please contact us by using the details provided below.

If you choose to no longer receive marketing information, please note that you cannot unsubscribe from some service-related messages. We may still communicate with you regarding transactional or administrative topics, such as products and services updates and functionality, and service requests.

If you would like to know what personal data we hold about you or would like us to update or under certain conditions delete your personal data from our records then please contact us by using the contact details below. We will take reasonable efforts to supply, correct or delete personal data about you on our files within a reasonable time. As long as you are a customer we will store your customer and related personal data. To protect your privacy, we will require you to prove your identity before granting access to your personal data. Please note that we may be required to retain certain information by law and/or for own legitimate business purposes.

7. EXTERNAL LINKS

Please be aware that our website may contain third party solutions and/or cookies and links to third party websites. The third parties’ use of your information will be subject to their privacy policy and not ours.

8. ADDITIONAL TERMS AND CONDITIONS

In addition to accepting our privacy policy we refer 1) experience providers, i.e enterprise customers using our booking services, to also accept our Terms and Conditions and 2) end users processing a booking via our enterprise customers, to also accept the Terms of Service.

9. UPDATES

As Visit North grows, our business may change, and we may update this Privacy Policy at any time as we deem appropriate to reflect those changes. It is important that you check back and make sure that you have reviewed the most current version of this this policy. When we change the policy in a material way, a notice will be posted on our website. The date of the most recent update will appear at the top of this page.

10. CONTACT

For further information about our personal data management or if you have any questions, feel free to contact us on info@visitnorth.se.

This privacy policy applies by Visit North Booking AB, Seglarängsvägen 35, 42932 Kullavik

Phone: +46 720 66 90 78 | Email: info@visitnorth.se | Org.nr. 559210-7006

This privacy policy applies from 2022-02-01