

## Privacy Policy

At Mountain Base Locations we are committed to protecting your personal data. We understand and respect that the data we collect about you is your information. This privacy policy describes the information we collect and how we use and share it. We and our affiliates may share this information, including any personally identifiable information that you provide, for the purposes described in this policy. It also describes the choices available to you regarding the use of your personal information, the steps you can take to access your information and how to request that we correct or delete it.

### PROTECTING YOUR PRIVACY.

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### How we collect data about you:

Information about you may be collected using a number of different methods:

Direct contact: When you make direct contact with us (IE to make an enquiry or proceed with a booking) you may give us data by filling in forms or by corresponding with us by post, telephone, email or otherwise. We may share your personal information with reputable third-party service providers when passing on product or service enquiries. This includes personal data you may provide when you:

- Make enquiry to stay at one of the properties advertised on our website or a third party website
- Make an enquiry to book an additional service of any kind
- Make an enquiry to join our property portfolio
- Complete the booking process

- Book an additional service either coordinated by us or by one of our partner suppliers
- Communicate with us about any part of our business activity
- Give us feedback.

Marketing materials: When you subscribe to our Newsletter, we collect your name and email address to deliver updates, special offers and information about what is happening in Chamonix.

Technical information: As you interact with our website we may also collect technical information about you via Google Analytics: browsing actions and patterns etc.

### **The information we collect about you:**

Personal data, or personal information, means any information about an individual from which that person can be identified.

We may collect, use, store and transfer different kinds of personal data about you as follows:

- Identity Data includes first name, surname(s), title
- Contact Data includes residential and / or billing address, email address and telephone numbers.
- Marketing and Communications Data includes your 'opt in' to receiving marketing from us and our third parties in line with your communication preferences
- Transaction Data includes details about payments to and from you and other details of products and services you have purchased from us.
- Technical and Usage Data includes your login data and how you use our website, products and services.
- Profile Data includes your booking reference number, purchases made by you, preferences and feedback.

### **How we use your Personal Data:**

When you interact with us you consent to your information being collected, used, transferred and stored by us and our service partners as described in this privacy policy. Additionally, when you opt-in to receive communication from us, you acknowledge having read and having consented to the terms and conditions of our privacy policy. We may share your information, including your personally identifiable information, with our third party suppliers. Your information may be used for the following purposes:

- To coordinate the process from enquiry to departure for accommodation services we offer
- To provide the additional services we offer using third parties (including contractors and service providers). We may share your personal data with such third parties for the purposes of gaining accurate information and securing service / activity bookings.
- To send you information and promotional content in accordance with your marketing preferences. You can stop receiving our promotional emails by following the unsubscribe instructions included in every email.
- To respond to your comments and questions, to communicate with you about your enquiries or bookings, and to provide customer support.
- To enforce compliance with our terms and conditions or protect our business, partners or customers.
- To meet legal requirements, including complying with court orders, valid discovery requests, valid subpoenas, and other appropriate legal mechanisms.

We may use statistics about our customers, sales, traffic patterns, and related site information to assess our own performance and to improve our services to you. These statistics will not include any personally identifiable information. Our website also links to but does not publish content supplied by third parties: [www.mountain\\_base.com](http://www.mountain_base.com) is not responsible for information collected by these third parties. We recommend that you read the privacy policy of other sites you may link to from our site.

### **Data security:**

When you confirm an accommodation booking with us we provide a unique, password protected login to access and review your booking. All of the data you have provided is stored within our secure electronic reservation system.

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, contractors and other third parties who need to know in order to perform their role and deliver our products and services. They will only use your personal data on our instructions and they are subject to a duty of confidentiality.

If you have any concerns over the use of your personal data you have the right to make a complaint at any time to the supervisory authority for data protection:

- Information Commissioner's Office ([www.ico.org.uk](http://www.ico.org.uk))
- France - Commission Nationale de l'Informatique et des Libertés ([www.cnil.fr](http://www.cnil.fr))

We would, however, appreciate the chance to deal with your concerns before you approach the ICO or CNIL so please contact us in the first instance.

### **Notice of Breach of Security**

If a security breach causes an unauthorised intrusion into our system that materially affects your information, then we will notify you within 72 hours of becoming aware of the breach where feasible. We will report certain types of personal data breach to the relevant supervisory authority. We will later report the action we took in response.

### **Data Retention and Deletion:**

Information we collect will be retained for as long as needed to fulfil legitimate business purposes, or for a period of time specifically required or allowed by applicable regulation or laws. The period of time required will be identified where appropriate. If you no longer want us to use your information to provide services to you, you can withdraw your consent or request that we erase your information by contacting [info@mountain-base.com](mailto:info@mountain-base.com). Please note that if you request for us to erase your information, we may retain some of your information as necessary for our legitimate business interests, such as fraud detection and prevention, and to comply with our legal obligations.

We do not store your credit/debit card information on our servers and only use such information to complete your transactions on the website. All credit/debit details are encrypted and card transactions are processed by our third party payment processor, Credit Agricole des Savoie.

### **Editing your Personal Information:**

You may change your personal information at any time by emailing [info@mountain-base.com](mailto:info@mountain-base.com) and describing the changes you would like to make. If you have a current booking you can log into our secure electronic reservation system, 'manage my booking', and amend accordingly.

## Safety of Minors

Our services are not targeted towards and may not be directly booked or solely used by minors. "Minors" are individuals under the age of 13 (or under a higher age if permitted by the laws of their residence). We do not knowingly collect personal data from Minors or allow them to communicate with us directly. If it comes to our attention that we have collected personal information from a Minor, we may delete this information without notice. If you have reason to believe that this has occurred, please contact [info@mountain-base.com](mailto:info@mountain-base.com)

## Your consent

We encourage you to review our privacy policy often to stay informed of changes that may affect you, as your continued use of our website and/or receipt of notifications after opting-in signifies your consent to be bound by this privacy policy. If we decide to change our Privacy Policy, we will post those changes on this page so that you are always aware of what information we collect, how we use it, and under what circumstances we disclose it.

## Your comments:

Mountain Base Locations welcomes your questions and comments about privacy. You may contact us at:

### Mountain Base Locations

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