

## Stellar Heliskiing Privacy Policy

This Privacy Policy describes how your personal information is collected, used, and shared when you visit or make a purchase from [www.stellarheliskiing.com](http://www.stellarheliskiing.com) (the "Site").

### PERSONAL INFORMATION WE COLLECT

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as "Device Information."

We collect Device Information using the following technologies:

- "Cookies" are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.
- "Log files" track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- "Web beacons," "tags," and "pixels" are electronic files used to record information about how you browse the Site.

Additionally when you submit a form or a booking inquiry on the Site, we collect certain information from you, including your name, city, state, country, email address, and phone number. We refer to this information as "Order Information."

When we talk about "Personal Information" in this Privacy Policy, we are talking both about Device Information and Booking Information.

### HOW DO WE USE YOUR PERSONAL INFORMATION?

We use the Booking Information that we collect generally to fulfill any bookings placed through the Site. Additionally, we use this Booking Information to:

Communicate with you; and

When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.

We use the Device Information that we collect to help us to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

## SHARING YOUR PERSONAL INFORMATION

We share your Personal Information with third parties to help us use your Personal Information, as described above. For example, we use Google Analytics to help us understand how our customers use the Site--you can read more about how Google uses your Personal Information here: <https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

You can opt out of targeted advertising by:

FACEBOOK - <https://www.facebook.com/settings/?tab=ads>

GOOGLE - <https://www.google.com/settings/ads/anonymous>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <http://optout.aboutads.info/>.

## COOKIE POLICY

Cookies are used to make this website work and to enhance your experience. A cookie is a small text file that is stored in your browser.

Any persistent cookie that is unique to the device because of its attributes or stored values fits the criteria for personal data under the General Data Protection Regulation (GDPR). We therefore need to justify the use of these types of cookies on the legal grounds set out in Article 6 of the GDPR.

Types of cookies that this website uses

We use the following types of cookies:

Necessary cookies help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies.

- Preference cookies enable a website to remember information that changes the way the website behaves or looks, like your preferred language or the region that you are in.
- Statistic cookies help website owners understand how visitors interact with websites by collecting and reporting information anonymously.
- Marketing cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user.

We are relying on the following legal grounds for the use of cookies:

- Necessary cookies: these do not meet the criteria for personal data under the GDPR and therefore we do not require a legal ground for their use. Preference cookies: these can be justified by either Art 6(1)(b) or Art 6(1)(f).
- Statistics cookies: these can be justified by either Art 6(1)(b) or Art 6(1)(f).
- Marketing cookies: we will rely on obtaining the user's consent (Art 6(1)(a)). If the user does not consent to the use of these cookies, these cookies will not be used.

#### DO NOT TRACK

Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, if you are a European resident we note that we are processing your information in order to fulfill contracts we might have with you (for example if you make an booking through the Site), or otherwise to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe, including to Canada and the United States.

#### DATA RETENTION

When you place an order through the Site, we will maintain your Order Information for our records unless and until you ask us to delete this information.

#### CHANGES

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

## CONTACT US

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at [info@stellarheliskiing.com](mailto:info@stellarheliskiing.com) or by mail using the details provided below:

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