



Privacy Notice

Last updated: 22 August 2026

This Privacy Notice explains how Snow-wise Limited collects, uses, shares and protects your personal information when you use our website, make an enquiry, book travel arrangements through us, communicate with us or subscribe to our newsletters. It also explains your rights in relation to your personal information.

Snow-wise Limited is the controller of the personal information which we collect from or about you. We are a company registered in England and Wales under company number 8389296 whose registered office is at 6 Gould Road, Twickenham TW2 6RS.

1. Our privacy commitments

- 1.1 We are committed to protecting your privacy and personal information. We will collect, use, share and retain your personal information only where we have an appropriate purpose and legal basis for doing so, and will take appropriate technical and organisational measures to protect it.
- 1.2 We aim to be clear about the personal information we collect, why we use it, who we may share it with and how long we retain it. This Privacy Notice explains these matters and how you can exercise your rights in relation to your personal information.

2. Your rights in relation to your personal information

- 2.1 Data protection law gives you a number of rights in relation to your personal information. These rights apply in different circumstances and are not all absolute. Depending on the circumstances, you may have the right to:
 - (1) **Be informed** – to be given information about how we collect and use your personal information.
 - (2) **Access your personal information** – to ask us whether we process your personal information and to obtain a copy of the personal information we hold about you, together with certain information about how we process it.
 - (3) **Rectification** – to ask us to correct personal information which is inaccurate or to complete information which is incomplete.
 - (4) **Erasure** – to ask us to delete your personal information in certain circumstances, for example where we no longer need it for the purpose for which it was collected.
 - (5) **Restrict processing** – to ask us to restrict the way in which we use your personal information in certain circumstances.
 - (6) **Object to processing** – to object in certain circumstances to our processing of your personal information where we rely on legitimate interests as our legal basis. You also have the right to object at any time to the use of your personal information for direct marketing.
 - (7) **Data portability** – in certain circumstances, to receive personal information which you have provided to us in a structured, commonly used and machine-readable format and/or ask us to transmit it to another organisation.
 - (8) **Withdraw consent** – where we rely on your consent to process your personal information, you may withdraw that consent at any time. Withdrawal of consent does not affect the lawfulness of processing carried out before consent was withdrawn.
- 2.2 You also have rights in relation to certain decisions made solely by automated means which have legal or similarly significant effects. We do not currently make decisions about you in this way.
- 2.3 If you wish to exercise any of these rights, please contact us using the details in the “Contacting us” section below. We may need to ask you for information to confirm your identity before responding to your request.
- 2.4 You also have the right to complain to the Information Commissioner’s Office (“ICO”) if you are concerned about the way in which we process your personal information. We would, however, appreciate the opportunity to address your concerns first, so please contact us if you have a concern about our use of your personal information.

3. Information we collect

The personal information we collect and use depends on how you interact with us, whether you make an enquiry or booking, and the travel arrangements or other services concerned. The principal categories of personal information we process, and the purposes for which we use them, are set out below. If you provide us with personal information about another person, for example another member of your travelling party, you should ensure that you are authorised to provide that information to us and, where appropriate, make them aware of this Privacy Notice.

3.1 Enquiry and correspondence information

- (1) When you make an enquiry, contact us or otherwise communicate with us, we may collect your name, postal address, email address, telephone number and the contents of your communications with us, together with other information which you provide in connection with your enquiry. Depending on the nature of your enquiry and the travel arrangements concerned, we may also ask for information about members of your travelling party, including their names, ages and/or dates of birth, where this is relevant to providing information or a quotation or investigating or arranging travel services for you.
- (2) We use this information to respond to and administer your enquiry, communicate with you, provide information and quotations, investigate the availability and suitability of travel services and take steps at your request in connection with a possible booking. We may also retain correspondence for the proper administration of our business, record-keeping and the establishment, exercise or defence of legal claims.
- (3) Our legal bases for this processing are taking steps at your request before entering into a contract, performance of a contract where applicable, compliance with our legal obligations and our legitimate interests in communicating with customers and potential customers, administering our business and keeping appropriate records.

3.2 Booking and passenger information

- (1) If you make a booking through us, we will collect and use information necessary to arrange, administer and fulfil the booking. This will normally include your name and contact details and the names of other members of your travelling party, together with relevant information already provided to us at the enquiry stage. Depending on the travel arrangements concerned, we may also collect ages and/or dates of birth, passport or other travel-document information, and other information required by the relevant principals, suppliers, other travel service providers or authorities.
- (2) We use this information to make and administer travel arrangements, communicate with you and relevant members of your party, provide travel documentation, provide relevant information to principals, suppliers and other travel service providers where necessary for your travel

arrangements, arrange and administer the financial protection applicable to your booking, comply with applicable legal, regulatory and reporting requirements, keep appropriate records and administer our business.

- (3) Our legal bases for this processing are taking steps at your request before entering into a contract, performance of a contract, compliance with our legal obligations and our legitimate interests in the proper administration of our business and travel bookings.

3.3 Special requirements and health information

- (1) You may provide us with information about particular requirements or circumstances relating to you or another member of your travelling party, including dietary requirements, allergies, medical conditions, disabilities, mobility or accessibility requirements or other information relevant to your enquiry or travel arrangements. We may need this information, for example, to investigate whether particular travel arrangements are suitable for you, to obtain information or assistance from a principal or supplier, or to arrange or communicate particular requirements in connection with your booking.
- (2) Some of this information may constitute special category personal information under data protection law, in particular information concerning a person's health. Where you provide such information to us, we will use it only where necessary for the relevant enquiry or travel arrangements and may disclose it to the relevant principal, supplier or other travel service provider where necessary for that purpose.
- (3) Where required by data protection law, we will process special category personal information with your explicit consent. You may withdraw that consent at any time, although this will not affect processing which has already taken place and may mean that we or the relevant principal or supplier are unable to investigate, arrange or accommodate the particular requirement concerned.

3.4 Transaction and payment information

- (1) When you make a payment to us, we may collect and process information relating to the payment, including the amount, date, payment method and other information necessary to administer the transaction and maintain our financial records.
- (2) Where you make a payment by credit or debit card, your card details are entered into the secure payment system operated by our payment service provider for the purpose of processing your payment. We do not retain your full payment card details after the transaction has been processed.
- (3) Where a refund is due, we may process relevant payment or bank account information as necessary to make the refund.
- (4) We use transaction and payment information to process and administer payments and refunds, reconcile and maintain our financial and accounting records, administer bookings, prevent and detect fraud and comply with our legal and regulatory obligations.
- (5) Our legal bases for this processing are performance of a contract, compliance with our legal obligations and our legitimate interests in administering payments, maintaining appropriate financial records and preventing and detecting fraud.

3.5 Newsletter and marketing information

- (1) If you subscribe to our newsletter or otherwise ask to receive marketing communications from us, we may collect your name, email address, marketing preferences and information relating to the marketing communications we send to you.
- (2) We may also use contact details which you have provided to us in connection with a previous booking or enquiry to send you information about similar holidays, travel arrangements, offers or services which we think may be of interest to you, where permitted by applicable law.
- (3) We use this information to send and administer newsletters and other marketing communications, maintain our mailing lists and marketing preferences and, where applicable, understand how recipients interact with our communications.
- (4) We currently use Mailchimp to manage newsletter subscriptions and send our email newsletters. The newsletter subscription button on our website links to a subscription page hosted by Mailchimp; a Mailchimp subscription form or tracking code is not embedded on our website. Mailchimp may process information about subscribers and their interaction with emails on our behalf in providing these services.
- (5) Our legal basis for processing personal information for direct marketing purposes is your consent where we have asked you to consent, or our legitimate interests in promoting our holidays and travel services to existing and prospective customers where permitted by applicable law. We will only send electronic marketing communications where this is permitted under applicable electronic marketing laws.
- (6) You can ask us to stop using your personal information for direct marketing at any time. You can unsubscribe from marketing emails by using the unsubscribe link included in the email or by contacting us.

3.6 Website usage and analytics information

- (1) When you use our website, certain technical and usage information may be collected, such as information about your device and browser, the pages you visit, how you use and navigate the website, how long you spend on particular pages, the website or source from which you reached us and approximate geographical information.
- (2) We use Google Analytics to help us understand, in statistical terms, how visitors use our website, including the number of visits to the website, the pages viewed, how visitors reach the website and how visitors navigate through it. We use this information to understand the use and performance of our website and to help us maintain and improve its content, functionality and visibility in search results.
- (3) We do not use Google Analytics to identify or profile individual visitors or for targeted advertising or remarketing.
- (4) Google Analytics uses cookies and similar technologies to collect information about use of the website. Where our use of these technologies falls within the statistical purposes exception under applicable electronic communications law, consent is not required. You can object to our use of Google Analytics at any time by using the website analytics control provided on this page. Where consent is required for any use of cookies or similar technologies, we will obtain consent before using them.
- (5) Where information collected through website analytics constitutes personal information, our legal basis for processing it is our legitimate interests in understanding how our website is used and maintaining and improving the website, where those interests are not overridden by your rights and interests.

3.7 Information we receive from other people

We usually obtain personal information directly from you. We may also receive personal information about you from another person, for example where the person making an enquiry or booking provides information about other members of their travelling party. We may also receive relevant information from principals, suppliers or other travel service providers in connection with an enquiry, booking or travel arrangements.

3.8 Information we need from you

Where we ask you to provide personal information which is necessary for us to respond to an enquiry, make or administer a booking, provide travel arrangements, comply with a legal or regulatory requirement or perform our contract with you, failure to provide that information may mean that we are unable to provide the relevant information or service, make or fulfil the booking or meet the particular requirement concerned.

4. **Sharing your personal information**

We may share your personal information with third parties where this is necessary in connection with an enquiry or booking, to provide or administer travel arrangements, to administer payments or financial protection, to operate our business, to comply with our legal or regulatory obligations, or where we otherwise have a lawful basis for doing so. We only share personal information which is relevant and reasonably necessary for the purpose concerned. Depending on the circumstances, the recipients of your personal information may include the following:

4.1 Principals, suppliers and travel service providers

- (1) We may provide relevant personal information to principals, suppliers and other travel service providers involved in your enquiry or booking, such as tour operators, airlines and other transport providers, hotels and other accommodation providers, transfer providers, car hire companies, ski schools, ski hire providers and other providers of travel services.
- (2) We may share this information where necessary to obtain information or quotations, investigate availability or suitability, make or administer travel arrangements, fulfil your booking, communicate particular requirements or deal with any requests, changes, problems or claims relating to your travel arrangements.
- (3) These organisations may process your personal information in accordance with their own privacy policies and applicable data protection law.

4.2 Travel trade associations, financial protection providers and regulatory bodies

- (1) We may provide relevant personal information and booking information to the Travel Trust Association ("TTA") and, where applicable, other financial protection providers, insurers, trustees or regulatory bodies, including the Civil Aviation Authority ("CAA").
- (2) We may share this information where necessary to arrange, administer or evidence the financial protection applicable to your booking, issue financial protection certificates, guarantees or policies, administer trust account arrangements and the release of monies, comply with applicable licensing, regulatory or reporting requirements, or deal with claims or other matters relating to the financial protection of your travel arrangements.
- (3) These organisations may process your personal information in accordance with their own privacy policies and applicable data protection law.

4.3 Payment providers, banks and financial institutions

- (1) We may provide relevant personal information and transaction information to payment service providers, banks and other financial institutions where necessary to process or administer payments or refunds, prevent or detect fraud, reconcile transactions or maintain appropriate financial records.
- (2) These organisations may process personal information in accordance with their own privacy policies and applicable data protection law.

4.4 Service providers

- (1) We may use third-party service providers to support the operation and administration of our business, including providers of customer relationship management and booking administration systems, office, email and communications software and services, website and email hosting, IT and technical support, data storage and backup, and other business services. These providers may process personal information on our behalf where this is necessary to provide their services to us.
- (2) Where a service provider processes personal information on our behalf, we require it to process that information only in accordance with our instructions and applicable data protection law.

4.5 Newsletter, email marketing and social media services

- (1) We may use third-party providers to manage and send newsletters and other marketing communications and to operate our social media presence. These include Mailchimp, which we use to manage newsletter subscriptions and send email newsletters, and social media platforms such as Facebook, Instagram, Threads, X and Bluesky.
- (2) Where you subscribe to our newsletter, interact with our communications or interact with us through a social media platform, the relevant provider may process personal information about you in accordance with its own privacy policy and applicable data protection law. We may also receive information made available to us through those services, for example where you follow, contact, mention or otherwise interact with us through a social media platform.
- (3) We do not provide our customer or enquiry database to social media platforms for advertising, profiling or audience-matching purposes.

4.6 Professional advisers and other legal or regulatory disclosures

- (1) We may share relevant personal information with our professional advisers, including accountants, auditors, legal advisers, insurance advisers and other professional consultants, where this is necessary for them to provide services or advice to us or in connection with the establishment, exercise or defence of legal claims.
- (2) We may also disclose personal information where we are required or permitted to do so by law, regulation, court order or the requirements of a competent authority, or where this is reasonably necessary to protect our rights or interests, prevent or detect fraud or other unlawful activity, or protect the rights, property or safety of any person.
- (3) These recipients may process personal information in accordance with their own professional, legal or regulatory obligations and applicable data protection law.

4.7 Business transfers

If all or part of our business or assets is sold, transferred, reorganised or acquired by another organisation, personal information may be disclosed to prospective purchasers or advisers and transferred to the relevant organisation as part of that transaction, subject to appropriate confidentiality and data protection requirements.

5. International transfers of personal information

- 5.1 In connection with your enquiry or booking, it may be necessary for us to transfer your personal information to principals, suppliers or other travel service providers located outside the United Kingdom. This may include countries in which your travel arrangements are provided or through which you will travel.
- 5.2 We may also use service providers which process or store personal information outside the United Kingdom.
- 5.3 Some countries have been recognised by the UK Government as providing an adequate level of protection for personal information. Where personal information is transferred to a country which is not covered by an applicable adequacy regulation, we will ensure that an appropriate safeguard or other lawful basis for the transfer is used where required by data protection law.
- 5.4 Where a transfer is necessary for the performance of a contract between you and us, or for the implementation of pre-contractual measures taken at your request, or is necessary for the conclusion or performance of a contract made in your interests between us and another person or organisation, we may rely on the applicable provisions of data protection law permitting such transfers.
- 5.5 You can contact us using the details in the "Contacting us" section below if you would like further information about the safeguards applicable to transfers of your personal information outside the United Kingdom.

6. How long we keep your personal information

- 6.1 We retain personal information only for as long as is reasonably necessary for the purposes for which it was collected or subsequently processed, including to provide and administer our services, maintain appropriate business and financial records, comply with our legal and regulatory obligations and establish, exercise or defend legal claims.
- 6.2 The period for which we retain particular information will depend on its nature and the purpose for which it is held. In determining appropriate retention periods, we take into account factors including the duration of our relationship with you, the nature of any enquiry or booking, applicable legal, accounting, tax, regulatory and financial protection requirements, relevant limitation periods and whether the information may be required in connection with a complaint, claim or dispute.

- 6.3 Booking and transaction records may be retained for the period required to meet our legal, accounting, tax, regulatory and financial protection obligations and for an appropriate period thereafter having regard to applicable limitation periods. We may also retain relevant booking and customer history for longer where we have an ongoing relationship with you, or where you continue to make enquiries of us, where this is reasonably necessary to assist us in responding to your enquiries, providing our services and maintaining appropriate records of our relationship with you.
- 6.4 Enquiry and correspondence information which does not result in a booking may be retained for a reasonable period where this is appropriate for dealing with follow-up or future enquiries, maintaining records of our communications and services, or establishing, exercising or defending legal claims. Where you have an ongoing relationship with us or make enquiries of us from time to time, we may retain relevant enquiry and correspondence history for longer where this is reasonably necessary to assist us in responding to future enquiries, providing our services and maintaining appropriate records of our relationship with you.
- 6.5 Payment information will not be retained for longer than is reasonably necessary. Where card details are provided to us for the purpose of processing a payment, they are entered into our payment service provider's system and we do not retain the card details once the payment has been processed. Bank details provided to us for the purpose of making a refund will be retained only for as long as reasonably necessary to process and administer that refund.
- 6.6 Marketing information will be retained while you remain subscribed to or eligible to receive the relevant communications. If you unsubscribe or object to direct marketing, we may retain limited information about your preference so that we can ensure that we respect your request in the future.
- 6.7 Special category personal information, such as information concerning health or medical requirements, will not be retained for longer than is reasonably necessary for the purpose for which it was provided, subject to any legal or regulatory requirement or other lawful reason for retaining it.
- 6.8 When personal information is no longer required, we will delete or anonymise it where appropriate.

7. Security of your personal information

- 7.1 We take appropriate technical and organisational measures to protect personal information against accidental or unlawful loss, destruction, alteration, unauthorised disclosure or access.
- 7.2 We take reasonable steps to ensure that personal information is only accessible to those who need access to it for legitimate business purposes and that those persons are subject to appropriate duties of confidentiality.
- 7.3 Where we use third-party service providers to process personal information on our behalf, we take appropriate steps to ensure that they provide suitable protection for personal information in accordance with applicable data protection law.
- 7.4 While we take appropriate measures to protect personal information, the transmission of information over the internet cannot be guaranteed to be completely secure. You should therefore take appropriate care when sending personal information to us electronically.

8. Changes to this Privacy Notice

- 8.1 We may update this Privacy Notice from time to time to reflect changes in the way we process personal information, changes to our business or services, or changes in applicable law or regulatory guidance.
- 8.2 Any updated Privacy Notice will be published on our website. Where appropriate, we may also notify you of significant changes by other means.
- 8.3 This Privacy Notice was last updated in August 2026.

9. Contacting us

Snow-wise Limited is the controller of your personal information for the purposes of applicable data protection law. If you have any questions about this Privacy Notice, the way in which we use your personal information, or if you wish to exercise any of your data protection rights, you can contact us at:

Snow-wise Limited, 6 Gould Road, Twickenham TW2 6RS, UK
Email: info@snow-wise.com
Tel: +44 (0)20 3397 8450

10. Making a complaint

You also have the right to make a complaint to the Information Commissioner's Office ("ICO"), the UK supervisory authority for data protection. Information about how to make a complaint and the ICO's current contact details can be found on the ICO's website: <https://ico.org.uk/make-a-complaint/>. We would appreciate the opportunity to address any concerns you may have about our use of your personal information before you approach the ICO.

