



Privacy & Cookie Policy

HOW WE USE YOUR INFORMATION

Magic of Lapland will only collect personally identifiable information, such as your name, address, email address or telephone number, for the purpose for which you provided the data (e.g. to process requests for information or brochures). This data is used to provide information and services which are tailored to your requirements and to continually improve the quality of our programs. Your personally identifiable data will only be used by Magic of Lapland and by our product suppliers (airline, hotel, activity company).

VISITORS TO MAGIC OF LAPLAND WEBSITE

We collect this information in a way which does not identify anyone. We do not make any attempt to find out the identities of those visiting either of our website www.magicoflapland.net. We will not associate any data gathered from this site with any personally identifying information from any source. If we do want to collect personally identifiable information through our website, we will be up front about this. We will make it clear when we collect personal information and will explain what we intend to do with it. In order to improve the attractiveness of our websites, information is retrieved automatically in a limited number of cases (e.g. browser, operating system, click count, average time spent per page). This information is collected in such a manner as not to be personally identifiable.

USE OF COOKIES BY MAGIC OF LAPLAND

Cookies are small text files that are placed on your computer by websites that you visit. They are widely used in order to make websites work, or work more efficiently as well as to provide information to the owners of the site. If you would prefer not to accept cookies it is possible to disable cookies by changing the web browser settings on your computer or mobile device. For more information on cookies and how to disable cookies on the main browser types please visit the [Information Commissioners Office website](#).

Magic of Lapland uses Google Analytics Cookies to collect information on how visitors use our site, which we also use to help to improve it. For more information about [Google Analytics](#). The cookies collect information in an anonymous form, including the number of visitors to the site, visit duration and visited pages.

SECURITY

Magic of Lapland guarantees to safeguard your personally identifiable information against loss, damage, corruption, manipulation, unauthorized access and unauthorized disclosure.

CUSTOMER DATA

To provide your holiday and ensure that it runs smoothly, we (and your travel agent, if you use





one) need to use information such as your name and address, special needs, dietary requirements, etc. Please be informed that we must pass it to suppliers of your travel arrangements, including airlines, hotels, activity and transport companies; we may also supply it to security or credit checking companies, and to public authorities such as customs and immigration. When you make this booking, you consent to this information being passed to the relevant people. Information held by your travel agent is subject to that company's own data protection policy.

SENSITIVE PERSONAL DATA

Information (such as health or religion) may be considered "sensitive personal data" under the Data Protection Act 1998. We collect it to if applicable to cater to your needs or act in your interest, and we are only prepared to accept sensitive personal data on the condition that we have your positive consent. By booking with us you also agree for your insurers, their agents and medical staff to exchange relevant information and sensitive personal data with us in circumstances where we/they need to act on your behalf or in the interest of passengers or in an emergency.

Links to other websites

This privacy notice does not cover the links within this site linking to other websites. We encourage you to read the privacy statements on the other websites you visit. Please read the ICO's reciprocal linking policy for more information.

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CHANGES TO THIS PRIVACY NOTICE

We keep our privacy notice under regular review. This privacy notice was last updated on 08 August 2012.

Magic of Lapland, 08 August 2012

