

Ice and Fire Privacy Policy

Ice and Fire have always taken your privacy seriously and will always continue to do so.

This applies whether you are a customer, potential customer or travel agent customer booked with us. It applies if you are a website visitor, telephone enquirer or job applicant.

Ice and Fire holds data for three main purposes:

Holiday booking and pre-arrival service

Ice and Fire hold extensive personal data relating to our enquiring and booked guests as part of our booking and pre-arrival service. This data is provided directly by yourselves and is used for the legitimate task of preparing for and administrating your holiday. The lawful basis for holding this data is called Legitimate Interests.

The sort of data we ask you to provide includes things like names, addresses, ages, telephone numbers as well as information about dietary requirements and other holiday related requests. We also hold information about your interactions with us eg copies of emails

This data is held in MyIceandFire and in our email program. Parts of this data are sometimes shared with business partners to help us administer bookings. An example of this would be providing your names and ages to the ski school if you have asked us to book ski lessons on your behalf.

Information held in this way is held for 5 seasons to enable us to effectively administrate repeat bookings.

Job Applicants

Ice and Fire hold extensive personal data relating to employees and potential employees as part of our recruitment process. The lawful basis for holding this data is called Legitimate Interests.

The sort of data we hold are things like your cv, information about your interactions with us, interview notes, references.

This information on unsuccessful applicants is held in this way for 12 months to enable us to contact you should a suitable vacancy become available. Information on successful applicants and employees is held for 7 years.

Marketing

Ice and Fire holds limited personal data relating to previous and potential customers on our marketing list.

This data includes your full name and email address along with information about your marketing engagement. This is held with Mailchimp and is not shared with any third party. The lawful basis for holding this data is called Consent (for the majority of people) or Legitimate Interests (for previously booked clients).

Newsletters are sent roughly monthly and contain information, offers and reductions which we feel are likely to be of interest to you. If you no longer want to receive these emails you can opt out at any time by emailing us (sales@ice-fire.co.uk) or by clicking unsubscribe at the bottom of the newsletter.

With all the data we hold if you would like us to give you a copy of your data; cease using your data; or erase your data then you can contact us on sales@ice-fire.co.uk to request this.

Where possible we comply with requests relating to data but please be aware that in certain circumstances (eg where we have a legal obligation) not all requests can be granted.

You can also use this email address to contact us if you have a complaint or question relating to data use.