



Explore the North **PRIVACY POLICY**

LAST UPDATED > 22.10.2025

This Privacy Policy explains how Explore the North collects, uses, stores and protects customers' personal data. All processing is carried out in accordance with the EU General Data Protection Regulation (GDPR) and the applicable laws of Finland and Sweden.

DATA CONTROLLER AND GROUP STRUCTURE

The data controller responsible for the processing of personal data is Explore the North. The customer and booking register is managed centrally. The Group consists of the following companies:

Finland

- > Kaamos Lodge Oy • Business ID 3396672-5)
- > Valkea Lapland Oy/Valkea Arctic Lodge
Business ID 1769509-9)

Sweden

- > Lapland View Lodge • LVL in Luppio AB, 559002-3288
- > Pinetree Lodge • PTL in Särkimukka AB, 556791-9682
- > Arctic River Lodge • ARL in Tärendö AB, 559095-2866
- > Grand Arctic Resort • GAR in Överkalix AB, 556984-1629
- > Aurora Mountain Lodge
AML in Lannavaara AB, 559049-5585
- > Matarengi Lodge • MTL in Övertorneå AB, 559386-3987

Holding Company

- > Explore the North Holding AB • 559137-7253

CONTACT FOR DATA PROTECTION MATTERS

For questions related to data protection or to exercise your data subject rights, please contact us by email at:
it@explorenorth.se

PURPOSE AND LEGAL BASIS OF PROCESSING

Personal data is processed to manage reservations, accommodation and related services, to ensure proper customer care, and to comply with legal and contractual obligations. Data is also used to handle payments and invoicing and to meet statutory requirements such as guest registrations and accounting obligations.

Marketing and customer communications are carried out only with the customer's consent. Personal data may also be used

to improve our services and enhance the customer experience.

The legal basis for processing personal data is the fulfilment of contractual and legal obligations, the customer's consent for specific purposes such as marketing, and the legitimate interest of Explore the North in providing and developing its services.

CATEGORIES OF PERSONAL DATA COLLECTED

The customer register may contain the customer's name, address, email address, and phone number, as well as booking and accommodation details and any special requests. Payment and invoicing data are processed to enable payment transactions, and guest registration forms are stored as required by law.

Customer feedback and records of communication may also be stored. Data used for marketing purposes is collected only with the customer's consent.

Technical information such as cookies, IP addresses and browser details may also be collected through website usage. If providing the service requires processing of special categories of personal data, such as health or dietary information, such data will only be processed with the customer's explicit consent.

SOURCES OF DATA

Data is obtained directly from the customer when making a booking, contacting the company or providing feedback. It may also be collected through cookies and website analytics or received from travel agencies and resellers when a booking is made through them.

DISCLOSURE AND DATA TRANSFERS

Personal data may be disclosed to payment service providers, booking systems and cooperation partners as necessary for the provision of services, as well as to public authorities where required by law. Personal data will never be disclosed to third parties for marketing purposes without the customer's consent.

If personal data is transferred outside the EU or EEA, such transfers are always protected using EU-approved safeguards, such as the European Commission's Standard Contractual Clauses.



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DATA RETENTION

Personal data is stored only for as long as necessary to fulfil the purposes for which it was collected. This includes the time needed to provide accommodation and related services, manage customer relationships and comply with legal, contractual and accounting obligations.

When personal data is no longer required for these purposes, it is securely deleted or anonymised in a way that prevents identification of individuals.

DATA SUBJECT RIGHTS

Data subjects have the following rights under applicable data protection laws:

- > You have the right to access your personal data and to request the correction or deletion of inaccurate information within the limits permitted by law.
- > You may restrict or object to the processing of your personal data, particularly for direct marketing purposes.
- > You also have the right to data portability and to withdraw your consent at any time.

- > If you believe that your personal data has been processed unlawfully, you have the right to lodge a complaint with a supervisory authority.
- > In Finland, the authority is the *Office of the Data Protection Ombudsman*, and in Sweden, the *Swedish Authority for Privacy Protection (IMY)*.

COOKIES AND WEBSITE ANALYTICS

Our website uses cookies and analytics tools to ensure proper operation and improve user experience. Essential cookies enable the technical functioning of the site, statistical cookies help analyse usage, and marketing cookies allow targeted advertising, only with the customer's consent. Cookie settings can be managed in your web browser.

For more detailed information on the use of cookies, please refer to our separate Cookie Policy available on our website.

DATA SECURITY

To protect personal data, we use technical and organisational measures such as access control, encrypted connections, system updates, regular backups and staff training on data protection.



CHANGES TO THIS PRIVACY POLICY

Explore the North may update this Privacy Policy from time to time. The latest version will always be available on our website, and the revision date will appear at the top of this document.



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