

At Hurtigruten we are committed to protecting the personal information that you share with us through the Internet.

This statement sets out our privacy policy regarding information you provide to us through the use of our website. This statement also provides you with information on how to prevent your personal information from being collected or shared when you visit our website, respond to our web-based promotions or send us an e-mail.

The information we gather

We collect information about you through two principal means: through technology (for example, IP addresses and cookies) and through your voluntary submission of information.

Non-Personally Identifiable Information

Using technology, our site can collect information about the type of browser you are using, your operating system and your IP address information. An IP address is a number that is automatically assigned to your computer and is recognised by Web technology whenever you are surfing the Internet. None of this information is considered personally identifiable information. As technology evolves, additional methods of information gathering may be used, such as 'pixel tags' (also known as 'web beacons' and 'clear gifs').

We also use cookies and other technologies to collect non-personally identifiable information for a variety of purposes, such as to improve the design and content of our website and to enable us to provide a more personalised experience when you browse the Internet. Most industry-standard Web browsers have an option that allows you to turn off all cookies or have your computer inform you each time that a request to place a cookie is being made. If you turn cookies off (or refuse to accept a request to place a cookie), you may not have access to some features on our websites and some of our services, such as purchasing a cruise or being automatically recognised as a loyalty member.

When corresponding with you via e-mail, we may use a variety of technologies, such as 'clear gifs' or 'web beacons', to let us know, among other things, whether you have received and opened our e-mail. The clear gif included in the e-mail may establish a cookie on your system that further allows us to tailor information to fit your personal interests.

We may provide aggregate non-personally identifiable information to third parties (such as marketers, ad-server companies and advertisers) that make use of general customer data. We may also share that information with concessionaires aboard our ships and other third parties.

Hurtigruten is not liable for information that is inaccurate due to technical defects in software used on our websites, whether induced by our systems or by software provided by third parties.

Personally Identifiable Information

You can use the majority of our website without being required to divulge any personally identifiable information to us. To participate in or use some of the activities available on our sites (such as booking a voyage or sign up for email updates or requesting a brochure) you may be required to provide certain personally identifiable information (such as your name and e-mail address).

In addition, in connection with some activities, such as booking a voyage, we collect additional personally identifiable information such as your date of birth, postal address and credit or debit card number, meal preferences and medical information only in so far as it may affect your voyage with us. Our website is SLL Certified so when taking credit card details your information is more secure. We must also pass the information on to the relevant suppliers of your travel arrangements such as airlines, ships, hotels, transport companies etc.

The information may also be provided to security or credit checking companies, public authorities such as customs/immigrations if required by them, or as required by law. Additionally, where your holiday is outside the European Economic Area (EEA), controls on data protection in your destination may not be as strong as the legal requirements of this country. We will not pass any information on to any person who is not responsible for part of your travel arrangements. This applies to any sensitive information that you give to us such as details of any dietary/religious requirements, please note, (if we cannot pass this information to the relevant suppliers, whether in the EEA or not, we cannot confirm your booking. In making a booking you consent to this information being passed on to

the relevant persons.)

Please note that where information is also held by a travel agent, this is subject to your agent's own data protection policy.

Hurtigruten will not trade, sell or share such personally identifiable information for use by any third parties unless we have informed you, been authorised by you or are required by law to do so. In addition, such personally identifiable information shall not be disclosed to third parties unless we have informed you, been authorised by you or are required by law to do so. The term 'third parties' does not include any subsidiaries or affiliates of Hurtigruten, service providers or vendors acting on Hurtigruten's behalf or travel agents or the purchaser of substantially all of the assets of Hurtigruten or a subsidiary or affiliate of Hurtigruten. Our policy is to require that third parties keep that information confidential and comply with all relevant data protection legislation. We reserve the right to disclose personally identifiable information, without notice, if we believe that such action is necessary to defend and protect the rights or property of Hurtigruten's website or to protect the personal safety of users of Hurtigruten, its website or the public and only where we are legally allowed to do so.

Your credit card number is used to process your request for products or services and will not be shared with third parties that are not involved with the transaction.

How we use the information gathered

We use the information that you share with us for these purposes:

To provide the products, services or information you request;

To improve the content of our site and enhance your online experience;

To ensure proper invoicing;

To measure consumer demand or interest in various offerings;

For marketing and promotional purposes, including to provide you with information about products and services offered by Hurtigruten and its subsidiaries and affiliates.

How do I change my personally identifiable information or tell Hurtigruten that I don't want to be contacted?

Our website sometimes provides you the opportunity to choose to receive communications from us when we request information from you. You always have the option of removing your name from our e-mail mailing list(s) so that you will not receive further e-mail promotional communications from us. In order to ensure immediate removal from any list, it is best to follow the specific instructions outlined within the communications you receive from us. If you are unable to complete the process indicated in such communications or wish to contain a copy of the personal information held about you, please send an e-mail to marketing@hurtigruten.com or write to us at Marketing Department, Hurtigruten Ltd, 3 Shortlands, London, W6 8NE. Please note Hurtigruten Ltd may make a small charge for supplying this information as permitted by law.

Links and third parties

Our website often provides links to resources that we believe may be useful. These links will lead you to websites operated by third parties that operate under different privacy policies. We encourage you to review those privacy policies, as we have no control over information you may submit to those third parties.

Our website may use third parties, such as ad-server companies, to present or serve advertisements that you may see on our website. Our website may also include advertisements placed by third parties. Our privacy policy does not cover any information collected by those third parties nor does it cover how they may use such information.

How do we protect your information?

Security for all personally identifiable information is extremely important to us. To prevent unauthorised access, maintain data accuracy and ensure the correct usage of information, we monitor and adjust our physical, electronic and managerial procedures to safeguard and secure the information we collect online.

Unfortunately, we cannot guarantee that data transmitted over the Internet will always be secure. As a result, while we strive to protect your personally identifiable information, we cannot ensure or warrant the security of any information you transmit to us or from our online products and services and you do so at your own risk. Upon receipt of your transmission, we strive to ensure the security of that information in our systems.

What about children under the age of 13?

Our website does not target children (minors under thirteen years of age) and we do not knowingly collect personally identifiable information from children who have not obtained parental consent.

Privacy Policy Updates

By using our websites, you signify your acceptance of this Privacy Policy. Hurtigruten reserves the right to modify, alter or otherwise update this policy at any time. Visitors are encouraged to review this policy from time to time to stay abreast of any changes. Your continued use of our website following the posting of any changes to this policy means you accept those changes.

Questions or Comments?

If you have any further questions or comments regarding our Privacy Policy, please send us an e-mail with your questions or comments to marketing@hurtigruten.com or write to us at Marketing Department, Hurtigruten Ltd, 3 Shortlands, London, W6 8NE.