



At Alcatraz Adventures AB we protect your personal privacy and strive for a high level of protection of personal data. This policy explains how we collect and process personal information. It also describes your rights and how you can exercise this right. We ensure that your information is always protected and we never sell personal information to other companies. This is a translation of the original Swedish document. There may be translation errors. The Swedish text is always leading. It is important to us that you feel safe when processing your information and you are always welcome to contact us if you have any questions.

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What is personal information and what is a processing of personal data:

Personal information is any form of information that can be directly or indirectly attributed to a natural, living person. Name, address, age and membership are counted as personal data, but photos and sound recordings processed on a computer can also be personal data, even if no names are mentioned. Encrypted data and different types of electronic identities (eg IP numbers) are personal data if they can be linked to natural persons.

Processing of personal data is all that happens with the personal data. Every action with personal data forms a treatment, automated or not. Examples of commonly used actions are collecting, registering, organizing, structuring, storing, processing, transferring and deleting.

Who is responsible for the personal information we collect:

Alcatraz Adventures AB, organisation number 556695-5059 with address Bruksvägen 10, 666 93 Gustavsfors, is responsible for the processing of personal data by the company.

1. What personal information do we collect about you as a customer and for what purpose (why)?

When Booking

According to contractual obligations

Obtaining of Data	Type of person Data	Purpose	Reason	Storage Location
When booking / order from service	<ul style="list-style-type: none"> Name Contact details (for example, address, e-mail and telephone number) booking information (For example which place and time period) Your correspondence 	To be able to receive and process the booking / agreement	<ul style="list-style-type: none"> Handling of booking/agreement Communication about the booking/agreement 	<ul style="list-style-type: none"> Customer registration in booking program Booking.com, Expedia and Checkfront Online Booking-System Customer registration in booking program Reserverings Master Customer registration in Accounting Program On the shared server and business computer (s) of Alcatraz Adventures AB.

Legal Basis:

Contractual obligations. The collection is done so that we can fulfill our obligations under the purchase agreement. If the information is not collected, we cannot fulfill our contractual obligations and we cannot approve the booking

How long will the data be stored:

Until the stay has taken place / service has been delivered and has been paid and for a period of seven years in accordance with the Accounting Act and to be able to handle any complaints and warranty cases.



2. When booking

According to Legal obligations

Obtaining of Data	Type of person Data	Purpose	Reason	Storage Location
When booking / order from service	<ul style="list-style-type: none"> Name Contact details (for example, address, e-mail and telephone number) booking information (For example which place and time period) Payment information and history 	n order to fulfil the company's legal obligations	Management to fulfill the company's legal obligations by law, eg. according to the Accounting Act, the Money Laundering Act, rules on product liability and product safety, which may require the production of eg. information about reservations.	<ul style="list-style-type: none"> Customer registration in booking program Booking.com, Expedia and Checkfront Online Booking-System Customer registration in booking program Reserverings Master Customer registration in Accounting Program On the shared server and business computer (s) of Alcatraz Adventures AB.

Legal basis:

Legal obligations. The collection takes place so that we can fulfill our legal obligations. If the data is not collected, we cannot fulfill our legal obligations and we cannot approve the booking.

How long will the data be stored:

Until the stay has taken place / service has been delivered and has been paid and for a period of seven years in accordance with the Accounting Act.

3. Information mailing

(Retrieving information prior to sending)

Obtaining of Data	Type of person Data	Purpose	Reason	Storage Location
When a guest volunteers an email address with the purpose of obtaining information	<ul style="list-style-type: none"> Email address 	To be able to inform about agreements, offers, benefits and current & custom news	Mailing of deals, offers, benefits and current & custom news	<ul style="list-style-type: none"> Mailing list for mailing on the shared server and computer(s) datorer from Alcatraz Adventures AB.

Legal basis:

Consent of guest.

How long will the data be stored:

Until the guest no longer wants to participate in the information posting / actively choose to unsubscribe.



4. Customer Service Issues

Obtaining of Data	Type of person Data	Purpose	Reason	Storage Location
<ul style="list-style-type: none"> • Upon inquiry • contact with customer service • cases / cancellation / complaint / additional services 	<ul style="list-style-type: none"> • Name • Contact details (for example, address, e-mail and telephone number) • Your correspondence • Ev. information about purchase / booking, eg in case of questions / complaints • Account number (upon refund) 	In order to handle customer service issues, eg refund	<ul style="list-style-type: none"> • Communication and answering of questions, comments or other support cases (via telephone, mail, digital channels including social media) • Ev. refund or compensation 	<ul style="list-style-type: none"> • Customer service issues in paper format are saved map of the site manager • Customer service cases that arrive digitally or via e-mail are saved in the map "customer service cases" in the e-mail account • In case of repayment, account information is stored in the company's bank's payment history.

Legal basis:

legitimate interest. The processing of the data is necessary to meet the company's and guests' interest in managing customer service issues.

How long will the data be stored:

Until the customer service case has been completed and thereafter a maximum of two years, unless the case concerns repayment when the data is saved for seven years according to the Accounting Act.

Who can we share your personal information with:

Companies that are independently responsible for personal data. The fact that the company is independently responsible for personal data means that it is not we who control how the information provided to the company is to be treated. Independent data controllers with whom we share your personal data are:

- 1) Government authorities (the police, the tax authorities or other authorities) if we are obliged to do so by law or suspected crime.
- 2) Companies that offer payment solutions (card-redeeming companies, banks and other payment service providers) and debt collection companies in case of non-payment.
- 3) Booking.com, Expedia and Checkfront which are the booking systems providers for Alcatraz Adventures AB.

When your personal information is shared with a company that is independently responsible for personal data, it applies the company's privacy policy and personal data management.

What are your rights as registered:

Right to access (so-called registry extract):

We are always open and transparent about how we process your personal data and if you want to gain a deeper insight into which personal data we have from you, you can request access to the data. If we receive an access request, we may ask for additional information to ensure efficient handling of your request and that the information is provided to the right person.



Right to correction:

You can request that your personal data be corrected if the information is incorrect. Within the scope of the stated purpose, you also have the right to supplement any incomplete personal data.

Right to erase:

You can request the deletion of personal information we are dealing with if you:

- The data are no longer necessary for the purposes for which they were collected or processed.
- You object to a balance of interests we have made based on legitimate interest and your reason for objection weighs heavier than our legitimate interest.
- You object to treatment for direct marketing purposes. - The personal data is treated illegally.
- Personal data must be erased in order to fulfill a legal obligation we are subject to.

Your request may be refused if there are legal obligations that prevent us from immediately deleting certain personal data. These obligations come from accounting and tax legislation, banking and money laundering legislation, but also from consumer law legislation.

It may also happen that the treatment is necessary for us to be able to determine, assert or defend legal claims

The right to object to certain types of treatment:

You always have the right to avoid direct marketing and to object to all processing of personal data based on a balance of interests. Balancing of interests: In cases where we use a balance of interests as a legal basis for a purpose, you have the opportunity to object to the treatment. In order to continue processing your personal data after such an objection, we need to be able to show a compelling justified reason for the current treatment that weighs heavier than your interests, rights or freedoms. Otherwise, we may only process the data to determine, exercise or defend legal claims.

Direct marketing (*including analysis performed for direct marketing purposes*):

You have the opportunity to object to your personal data being processed for direct marketing. The objection also includes the analyzes of personal data (so-called profiling) that are performed for direct marketing purposes. Direct marketing refers to all types of outreach marketing measures (eg via mail, e-mail and SMS). Marketing measures where you, as a customer, have actively chosen to use one of our services or otherwise sought us out to know more about our services are not counted as direct marketing.

If you object to direct marketing, we will cease processing your personal data for that purpose as well as cease all types of direct marketing actions.

Right to data portability:

If our right to process your personal data is based on either your consent or the fulfillment of an agreement with you, you have the right to request that the information that concerns you and which you have submitted to us transferred to another data controller (so-called data portability). One prerequisite for data portability is that the transmission is technically possible and can be automated.

How is your personal data protected:

Alcatraz Adventures AB has undergone a thorough inventory and structuring of the personal information we come into contact with. We work to reduce the handling of personal data as much as possible and to ensure that we only obtain the information that is necessary according to the reasons listed earlier in this document. Sensitive information such as race, political opinion, health, sexual orientation or the like is never recorded by us. We also work to ensure that no one other than those who have to come in contact with the personal data do so. We do not treat anyone's information without the legal basis or consent of the person in question. Only those people who actually need to process your personal data in order for us to fulfill our stated purposes have access to them.

What does it mean that the Data Inspectorate is the supervisory authority:

The Data Inspectorate is responsible for monitoring the application of the legislation, and anyone who considers that a company handles personal data in an incorrect manner can submit a complaint to the Data Inspectorate.

How do you easily contact us for questions about data protection:

It is important for us that you should feel safe with how we handle your personal data. Do you want to know more? Of course you can send us an e-mail at info@alcatraz.se if you have any questions.