

INFORMATION ON THE PROCESSING OF PERSONAL DATA FOR SKISTAR GROUP & CONFERENCE CUSTOMERS (VERSION 2025-09)

Data controller

SkiStar AB (publ), corporate identity number 556093-6949

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SkiStar AB is the data controller for the processing of personal data we collect from you. SkiStar Norge AS, reg. no. NO 977 107 520 MVA, Hammarbybacken AB, reg. no. 556650–2570, and Topeja AB (Högfjällshotellet in Sälen), reg. no. 556523–8341, are part of the SkiStar Group through wholly owned subsidiaries and process your data when you are in contact with any of these facilities. SkiStar AB and the group companies therefore have joint responsibility for certain data we collect about you, but SkiStar AB has overall responsibility for the entire group's operations and exercises a dominant influence over the group companies. SkiStar AB is your main point of contact, and you should contact us if you have any questions or wish to exercise your rights. The information contained in this document applies to all companies within the SkiStar Group.

1 PERSONAL DATA THAT MAY BE PROCESSED WHEN YOU INTERACT WITH US AS A GROUP & CONFERENCE CUSTOMER

When you book a trip/conference with SkiStar Group & Conference, we collect personal data from you and the group's participants to fulfil your booking. We assume that the person providing the information has permission to provide the information about others required to fulfil the booking. Anyone making a booking on behalf of others should therefore ensure that these people understand how we may use their personal data.

Below is a description of the personal data we may process when you integrate with us. We have categorized the personal data into specific categories of personal data to make it easy for you to get an overview of what data we may process and when. In the following sections, we describe for what we use these categories of personal data.

Bank details (e.g., bank, credit/debit card details, account number)

Booking details (e.g., guest information, fellow travelers, booking number, length of trip, destination, products/activities booked)

Comments/references/evaluation (e.g., related to inspection/control/comment e.g., related to object, owner in the form of person/company)

Company data (e.g., company name, organization number, contact person. We may process data on private addresses, e.g., if you run a sole proprietorship)

Contact details (e.g., e-mail address, postal/delivery address, telephone number)

Co-traveler details (e.g., Health details, Identity details, Contact details, Skier's details)

Financial information (e.g., payment method, billing information, income, financial situation, shareholding)

Health data (e.g., allergies, disabilities, medical conditions, data related to injury)

Identity data (e.g., name, customer number, social security number (used in specific cases and printed separately), date of birth, gender, nationality)

Image/video (e.g., CCTV, images/videos on social media or website)

Information you provide (e.g., responses to customer surveys, information in correspondence with customer services (e.g., chat, email, phone, visits))

Purchase details (e.g., product/service details in the context of rental)

Registration number (vehicle)

Skier's details (e.g., height, weight, shoe size, head size, riding ability)

2 HOW WE USE YOUR PERSONAL DATA

When you interact with us as a Booker/participant in group and conference travel, we process your personal data. The personal data we process depends on the way you and your travelling companions interact with us. We primarily process you and your fellow travelers' data to fulfil the agreement with you and provide you with good service, but personal data may also be processed at an overall level for general market/customer analyses and statistics. We do this to constantly improve our products and services and to be able to deliver a memorable mountain experience. In the table below, you can read about 1) the purpose for which we use your personal data, 2) the types of personal data (personal data categories) we may use for each purpose and whether we have received the data from you or another source, and 3) the legal basis on which we use your data. If you want to read about when we delete your personal data, see section 4.

Purpose of the processing of personal data	Types of personal data and where they come from	Legal basis for processing under the GDPR
Accounting for purchase price, remuneration, deductions, taxes, and charges to authorities	<u>Data that comes from you:</u> <ul style="list-style-type: none"> Financial information Purchase details <u>Data that comes from someone other than you:</u> SkiStar <ul style="list-style-type: none"> Booking details 	SkiStar shall be able to fulfil its legal obligations arising from law, including company, stock, securities, and tax law
Accounting purposes (preparing financial accounts and reporting including auditing)	<u>Data that comes from you:</u> <ul style="list-style-type: none"> Financial information Purchase details <u>Data that comes from someone other than you:</u> SkiStar <ul style="list-style-type: none"> Booking details 	For SkiStar to fulfil its legal obligations arising from law, including company, stock, securities, and tax law

Administer discounts and benefits (including discounts/benefits with our partners)	<p><u>Data that comes from you:</u></p> <ul style="list-style-type: none"> • Comments/references/evaluation • Company details • Contact details • Co-traveler details • Financial information • Identity data • Purchase details • Registration number <p><u>Data that comes from someone other than you:</u></p> <p>SkiStar</p> <ul style="list-style-type: none"> • Booking details 	For SkiStar to fulfil the agreement between SkiStar and the Group and Conference Customer
Administer SkiStar's customer register (register maintenance)	<p><u>Data that comes from you:</u></p> <ul style="list-style-type: none"> • Company details • Contact details • Identity data • Purchase details <p><u>Data that comes from someone other than you:</u></p> <p>SkiStar</p> <ul style="list-style-type: none"> • Booking details 	Balancing of interests (SkiStar's interest in processing the data has been deemed to outweigh the data subject's interest and the processing is necessary for the purpose)
Analysis and statistics	<p><u>Data that comes from you:</u></p> <ul style="list-style-type: none"> • Comments/references/evaluation • Company details • Contact details • Co-traveler details • Identity data <p><u>Data that comes from someone other than you:</u></p> <p>SkiStar</p> <ul style="list-style-type: none"> • Booking details 	Balancing of interests (SkiStar's interest in processing the data has been deemed to outweigh the data subject's interest and the processing is necessary for the purpose)

Communicate with participants in group or conference bookings related to upcoming, ongoing, or completed travel	<u>Data that comes from someone other than you:</u> <i>Booking manager for the group/conference booking</i> <ul style="list-style-type: none"> • Contact details • Identity data <i>SkiStar</i> <ul style="list-style-type: none"> • Booking details 	Balancing of interests (SkiStar's interest in processing the data has been deemed to outweigh the data subject's interest and the processing is necessary for the purpose)
Conduct calls after you contact us and say you are interested in our service/product	<u>Data that comes from you:</u> <ul style="list-style-type: none"> • Company details • Contact details • Identity data <u>Data that comes from someone other than you:</u> <i>SkiStar</i> <ul style="list-style-type: none"> • Booking details 	Balancing of interests (SkiStar's interest in processing the data has been deemed to outweigh the data subject's interest and the processing is necessary for the purpose)
Conduct customer surveys at SkiStar and our partners	<u>Data that comes from you:</u> <ul style="list-style-type: none"> • Company details • Contact details • Identity data <u>Data that comes from someone other than you:</u> <i>SkiStar</i> <ul style="list-style-type: none"> • Booking details 	Balancing of interests (SkiStar's interest in processing the data has been deemed to outweigh the data subject's interest and the processing is necessary for the purpose)
Manage group/travel company booking, arrangements/products (incl. cancellation)	<u>Data that comes from you:</u> <ul style="list-style-type: none"> • Bank details • Comments/references/evaluation • Company details • Contact details • Co-traveler details • Financial information • Identity data • Information you provide 	For SkiStar to fulfil the agreement between SkiStar and the Group and Conference Customer

	<ul style="list-style-type: none"> • Purchase details • Registration number • Skier's details <p><i>Data that comes from someone other than you:</i> SkiStar</p> <ul style="list-style-type: none"> • Booking details 	
Promotion of SkiStar and SkiStar products/services	<p><i>Data that comes from you:</i></p> <ul style="list-style-type: none"> • Company details • Contact details • Identity data <p><i>Data that comes from someone other than you:</i> SkiStar</p> <ul style="list-style-type: none"> • Booking details 	<p>Balancing of interests (SkiStar's interest in processing the data has been deemed to outweigh the data subject's interest and the processing is necessary for the purpose)</p> <p>If you do not wish to receive marketing from us, you can opt out at any time by contacting SkiStar Group & Conference at group@skistar.com</p>
Promotion of SkiStar partners' products and services	<p><i>Data that comes from you:</i></p> <ul style="list-style-type: none"> • Company details • Contact details • Identity data <p><i>Data that comes from someone other than you:</i> SkiStar</p> <ul style="list-style-type: none"> • Booking details 	<p>Balancing of interests (SkiStar's interest in processing the data has been deemed to outweigh the data subject's interest and the processing is necessary for the purpose)</p> <p>If you do not wish to receive marketing from us, you can opt out at any time by contacting SkiStar Group & Conference at group@skistar.com</p>
Provide support, troubleshooting, enhancement, ordering and other necessary management for SkiStar IT systems and application related issues	<p><i>Data that comes from you:</i></p> <ul style="list-style-type: none"> • Bank details • Comments/references/evaluation • Company details • Contact details • Co-traveler details • Financial information • Identity data 	<p>Balancing of interests (SkiStar's interest in processing the data has been deemed to outweigh the data subject's interest and the processing is necessary for the purpose)</p>

	<ul style="list-style-type: none"> • Information you provide • Purchase details • Registration number <p><u>Data that comes from someone other than you:</u> SkiStar</p> <ul style="list-style-type: none"> • Booking details 	
Registration of foreign guests and visa management	<p><u>Data that comes from you:</u></p> <ul style="list-style-type: none"> • Contact details • Co-traveler details • Identity data (including social security number) • Purchase details <p><u>Data that comes from someone other than you:</u> SkiStar</p> <ul style="list-style-type: none"> • Booking details 	Legal obligation (there are laws or regulations that require the controller to process certain personal data in its activities)
Send targeted communications to potential B2B customers (schools, associations, companies) with the aim of marketing SkiStar's products and services linked to Hammarbybacken	<p><u>Data that comes from someone other than you:</u> E.g., public registers, websites, or commercial databases</p> <ul style="list-style-type: none"> • Contact details 	<p>Balancing of interests (SkiStar's interest in processing the data has been deemed to outweigh the data subject's interest and the processing is necessary for the purpose)</p> <p>If you do not wish to receive marketing from us, you can opt out at any time by contacting SkiStar Group & Conference at group@skistar.com</p>
To prevent and deter criminal offences and other acts of a similar nature (e.g., breach of conditions)	<p><u>Data that comes from you:</u></p> <ul style="list-style-type: none"> • Comments/references/evaluation • Company details • Contact details • Co-traveler details • Identity data (including social security number) <p><u>Data that comes from someone other than you:</u></p>	Balancing of interests (SkiStar's interest in processing the data has been deemed to outweigh the data subject's interest and the processing is necessary for the purpose)

	<i>SkiStar</i> <ul style="list-style-type: none"> • Booking details 	
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3 WHO MAY WE SHARE YOUR PERSONAL DATA WITH?

Your personal data will primarily be transferred or shared with the relevant business areas at SkiStar and our subcontractors and/or partners. Your personal data may also be disclosed to the authorities or to system and service providers, insurance companies and auditors for the stated purposes. If SkiStar sells or buys operations or assets, SkiStar may also disclose your personal data to a potential seller or buyer of such operations or assets. We will only share personal data with them to the extent necessary for them to provide their services to you and your group, they will only have access to the personal data that is necessary.

4 HOW LONG WE KEEP YOUR PERSONAL DATA

Personal data collected and processed for us to fulfil our contract with you is processed throughout the contract period and stored for a further ten years after the contractual relationship has ended. The data is stored primarily regarding rules on limitations and to be able to fulfil legal obligations, such as the Accounting Act and the Annual Accounts Act. In the event of a complaint and dispute, we save the information for up to ten years to be able to safeguard our interests in legal claims. Certain data, such as names, contact details and the like, may also be processed for up to seven years after the end of the contractual relationship, for SkiStar to be able to contact the Group and Conference Customer for potential future business.

If you do not wish to receive marketing from us, you can opt out at any time by contacting SkiStar Group and Conference at group@skistar.com.

5 YOUR RIGHTS

Right to information. You have the right to be informed about how we process your personal data. We do this through this policy and by answering any questions you may have.

Right to access your personal data. You have the right to receive a copy of the personal data we hold about you, as well as information about how we process it, by means of a so-called 'extract from the register'. If we receive a request for an extract, we may ask for additional information to ensure that we disclose the data to the right person. A copy is free to request.

Right to object. You always have the right to object to processing conducted based on our legitimate interest under the GDPR. In this case, we will balance the interests based on your specific situation to assess whether there is still a legitimate reason for us to process your personal data for the stated purpose.

Opt out of direct marketing. You can opt out of our direct marketing mailings at any time by contacting us at SkiStar Group and Conference at group@skistar.com

Right to data portability. For automated processing carried out on the basis of consent or contract where the personal data was collected directly from you, you have a right to data portability, which means that you have a right to request your personal data in a structured, commonly used and machine-readable format.

Right to rectification, erasure, or restriction. You have the right to request that your data be deleted, completed, or rectified. If you believe that information about you is inaccurate or incomplete, you have the right to request that it be corrected or completed. You also have the right to request that the processing of your personal

data be restricted in certain cases, for example while we rectify it. If you wish to have your data erased, you can contact us at personuppgift@skistar.com. If we receive a request for an erasure, we may ask for additional information to ensure that you are you. However, please note that if we still have a legitimate reason to keep your data, for example under law or contract, your request may be rejected in whole or in part.

Right to lodge a complaint with the supervisory authority. If you believe that we are processing your personal data incorrectly, you have the right to lodge a complaint with the Data Protection Authority. Read more on the [website](#) of the Data Protection Authority.

5.1 How do you exercise your rights?

If you have any questions about the processing of your personal data, wish to lodge a complaint or exercise any of your rights, please contact us using the contact details below.

dpo@skistar.com

or by post to

SkiStar AB, Attn: DPO

Fjällvägen 25

780 91 Sälen

6 COOKIES

At skistar.com we use cookies to improve your experience, to collect information for our marketing and to develop websites. We cannot identify you who visit our websites using this information, but since an IP address is considered personal data, we inform you about the processing. In addition to this privacy policy, our [cookie policy](#) also applies to this processing.

7 CAMERA SURVEILLANCE

Throughout SkiStar's destinations, SkiStar uses camera surveillance with the aim of preventing, detecting, and investigating criminal offences within buildings and facilities where SkiStar operates, and to protect staff and visitors and company property from crime and accidents. You can find more information about the camera surveillance we carry out [here](#).

8 CHANGES TO THIS PRIVACY POLICY

We may change this Privacy Policy from time to time, and any changes will automatically take effect thirty (30) days after they are posted on skistar.com. If the change is particularly relevant or material, you will be notified of the change. If we update the privacy policy that is deemed necessary to fulfil obligations under law, governmental opinion or decision, the new privacy policy may apply immediately after it is published on skistar.com.