

Privacy Policy of Dohop ehf.

1. INTRODUCTION AND OBJECTIVE

- 1.1. Dohop ehf., ID No. 480904-3030, Nóatún 17, 105 Reykjavík, strives to protect the personal data of individuals and respect their rights.
- 1.2. No personal data must be registered or submitted in order to use Dohop's website except when Dohop's website is used to book a flight, hotel and/or vehicle. The aim of Dohop's privacy policy is to inform all individuals providing personal data to the company of their rights and the manner in which the company collects and processes personal data.

2. PERSONAL DATA

- 2.1. Personal data refers to information that may be personally identifiable, including name, date of birth, address, telephone number, credit card information, gender, e-mail address, IP address or a combination thereof that may be used to determine the identity of an individual.
- 2.2. Dohop neither collects nor processes personal data that may be considered sensitive, such as information on health, religion or political beliefs.

3. PURPOSE AND SCOPE

- 3.1. Dohop collects personal data on its customers for three purposes: to afford them access to requested services on the company's website in accordance with the provisions of business and processing agreements, to ensure that services are tailored to the needs of the customer and for marketing purposes at the request of the customer. Dohop only collects such information as is needed to provide its services. If customers choose not to provide personal data, Dohop may not be able to provide them with all the services requested.
- 3.2. Dohop's privacy policy refers to all personal data processed by Dohop, regardless of the format in which they are stored and whether they are linked to customers, including unregistered or registered users of the website, former or current employees, contractors, suppliers, shareholders, authorised signatories for the customer in the case of legal entities and other registered individuals. Dohop's privacy policy only applies to individuals and not legal entities.
- 3.3. Dohop's privacy policy applies to all Dohop products and services. Some products and services have special terms of use or terms and conditions in addition to Dohop's privacy policy, which can be found here: <https://www.dohop.com/about/terms-and-conditions>. If a Dohop service requires the approval of a customer, an approval is requested upon first use or signup. Dohop's privacy policy does not apply to third parties, cf. Article 5.3 and 5.4.

4. COLLECTION AND PROCESSING OF PERSONAL DATA

- 4.1. Dohop is controller of the personal data provided to the company. Dohop processes personal data collected by the company either as a controller or processor.

Dohop's search engine

- 4.2. With access to Dohop's search engine, the customer may, without providing personal data, view and retrieve information and compare prices for all flights between two locations and prices for car rentals and hotel rooms at the destination in question.

Booking on Dohop's website

- 4.3. If the customer uses Dohop's website to book a flight/accommodation/vehicle, Dohop may have to collect personal data and transfer them to a third party in order to complete the customer's booking and payment, cf. further information in Section 5.

Direct marketing

- 4.4. Dohop uses personal data for direct marketing in accordance with laws and regulations, specifically if a customer participates in sweepstakes, competitions, instructions or recommendations or requests to be notified of the company's services or offers via e-mail. The same applies if customers register their e-mail in a mailing list to receive a newsletter and/or offers from the company.

When you use Dohop's website

- 4.5. Dohop has cookies on its website in order to make the site more user friendly, to display advertisements that are of interest and to publish statistics. Cookies are small text files that are placed in the customer's web browser and enable the service to remember customers and their activities. Further information on Dohop's use of cookies may be found here: <https://www.dohop.com/about/cookie-policy>.

5. TRANSFER OF PERSONAL DATA TO THIRD PARTIES

- 5.1. Dohop does not sell personal data to third parties. Dohop does not share personal data with third parties except with permission or in accordance with the provisions of business agreements when the third party is considered to be a service providers or contractor of the company (processor) and then solely for the purpose of providing to the customer a service or product requested by the customer on the company's website. Specifically, Dohop may transfer personal data to an airport if a customer has used Dohop's website to book a flight and the airport in question has to provide a specific service to the customer, and Dohop may transfer personal data to customer support centres.
- 5.2. Dohop provides processors only with such personal data as is deemed necessary to achieve this objective. Where processors are given access to personal data, Dohop safeguards confidentiality and ensures that the data in question is deleted once processing is completed. Dohop never sells or leases personal information about customers.
- 5.3. This privacy policy does not extend to information or processing by third parties, and Dohop has no control or responsibility for their use or disclosure. Facebook, Google, Apple and Microsoft are examples of third parties that may link to Dohop.

- 5.4. Dohop's website may contain links to third-party websites. Dohop is not responsible for the privacy policy or actions of third-party websites that the customer chooses to visit by selecting a link to such a website from Dohop's website. Dohop encourages its customers to review the privacy policy and cookie information of other websites in order to ascertain how these websites collect, use and disseminate personal data.

6. STORAGE AND SECURITY OF PERSONAL DATA

- 6.1. Dohop collects and retains personal data on customers while the business relationship is maintained and is obliged to store such data in accordance with relevant legislation and regulations, contracts and consent from the registered individual or in respect of other legitimate interests of the company as a data controller.
- 6.2. Dohop strives to safeguard personal data and undertakes regular auditing to ensure that necessary precautions are always taken. In the event of a security breach in the handling of personal data where there is a confirmation or suspicion of personal data having been obtained by an unauthorised party, the Icelandic Data Protection Authority and, as appropriate, the individuals are notified of the security breach, unless the security breach in question does not entail a major risk for the individuals.
- 6.3. Security breach in the handling of personal data means security breaches that result in the unintentional or unlawful destruction of personal data or the loss, alteration, display or granting of unauthorised access of such data, cf. item 11 of Article 3 of Act No. 90/2018 on Data Protection and the Processing of Personal Data.

7. AMENDMENTS AND CORRECTIONS OF PERSONAL DATA

- 7.1. Everyone has the right to obtain information on personal data on them held by Dohop, including the right to know which personal data is recorded, how the data were recorded and processed and to obtain a copy of the data. This also includes the right to request that personal data be updated, corrected or deleted, to limit their processing, to receive an overview of the personal data submitted to Dohop and to revoke consent for data processing.
- 7.2. All requests for shall be submitted to Dohop's data protection officer, privacy@dohop.com.
- 7.3. Please note, however, that there are various restrictions to the above rights, so Dohop must assess each request individually. All requests are answered as promptly as possible and usually within two weeks.

8. PROTECTION OF PRIVACY FOR CHILDREN

- 8.1. Dohop's website is intended for the general public, and data on children under the age of 13 are not collected deliberately.

- 8.2. If a child under the age of 13 submits personal data to Dohop, Dohop will not process such data unless with the consent of a guardian. Guardian who becomes aware of a child submitting personal data to the company without the guardian's consent are encouraged to contact Dohop. If Dohop becomes aware of data on children that have been submitted without the consent of a guardian, the company will immediately delete such data.

9. FACEBOOK

- 9.1. By updating and commenting on Dohop's Facebook page via the customer's Facebook account ("Facebook data"), the customer agrees that Dohop and its partners may process and share such Facebook data in accordance with this privacy policy.

10. AMENDMENTS TO DOHOP'S PRIVACY POLICY

- 10.1. Dohop's privacy policy is reviewed on a regular basis. Dohop reserves the right to amend this privacy policy at any time, without notice. Such amendments may be due to new statutory requirements or new interpretations by regulatory agencies. Any new version shall be indicated by means of a version date. Dohop's privacy policy may be found on www.dohop.com.

Approved in October 2018.