



PRIVACY POLICY

CHLOE NICHOLLS ZERMATT

Last updated: 3rd October 2026

This Privacy Policy explains how Chloe Nicholls, trading as Chloe Nicholls Zermatt ("CNZ"), collects, uses and protects personal data in connection with the website, enquiries, bookings and services. CNZ is based in Zermatt, Switzerland.

Who is responsible for your data

Controller: Chloe Nicholls, trading as Chloe Nicholls Zermatt

Location: Zermatt, Switzerland

Email: hello@chloenichollszermatt.com

Website: www.chloenichollszermatt.com

Personal data CNZ may collect

Depending on how you contact or book with CNZ, personal data may include your name, email address, telephone number, WhatsApp contact details, accommodation details, booking dates, group or participant information, skiing or activity requirements, payment and transaction information, correspondence, and other information you choose to provide that is relevant to your enquiry or booking.

Where necessary for safe delivery of a booked activity, CNZ may also receive information about participants' ability, fitness, injuries, medical circumstances or other information relevant to participation. Please only provide information that is reasonably necessary.

How personal data is collected

Personal data may be collected when you contact CNZ by email, telephone, WhatsApp or through the website; request an offer; make or arrange a booking; make a payment; use a CNZ service; or communicate with CNZ before, during or after your trip. Information may also be provided by a travel agent, representative, family member or other person arranging a booking on your behalf.

Why CNZ uses personal data

CNZ processes personal data as necessary to respond to enquiries; prepare offers; organise and administer bookings; provide ski instruction, guiding, concierge, experiences and trip planning services; communicate with clients and participants; coordinate requested third-party services; process and record payments; maintain business and accounting records; manage safety and emergencies; establish, exercise or defend legal claims; and comply with legal obligations.

Third parties

When you ask CNZ to arrange or assist with a third-party service, relevant personal data may be shared with the provider to the extent reasonably necessary to make or manage the arrangement. Examples may include restaurants, accommodation providers, transport providers, equipment rental businesses, mountain guides, instructors, childcare providers and activity operators.

CNZ may also use service providers needed to operate the business and website, including website hosting and technology providers, email and communications services, banking or payment services, and professional advisers. These providers may process data on CNZ's behalf or under their own privacy terms, depending on the service.

Website hosting, technical data and cookies

The CNZ website is built and hosted using Wix. When you visit the website, technical information such as IP address, device and browser information, access times and website activity may be processed by Wix and associated infrastructure in order to deliver, secure and maintain the site. The website may use cookies or similar technologies that are necessary for site functionality. Any optional analytics, marketing or other non-essential technologies should be governed by the cookie choices made available on the website where applicable.

International data transfers

Some technology or service providers may process data outside Switzerland. Where personal data is transferred internationally, CNZ will rely on the safeguards or legal mechanisms applicable to the relevant provider and transfer, as required by Swiss data protection law.

How long data is kept

CNZ keeps personal data only for as long as reasonably necessary for the purpose for which it was collected, to maintain appropriate booking and business records, to comply with legal, tax and accounting obligations, and where necessary to establish, exercise or defend legal claims. Retention periods therefore vary according to the type of information and the reason it is held.

Your rights

Subject to applicable Swiss law, you may request information about personal data CNZ holds about you and may ask for inaccurate data to be corrected or, where applicable, for data to be deleted. You may also raise an objection or other request concerning the processing of your personal data. Requests can be sent to hello@chloenichollszerematt.com. CNZ may need to verify your identity before responding to a request.

Data security

CNZ takes reasonable organisational and technical measures appropriate to the nature of the business to protect personal data against unauthorised access, loss, misuse, alteration or disclosure. No method of electronic transmission or storage can be guaranteed to be completely secure.

Changes to this policy

This Privacy Policy may be updated when CNZ's services, website tools, suppliers or legal obligations change. The current version will be made available through the CNZ website.

Applicable law

This Privacy Policy is governed by applicable Swiss data protection law, including the Swiss Federal Act on Data Protection (FADP).