

HIMALAYAN IBEX

Trekking · Hiking · Camping · Adventure Tourism

PRIVACY POLICY

Effective Date: June 23, 2026

1. Introduction

Himalayan Ibex (“we”, “us”, or “our”) is committed to protecting the privacy and personal data of every individual who engages with our services. This Privacy Policy explains how we collect, use, disclose, store, and protect information provided by customers, trek participants, enquirers, and visitors who interact with us through any of our communication or booking channels.

We operate in the adventure tourism sector—offering trekking, hiking, camping, and allied outdoor experiences across India's mountain and wilderness destinations. Given the nature of our activities, accurate personal data is essential not only for delivering seamless experiences but also for participant safety and emergency coordination in remote terrain.

By registering for, booking, or enquiring about any Himalayan Ibex service, you acknowledge that you have read, understood, and agreed to the practices described in this Privacy Policy. If you do not agree, please do not provide us with your personal information or use our services.

This policy is intended to comply with applicable Indian data protection laws and best practices, including the Information Technology Act, 2000 and the Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011.

2. Information We Collect

We collect information in several ways depending on your interaction with Himalayan Ibex. The categories of information we may collect are outlined below.

2.1 Personal Information

When you register, enquire, or book with us, we may collect:

- Full name, date of birth, and gender
- Nationality and government-issued identification details (Aadhaar, Passport, Voter ID)
- Postal and residential address
- Mobile number and email address
- Emergency contact name and phone number
- Health disclosures relevant to high-altitude or strenuous trekking activities
- Fitness declarations and medical clearance information where applicable

2.2 Booking Information

For trek registrations and reservations, we collect:

- Trek name, dates, batch details, and group size
- Accommodation and meal preferences
- Payment details (processed securely via third-party payment gateways; we do not store card data)
- Transaction references, booking IDs, and invoices
- Cancellation and refund requests

2.3 Communication Data

When you communicate with us, we may retain:

- Enquiries submitted via email, phone, WhatsApp, or social media
- Customer support conversations and feedback
- Survey responses and reviews submitted voluntarily
- Photographs or videos shared with us for documentation or promotional use (with consent)

2.4 Device and Usage Data

When you interact with our digital platforms or marketing communications, we may automatically collect:

- IP address and approximate geographic location
 - Browser type, device model, and operating system
 - Pages visited, duration of visit, and referral source
 - Click-through behaviour on emails and digital advertisements
 - Cookie identifiers and tracking pixels (see Section 4)
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3. How We Use Your Information

Himalayan Ibex uses the personal information collected for the following lawful and legitimate purposes:

- **Trek Bookings & Service Delivery:** Processing registrations, confirming bookings, coordinating logistics, arranging permits, and delivering the trekking experience you have enrolled in.
 - **Customer Support:** Responding to enquiries, resolving complaints, issuing refunds, and providing pre- and post-trek assistance.
 - **Safety & Emergency Communication:** Sharing relevant participant information with our field guides, trek leaders, and emergency contacts in the event of a medical situation, weather event, or rescue operation in remote areas.
 - **Marketing & Promotional Communications:** Sending newsletters, trek updates, seasonal offers, and curated travel content via email or messaging platforms—only where you have opted in or where permitted under applicable law. You may opt out at any time.
 - **Service Improvement & Research:** Analysing usage patterns, feedback, and booking trends to improve our treks, operations, and customer experience.
 - **Legal & Regulatory Compliance:** Maintaining records as required by Indian tourism regulations, forest department permits, and applicable financial compliance requirements.
 - **Identity Verification:** Verifying participant identity for forest entry permits, state border passes, and insurance documentation mandated by government bodies.
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4. Cookies and Tracking Technologies

Himalayan Ibex and its authorised technology partners use cookies, web beacons, pixels, and similar tracking technologies to enhance user experience and gather analytical data.

Types of Cookies We Use

- **Essential Cookies:** Required for core functionality such as session management and form submission.
- **Preference Cookies:** Remember your language, region, and display settings.
- **Analytics Cookies:** Track how users navigate our platforms to help us improve content and structure.
- **Marketing Cookies:** Deliver relevant advertisements on third-party platforms based on your interactions with us.

You may manage or disable cookies through your browser settings at any time. However, disabling essential cookies may affect your ability to use certain features of our services. Continued use of our digital channels after being notified of cookie use constitutes your consent to such use.

5. Analytics and Marketing Tools

To understand user behaviour and improve our marketing efforts, we may use the following types of tools and platforms:

- Web analytics platforms (e.g., Google Analytics) to track page performance and traffic sources
- Meta Pixel and similar tools for retargeting and social media advertising
- Email marketing platforms for campaign delivery, open-rate tracking, and segmentation
- CRM software to manage customer relationships and communication history
- Heatmap and session recording tools to understand engagement patterns

Data collected through these tools is aggregated and anonymised wherever possible. We do not use marketing tools to make automated decisions that produce legal or similarly significant effects on individuals.

6. Information Sharing and Disclosure

Himalayan Ibex does not sell, rent, or trade your personal information to third parties for their independent marketing purposes. We may share your data only in the following circumstances:

- **Service Partners:** Trek guides, transport providers, campsite operators, and accommodation partners who require participant information to deliver the booked experience.
 - **Payment Processors:** Authorised payment gateway providers who process transactions on our behalf under strict data security standards.
 - **Government & Regulatory Authorities:** Forest departments, state tourism boards, and border authorities when entry permits or mandatory registrations require submission of participant identity data.
 - **Insurance Providers:** Travel and medical insurance companies where insurance is included or opted for as part of the trek package.
 - **Emergency Services:** Hospitals, rescue teams, or family members in the event of a medical emergency or incident during a trek.
 - **Legal Obligations:** Law enforcement agencies or courts if disclosure is required by a valid legal order, subpoena, or applicable Indian law.
 - **Business Transfers:** In the event of a merger, acquisition, or restructuring of Himalayan Ibex, customer data may be transferred to the succeeding entity under equivalent privacy protections.
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7. Data Security Measures

We take the security of your personal data seriously and implement appropriate technical and organisational measures to protect it from unauthorised access, disclosure, alteration, or destruction. Our security practices include:

- SSL/TLS encryption for all data transmitted across our digital channels

- Secure storage of sensitive personal data on access-controlled servers
- Password hashing and secure authentication protocols for internal systems
- Restricted access to personal data on a strict need-to-know basis
- Regular security audits and vulnerability assessments of our digital infrastructure
- Staff training on data privacy obligations and information security practices

While we strive to protect your information, no method of transmission over the internet or electronic storage is 100% secure. In the unlikely event of a data breach that poses a risk to your rights, we will notify you and relevant authorities as required under applicable law.

8. Data Retention Policy

We retain your personal information only for as long as is necessary to fulfil the purposes outlined in this Privacy Policy or as required by applicable Indian law. The following general retention guidelines apply:

- **Booking & Transaction Records:** Retained for a minimum of 7 years to comply with financial and tax regulations.
- **Participant Identity Documents:** Retained for the duration of the trek and archived for up to 3 years post-trek for regulatory compliance.
- **Marketing Preferences:** Retained until you withdraw consent or request deletion.
- **Support Communications:** Retained for up to 2 years following resolution of the query.
- **Analytics & Usage Data:** Aggregated or anonymised data may be retained indefinitely for business intelligence purposes.

Upon expiry of the relevant retention period, your data will be securely deleted or anonymised in a manner that prevents identification.

9. User Rights and Choices

As a data subject, you have the following rights with respect to your personal information held by Himalayan Ibex:

- **Right to Access:** Request a copy of the personal information we hold about you.
- **Right to Correction:** Request correction of inaccurate or incomplete personal data.
- **Right to Deletion:** Request deletion of your personal data where it is no longer necessary for the purposes for which it was collected, subject to our legal retention obligations.
- **Right to Withdraw Consent:** Where processing is based on your consent (e.g., marketing communications), withdraw that consent at any time without affecting the lawfulness of prior processing.
- **Right to Object:** Object to the processing of your data for direct marketing purposes.
- **Right to Data Portability:** Receive your data in a structured, commonly used format where technically feasible.

To exercise any of the above rights, please contact us at the details provided in Section 14. We will respond to verified requests within a reasonable timeframe and in accordance with applicable law.

10. Third-Party Services

Our services may integrate with or reference third-party platforms including payment gateways, mapping services, social media channels, and travel booking aggregators. These third parties operate under their own privacy policies, and Himalayan Ibex is not responsible for their data practices.

We encourage you to review the privacy policies of any third-party service you interact with in connection with our offerings. Our use of third-party services is limited to those necessary for service delivery, and we

endeavour to work only with partners who maintain adequate data protection standards.

11. Children's Privacy

Himalayan Ibex offers trekking programmes that may include participants below the age of 18 years, subject to written parental or guardian consent. We do not knowingly solicit personal information directly from individuals under the age of 13 without verifiable parental consent.

Where a minor participates in a trek, personal information is collected from and processed with the explicit consent of their parent or legal guardian. Such data is used solely for the purposes of registration, safety coordination, and emergency communication. If you believe a minor has provided us with personal data without appropriate consent, please contact us immediately so we can take corrective action.

12. International Data Transfers

Himalayan Ibex primarily operates within India, and your personal data is stored and processed on servers located in India. However, some of our third-party service providers—such as cloud infrastructure, email platforms, and analytics tools—may process data on servers located outside India.

Where data is transferred internationally, we take reasonable steps to ensure that such transfers are carried out in compliance with applicable Indian data protection law, and that adequate safeguards are in place to protect your information. By providing us with your personal data and using our services, you acknowledge that your information may be transferred to, stored in, or processed in jurisdictions outside your country of residence.

13. Changes to This Privacy Policy

Himalayan Ibex reserves the right to update or modify this Privacy Policy at any time to reflect changes in our practices, technology, legal requirements, or business operations. When changes are made, we will update the Effective Date at the top of this document.

For material changes that significantly affect how we process your personal data, we will notify you via email or through a prominent notice through our communication channels prior to the change taking effect. Your continued use of our services after any modifications constitutes your acceptance of the revised Privacy Policy. We encourage you to review this policy periodically.

14. Contact Information

If you have any questions, concerns, or requests regarding this Privacy Policy or the handling of your personal data by Himalayan Ibex, please reach out to our designated Privacy Point of Contact:

Company Name:	Himalayan Ibex
Industry:	Trekking, Hiking, Camping & Adventure Tourism
Country:	India
Email:	alokrawat560@gmail.com

We are committed to addressing your concerns promptly. All verified requests will be acknowledged within 72 hours and resolved within a reasonable period consistent with applicable legal requirements.
