Privacy Policy

Last updated: August 11th, 2026

Mountain Lodges of Peru S.A.C. ("Mountain Lodges of Peru," "MLP," "we," "us," or "our") respects your privacy and is committed to protecting the personal data of our website visitors, prospective travelers, guests, travel advisors, and other individuals who interact with us, in accordance with Law No. 29733 (Peru's Personal Data Protection Law), its Regulations approved by Supreme Decree No. 016-2024-JUS, and the Consumer Protection and Defense Code (Law No. 29571).

This Privacy Policy explains how we collect, use, store, share, and protect personal data when you visit our website, submit a form, subscribe to our communications, make an inquiry, book or travel with us, participate in surveys, or otherwise interact with Mountain Lodges of Peru.

Mountain Lodges of Peru is a company incorporated in Peru.

Legal entity: Mountain Lodges of Peru S.A.C.

RUC: 20512736484

Legal address: Calle Andrés Reyes 338, piso 5, oficina 121–122, San Isidro, Lima, Peru

Privacy contact emails: onlinemarketing@mountainlodgesofperu.com and

info@mountainlodgesofperu.com

The personal data collected will be incorporated into the Personal Data Banks owned by Mountain Lodges of Peru S.A.C., which are registered or in the process of registration with the National Registry for Personal Data Protection of the National Authority for Personal Data Protection (ANPD): "Clients," "Prospects and Website Users," and "Complaints Book."

This Privacy Policy applies only to Mountain Lodges of Peru.

1. Scope of this Privacy Policy

This Privacy Policy applies to personal data collected through:

- Our website and landing pages;
- Contact forms, newsletter forms, downloadable brochures, campaign forms, and inquiry forms;
- Email, phone, or other communications with our team;
- Sales, reservations, and guest service processes;
- Travel planning and confirmed bookings;
- Surveys, reviews, testimonials, and feedback forms; as well as the recording of complaints and claims in the Complaints Book.
- Marketing communications and digital advertising activities;
- Interactions with travel advisors, agencies, DMCs, or other partners acting in connection with your inquiry or booking.

Our website and services may include links to third-party websites, platforms, or services. We are not responsible for the privacy practices of those third parties, and we encourage you to review their privacy policies.

2. Personal Data We Collect

The type of personal data we collect depends on your relationship with us and the stage of your customer journey.

2.1 Information collected from website visitors, leads, and inquiries

When you submit a form, subscribe to a newsletter, download a brochure, respond to a campaign, or make an inquiry, we may collect:

- Full name;
- Email address;
- Phone number;
- Country of residence;
- Preferred travel dates;
- Number of travelers;
- Preferred experience or itinerary;
- Any message, question, preference, or information you choose to provide.

We use this information to respond to your inquiry, provide travel information, send requested materials, personalize our recommendations, and communicate with you about Mountain Lodges of Peru experiences.

2.2 Information collected during sales, reservation, and trip planning

If you continue with the planning or reservation process, we may collect additional information, such as:

- Travel dates;
- Number and names of travelers;
- Preferred itinerary or experience;
- Accommodation or rooming preferences;
- Special requests;
- Travel advisor, agency, or DMC information, when applicable;
- Communication history with our sales, reservations, or guest service teams;
- Billing or payment-related information.

2.3 Information collected from confirmed guests

After purchase or before travel, we may need additional information to operate your trip safely and efficiently, including:

- Passport, identification, or travel document information;
- Emergency contact details;
- Rooming lists;
- Dietary requirements;
- Allergies;
- Medical or mobility information relevant to the trip;
- Travel insurance information;
- Payment and billing information;
- Information about minors traveling with a parent, guardian, or travel organizer;
- Other information necessary to provide the booked services, comply with legal requirements, protect guest safety, or coordinate trip operations.

2.4 Sensitive or special-category information

Some of the information we collect may be considered sensitive in accordance with Article 2, paragraph 5, of Law No. 29733 or special-category personal data under applicable laws. This may include:

- Medical questionnaire information;
- Allergies;
- Dietary requirements, which may reveal health, religious, or philosophical information;
- Medication information;
- Physical condition or fitness level;
- Mobility needs;
- Altitude-related health conditions;
- Special assistance requests;
- Information about minors;
- Emergency or travel insurance details.

For high-altitude trekking and adventure travel experiences, this information may be necessary to assess trip suitability, protect your health and safety, personalize your experience, and coordinate services with guides, lodges, transport providers, emergency providers, and other operational partners.

We only collect sensitive information when it is voluntarily provided by you, your travel advisor, your parent or guardian, your travel organizer, or another person authorized to provide it on your behalf, and express, and unequivocal consent in accordance with Article 13.5 of Law No. 29733, and when it is necessary for the purposes described in this Privacy Policy.

If you choose not to provide certain information, we may be unable to confirm your booking, provide specific services, accommodate certain needs, or determine whether a particular trip is suitable for you.

2.5 Information collected automatically
When you visit our website, we may collect certain information automatically through cookies and similar technologies, including:

- IP address;
- Browser type;
- Device type;
- Operating system;
- Pages visited;
- Time spent on pages;
- Referring website or campaign source;
- Approximate geographic location;
- Website interactions;
- Server logs;
- Analytics and advertising data.

We may use cookies, web beacons, embedded scripts, server logs, and similar technologies for website functionality, analytics, performance measurement, advertising, and retargeting.

Mountain Lodges of Peru will maintain a separate Cookie Policy with more detailed information about the types of cookies and tracking technologies used, how they work, and how users may manage their cookie preferences.

3. How We Collect Personal Data
We may collect personal data in the following ways:

3.1 Directly from you
We collect information when you:

- Visit our website;
- Submit a form;
- Subscribe to marketing communications;
- Download a brochure;
- Request information;
- Contact us by email, phone, or other channels;
- Make a booking;
- Complete a medical questionnaire or guest form;
- Participate in a survey;
- Provide a testimonial, review, or feedback.

3.2 From travel advisors, agencies, or third parties
We may receive information about you from:

- Travel advisors;
- Travel agencies;
- DMCs;
- Booking partners;
- Group leaders;
- Family members or travel companions;
- Parents or guardians;
- Other persons authorized to provide information on your behalf.

3.3 Automatically through website technologies
We collect certain information automatically when you interact with our website, online forms, digital advertising, or marketing campaigns.

4. How We Use Personal Data
We may use personal data for the following purposes:

4.1 To respond to inquiries and provide information
We use lead and inquiry information to:

- Respond to your questions;
- Send requested brochures, itineraries, or travel information;
- Provide recommendations based on your interests, travel dates, country, and preferred experience;
- Follow up on your inquiry;
- Connect you with our sales or reservations team.

4.2 To manage bookings and provide travel services
We use guest and booking information to:

- Create and manage reservations;
- Process payments and billing;
- Coordinate accommodations, guides, transport, meals, trains, restaurants, and activities;
- Prepare rooming lists and operational documents;
- Provide customer service before, during, and after your trip;
- Coordinate with travel advisors, agencies, DMCs, or service providers;
- Manage changes, cancellations, refunds, or claims.

4.3 To protect guest health and safety
We may use sensitive travel-related information to:

- Assess whether a trip is suitable for a guest;
- Prepare guides and operational teams for special needs;
- Accommodate allergies, dietary restrictions, or mobility needs;
- Respond to medical or emergency situations;
- Coordinate emergency assistance, medical support, or insurance-related processes;
- Protect the safety of guests, staff, and partners.

4.4 To send marketing communications
Where permitted by applicable law, and when you have opted in where required, and express, and informed consent (in accordance with Article 58.1(e) of the Consumer Protection and Defense Code — Law No. 29571) we may use your contact information to send:

- Newsletters;
- Promotional campaigns;
- Special offers;
- Travel inspiration;
- Product updates;
- Information about Mountain Lodges of Peru experiences.

MLP may send marketing communications to past guests and leads provided that we have obtained your prior consent or that you have voluntarily opted in. You can unsubscribe at any time by clicking the unsubscribe link included in our marketing emails or by contacting us at onlinemarketing@mountainlodgesofperu.com or info@mountainlodgesofperu.com. MLP does not currently send SMS promotional messages.

4.5 To personalize content and marketing
We may use information such as your country, travel preferences, inquiry history, website behavior, and past interactions to personalize communications and provide more relevant recommendations. We may use segmentation, personalization, and retargeting advertising. MLP does not currently upload customer lists to Meta or Google for advertising purposes.

4.6 To improve our website, services, and guest experience
We may use data to:

- Measure website performance;
- Understand campaign performance;
- Analyze inquiries and conversion trends;
- Improve our website, forms, and communications;
- Improve guest service and operations;
- Analyze survey responses and feedback;
- Develop or improve travel experiences.

4.7 To comply with legal, financial, and administrative obligations
We may use personal data to:

- Comply with applicable laws and regulations;
- Maintain accounting, tax, and business records;
- Respond to legal requests;
- Prevent fraud or misuse;

- Protect our rights, property, guests, team, and business operations;
- Manage claims, disputes, audits, or legal proceedings, as well as to address complaints and claims submitted through our Complaints Book.

5. Legal Bases for Processing Personal Data

Depending on the applicable law (including Law No. 29733 and its Regulations) and the context of processing, we may rely on one or more of the following legal bases:

- Consent: when you opt in to marketing communications, provide sensitive information, complete forms, or authorize certain uses of your data through an express declaration,
- Contractual necessity: when processing is necessary to respond to your inquiry, manage a booking, provide travel services, or fulfill our agreement with you.
- Legitimate interests: when processing is necessary for business operations, customer service, service improvement, fraud prevention, marketing to existing leads or guests where permitted, analytics, personalization, and website security.
- Legal obligation: when processing is required to comply with applicable laws, tax obligations, accounting requirements, court orders, handling consumer complaints or regulatory requests.
- Vital interests or safety: when processing is necessary to protect the health, safety, or well-being of a guest or another person, particularly during travel or emergency situations.

Where we rely on consent, you may withdraw your consent at any time. Withdrawal of consent does not affect processing that occurred before the withdrawal. However, withdrawing consent for certain operational or sensitive information may affect our ability to provide some services.

6. Sharing Personal Data

Mountain Lodges of Peru does not sell personal data.
We may share personal data only when necessary for the purposes described in this Privacy Policy, including with:

6.1 Operational travel partners

To provide travel services, we may share relevant guest information with:

- Hotels;
- Lodges;
- Guides;
- Transport providers;
- Train companies;
- Restaurants;
- Experience and activity providers;
- Travel advisors;
- DMCs or agencies;
- Emergency or medical providers;
- Insurance providers, where necessary.

We only share the information reasonably necessary for the provider to deliver the relevant service, support guest safety, or fulfill the booking.

6.2 Service providers and technology partners

We may share personal data with service providers who help us operate our business, including providers of:

- CRM or reservation systems;
- Booking tools;
- Payment processing;
- Email marketing;
- Website hosting and maintenance;
- Analytics, including Google Analytics/GA4;
- Digital advertising, including Google Ads and Meta Ads/Pixel;

- IT support;
- Cloud storage;
- Forms, surveys, and guest feedback tools;
- Administrative, legal, accounting, or finance services.

These providers are expected to process personal data only for the services they provide to us and to protect it with appropriate safeguards.

6.3 Legal, safety, and business purposes
We may share personal data when necessary to:

- Comply with applicable law;
- Respond to legal process or government requests;
- Protect the rights, safety, and property of MLP, guests, staff, partners, or others;
- Prevent fraud or misuse;
- Manage claims, disputes, or legal proceedings;
- Support audits, accounting, or compliance processes;
- Complete a business transaction, merger, restructuring, or transfer of assets, if applicable.

7. International Data Transfers
Mountain Lodges of Peru is based in Peru. Personal data is processed in Peru and may also be accessed or processed by service providers, operational partners, or technology platforms that support our services (which constitutes a cross-border transfer of personal data under Law No. 29733).

When personal data is transferred or accessed internationally, we take reasonable steps to ensure that appropriate safeguards are in place, in accordance with applicable law. These safeguards may include contractual protections, data protection obligations, access restrictions, and other measures designed to protect personal data.

Because our guests, leads, and partners may be located in different countries, including the United States, countries in the European Economic Area, the United Kingdom, Brazil, and other regions, personal data may be processed in connection with international travel services and cross-border communications.

8. Data Retention
Mountain Lodges of Peru retains personal data only for as long as necessary for the purposes described in this Privacy Policy, unless a longer period is required or permitted by law.

The retention period may depend on factors such as:

- The nature of the relationship with you;
- Whether you are a lead, subscriber, prospective traveler, confirmed guest, past guest, travel advisor, or partner;
- The purposes for which the data was collected;
- Legal, tax, accounting, or reporting obligations;
- Operational, safety, or guest service requirements;
- The need to resolve disputes, enforce agreements, or protect legal rights;
- Whether you have requested deletion, withdrawal of consent, or unsubscribed from marketing.

Where possible, we may anonymize or aggregate data so that it can no longer identify you, and we may use such anonymized or aggregated data for analytics, reporting, service improvement, or business purposes.

9. Security of Personal Data
We maintain reasonable administrative, technical, and organizational safeguards designed to protect personal data against unauthorized access, disclosure, alteration, loss, misuse, or destruction. In compliance with the Information Security Directive issued by the National Authority for Personal Data Protection.

These measures may include access controls, internal procedures, secure systems, staff training, service provider controls, and data handling practices appropriate to the nature of the data.

However, no method of transmission over the internet or method of electronic storage is completely secure. While we work to protect personal data, we cannot guarantee absolute security.

In the event of a security incident involving personal data, we will take reasonable steps to investigate, mitigate potential harm, and notify affected individuals or authorities where required by applicable law.

10. Minors and Family Travel
Our website is not directed to children or minors, and we do not knowingly collect personal data directly from minors through our website without appropriate parental or guardian consent.

However, because MLP provides travel experiences that may include families, we may process personal data of minors when provided by a parent, guardian, travel advisor, group organizer, or other authorized person for travel arrangements, safety, booking, accommodation, dietary, medical, or operational purposes.

11. Your Privacy Rights
Depending on your location and applicable law, you may have rights regarding your personal data, including the right to:

- Request access to the personal data we hold about you;
- Request correction of inaccurate or incomplete data;
- Request deletion of your personal data;
- Object to certain processing activities;
- Request restriction or limitation of processing;
- Withdraw consent where processing is based on consent;
- Request portability of your personal data, where applicable;
- Opt out of marketing communications;
- Lodge a complaint with a competent data protection authority.

To exercise your rights, please contact us at:
onlinemarketing@mountainlodgesofperu.com
info@mountainlodgesofperu.com

We may need to verify your identity before responding to your request. MLP will respond within the timeframe required by applicable law.

Depending on the nature of the request, it may be handled by the relevant internal area, including Marketing, Reservations, Legal, IT, Admin, or Finance.

Certain requests may be limited where we are required or permitted to retain information for legal, tax, accounting, safety, contractual, or legitimate business purposes.

12. Notice for Peru Residents
As a company incorporated in Peru, Mountain Lodges of Peru processes personal data in accordance with applicable Peruvian personal data protection laws and regulations (Law No. 29733 and Supreme Decree No. 016-2024-JUS).

Peru residents may exercise their rights of access, rectification, cancellation, opposition (ARCO Rights) , and any other rights recognized by applicable Peruvian law by contacting us at:

onlinemarketing@mountainlodgesofperu.com
info@mountainlodgesofperu.com

We will process such requests in accordance with applicable Peruvian legal requirements and the applicable timeframes in Peru (eight [8] business days for the right to information; twenty [20] business days for the right of access; and ten [10] business days for the rights of rectification, erasure, or objection). If your request is not addressed within the legally established timeframes, or if the response received is denied or otherwise unsatisfactory, you may file a claim for protection before the National Authority for Personal Data Protection (ANPD) of Peru's Ministry of Justice and Human Rights.

13. Notice for EU/EEA and UK Residents
If you are located in the European Economic Area or the United Kingdom, you may have additional rights under applicable data protection laws, including the General Data Protection Regulation or UK data protection laws.

These rights may include:

- Right of access;
- Right to rectification;
- Right to erasure;
- Right to restriction of processing;
- Right to object to processing, including direct marketing;
- Right to withdraw consent;
- Right to data portability;
- Right to lodge a complaint with a supervisory authority.

MLP may process your personal data based on consent, contractual necessity, legitimate interests, legal obligations, or safety-related grounds, depending on the context.

Because MLP is located in Peru, your personal data may be processed outside the EEA or UK. Where required, we will take reasonable steps to protect personal data in accordance with applicable legal requirements for international transfers.

14. Notice for Brazil Residents
If you are located in Brazil, you may have rights under the Lei Geral de Proteção de Dados Pessoais, or LGPD.

Depending on the circumstances, these rights may include:

- Confirmation of whether we process your personal data;
- Access to your personal data;
- Correction of incomplete, inaccurate, or outdated data;
- Anonymization, blocking, or deletion of unnecessary or excessive data;
- Portability of personal data, where applicable;
- Information about public and private entities with whom data has been shared;
- Information about the possibility of refusing consent and the consequences of refusal;
- Withdrawal of consent;
- Deletion of personal data processed based on consent, where applicable;
- Objection to processing in certain circumstances.

To exercise these rights, please contact us at:
onlinemarketing@mountainlodgesofperu.com
info@mountainlodgesofperu.com

15. Notice for United States and California Residents
Depending on your state of residence, you may have certain privacy rights under applicable U.S. state privacy laws.

MLP does not sell personal data in exchange for money.
However, some U.S. privacy laws define “sale,” “sharing,” or “targeted advertising” broadly. Our use of cookies, pixels, analytics tools, advertising platforms, and retargeting technologies may be considered “sharing” or “targeted advertising” under certain state laws.

Depending on your location and applicable law, you may have the right to:

- Request information about the categories of personal information we collect, use, or disclose;
- Request access to personal information;
- Request correction of inaccurate information;
- Request deletion of personal information;
- Opt out of targeted advertising or certain types of sharing, where applicable;
- Not be discriminated against for exercising your privacy rights.

To exercise your rights, please contact us at:
onlinemarketing@mountainlodgesofperu.com
info@mountainlodgesofperu.com

If applicable law requires identity verification, we may request additional information to verify your request.

16. No CCTV
MLP does not currently use CCTV or security cameras for the purposes covered by this Privacy Policy. If this changes in the future, we may update this Privacy Policy to explain how such data is collected, used, and protected.

17. Links to Third-Party Websites and Platforms
Our website may contain links to third-party websites, social media platforms, booking tools, payment providers, review platforms, or other external services.

These third parties operate independently from MLP and have their own privacy policies. We are not responsible for their content, privacy practices, or security measures.

We encourage you to review the privacy policies of any third-party websites or platforms you use.

18. Updates to this Privacy Policy
We may update this Privacy Policy from time to time to reflect changes in our business, services, legal requirements, technology, or data practices.

When we update this Privacy Policy, we will revise the “Last updated” date at the top of this page. If changes are material, we may provide additional notice where appropriate.

19. Contact Us
If you have questions about this Privacy Policy, wish to exercise your privacy rights, or want to update your preferences, please contact us at:
onlinemarketing@mountainlodgesofperu.com
info@mountainlodgesofperu.com
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