

# Privacy Policy: Go Hug The World

**Last Updated: 5 April 2026**

This Privacy Policy explains how Go Hug The World Limited (“we”, “us”, “our”) collects, uses and protects your personal data when you use our website ([www.gohugtheworld.com](http://www.gohugtheworld.com)), our Members Area, our interactive features (including games), or when you enquire about or book travel through us.

Go Hug The World Limited (Company No. 16834250) is the “data controller” for your personal data under UK data protection law (including the UK GDPR and the Data Protection Act 2018).

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## 1. Who we are

**Go Hug The World Limited (Company No. 16834250)**

**Registered office:** Sussex Innovation Centre, Science Park Square, Brighton, East Sussex, England, BN1 9SB

**Contact email:** [admin@gohugtheworld.com](mailto:admin@gohugtheworld.com)

**Website:** [www.gohugtheworld.com](http://www.gohugtheworld.com)

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## 2. Information we collect

Depending on how you interact with us, we may collect:

### A. Identity and contact information

- Name, title (if provided)
- Email address, phone number
- Postal / billing address (if needed for bookings or payments)
- Date of birth (where relevant for travel)

### B. Travel and booking information

- Enquiry details (dates, destinations, budget, party composition, preferences)
- **Travel Profile information** you choose to provide or save (e.g. preferences, traveller details, and where needed for travel arrangements: nationality, passport details, visa/immigration information, and other information required by suppliers)
- **Trip Section details** you add or save in the Members Area (e.g. trip ideas, selected options, notes, itinerary-related fields, and planning information you submit)
- Booking administration and correspondence

### C. Account, membership and rewards information

- Members Area login/account identifiers and status

- Membership tier (Explorer / Navigator / World Hugger)
- Huginn Points and other rewards/game-related account data (where applicable), including data captured from **interactive games** (e.g. swipes, gameplay actions, scores/levels, tokens/credits, referrals, and anti-abuse checks)
- Preferences you save (wishlists, saved trips, alert thresholds)

#### **D. Communications**

- Emails, messages and call records with you (including WhatsApp where used)

#### **E. Technical and usage information**

- Device and browser information, IP address, time zone, approximate location (where available)
- How you use our website and features (pages visited, links clicked, session information)
- Cookie / pixel identifiers and analytics events

#### **F. Payment information**

- **Membership fees** are processed via **Stripe**. We do not store full card details on our systems.
  - **Holiday payments** (deposit/balance) may be processed via **Felloh** and/or systems used by **Independent Travel Experts (ITE)**. We do not store full card details on our systems.
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### **3. Special category data**

Some travel arrangements require (or you may choose to provide) information that is treated as “**special category data**” under UK GDPR, such as:

- Health and accessibility information (e.g. mobility needs, assistance requests)
- Dietary requirements and allergies
- Vaccination/medical information where relevant to entry requirements

We only process special category data where we have a valid lawful basis and an additional condition under UK GDPR, typically **your explicit consent**, or where it is necessary to protect your vital interests, or for reasons of substantial public interest (as applicable in the circumstances).

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### **4. How we collect your information**

We collect personal data in the following ways:

- **Directly from you** when you fill in forms, create an account, complete or update your **Travel Profile**, add information to a **Trip Section**, play our interactive features/games, subscribe to updates, enter a competition, contact us, or provide booking details.

- **Automatically** through cookies, pixels and similar technologies when you use our website and Members Area (see section 11), and through events generated by your use of our interactive features/games (e.g. swipes and related actions).
  - **From third parties** such as travel suppliers/tour operators (to fulfil bookings), analytics and advertising partners (where enabled), and payment/booking service providers.
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## 5. How we use your information

We use personal data to:

- **Provide travel consultancy and fulfil bookings** (including passing required traveller details to airlines, hotels, tour operators and other suppliers).
  - **Create and manage your account** and provide the Members Area and membership services.
  - **Run interactive features and rewards/games**, including tracking gameplay actions, allocating points/rewards, preventing abuse and protecting scheme integrity.
  - **Personalise recommendations** using preferences you provide and signals from your interactions (e.g. saved items, swipes/likes/dislikes, alerts).
  - **Send service communications** (e.g. booking confirmations, key information, updates about an enquiry), including automated emails via our **Email Studio** (such as pre-departure reminders and post-return follow-ups).
  - **Send marketing communications** (where you've opted in or where we can rely on a lawful basis). This may include automated marketing via our **Email Studio**. You can opt out at any time.
  - **Operate, secure and improve our website and services**, including analytics, troubleshooting, testing and fraud prevention.
  - **Support community initiatives** (e.g. administering votes related to our local stewardship activities, where applicable).
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## 6. AI and internal tools

We use a blend of human expertise and technology to run our business efficiently. This may include **AI-assisted tools** to help us:

- summarise enquiries or communications,
- draft itineraries or recommendation notes,
- detect patterns in preferences to improve the relevance of suggestions,
- improve internal workflows and response times.

Where AI tools are used, we apply reasonable safeguards to protect confidentiality and personal data. We do **not** use solely automated decision-making that produces legal (or similarly significant) effects about you.

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## 7. Lawful bases for processing

We process your personal data under one or more of the following lawful bases:

- **Contract:** where processing is necessary to provide services you request or to take steps at your request before entering into a contract.
  - **Legal obligation:** where we must comply with legal or regulatory requirements.
  - **Legitimate interests:** where necessary for our legitimate interests (e.g. running and improving our business, preventing fraud, securing systems, understanding what services are useful), provided your rights do not override those interests.
  - **Consent:** where we ask you (for example, for certain marketing, cookie/pixel settings, or processing special category data where required). You can withdraw consent at any time.
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## 8. Sharing your information (and “we do not sell your personal data”)

We may share personal data with trusted third parties where necessary, including:

- **Travel suppliers and tour operators** (airlines, hotels, transfer providers, experience providers and others) to arrange and deliver travel services, including sharing required traveller details and any travel-requirement information you ask us to pass on.
- **Third-party excursion/experience providers** where you choose to use booking links we provide (including from within the Members Area or Trip Section). In those cases, the third party may receive data from you directly and/or via link tracking/technical data (depending on your device/settings), and your booking may be governed by that third party’s terms and privacy policy.
- **Independent Travel Experts (ITE) and their systems/suppliers** where required to administer bookings and protection arrangements.
- **Payment providers:**
  - **Stripe** (membership payments)
  - **Felloh** and/or ITE payment/booking systems (holiday payments)
- **Analytics and advertising partners** where enabled, such as **Google Analytics** and **Meta Pixel**.
- **Infrastructure and business service providers** we use to operate our services (for example hosting/infrastructure, authentication, databases, scheduling tools such as TidyCal, and communications tools such as WhatsApp where used).
- **Professional advisers** (e.g. legal, accounting, insurance) where necessary.
- **Regulators / authorities** where required by law.

**We do not sell your personal data.** We do not and will never sell your personal information to third parties for money or other value.

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## 9. International transfers

Travel is international by nature. To arrange your trip, we may need to share your personal data with suppliers located outside the UK (and in some cases outside the EEA).

Where we transfer personal data internationally, we take steps designed to ensure an appropriate level of protection, for example by relying on:

- adequacy regulations (where applicable), and/or
  - appropriate safeguards such as contractual protections.
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## 10. Data retention

We keep personal data only for as long as necessary for the purposes set out in this policy, including legal, accounting, regulatory, dispute and fraud-prevention purposes.

Typical examples:

- **Booking and transaction records:** generally retained for **7 years** for accounting/tax and audit purposes.
- **Account data:** retained for as long as your account remains active, and for a reasonable period afterwards if needed for support, dispute handling or fraud prevention.
- **Marketing records:** retained until you unsubscribe/opt out or we no longer need them.

Where we no longer need your data, we will delete it or anonymise it (where feasible and appropriate).

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## 11. Cookies, pixels and similar technologies

We use cookies, pixels (like the **Meta Pixel**) and similar technologies to:

- make the site work properly,
- remember preferences,
- understand site usage (e.g. via **Google Analytics**),
- measure campaign effectiveness, and (where enabled) to help show you relevant advertising.

You can manage cookies through your browser settings and (where implemented) our cookie controls/consent tools. If you block certain cookies, parts of the Members Area or interactive features may not function correctly.

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## 12. Your rights (including the right to complain to the ICO)

Under UK GDPR, you may have the right to:

- request access to your personal data,
- request rectification of inaccurate or incomplete data,
- request erasure (in certain circumstances),
- restrict processing (in certain circumstances),
- object to processing (including for direct marketing),
- request data portability (in certain circumstances),
- withdraw consent at any time (where we rely on consent).

To exercise your rights, contact us at [admin@gohugtheworld.com](mailto:admin@gohugtheworld.com).

**Right to complain:** You have the right to complain to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection: [www.ico.org.uk](http://www.ico.org.uk). We'd appreciate the chance to resolve your concerns first, so please contact us in the first instance.

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## 13. Contact

If you have any questions about this Privacy Policy or how we handle personal data, please contact:

**Go Hug The World Limited (Company No. 16834250)**

**Email:** [admin@gohugtheworld.com](mailto:admin@gohugtheworld.com)

**Registered office:** Sussex Innovation Centre, Science Park Square, Brighton, East Sussex, England,  
**BN1 9SB**