



GetYourGuide Supplier Code of Conduct

Last Updated: May 14, 2025

Overview

Each supplier ("Supplier") of tours, excursions, activities, and related services ("Experiences") to GetYourGuide must comply with this Supplier Code of Conduct for the duration of their relationship with GetYourGuide. GetYourGuide may update this Code from time to time and will provide Suppliers with updated versions accordingly.

1. General Responsibilities

1.1 Legal Compliance

Suppliers must comply with all relevant laws, regulations, and industry best practices, including those related to safety, public health, and personal security.

1.2 Licensing and Certification

Suppliers must maintain all required licenses, certifications, and permits for their operations and ensure they remain valid and up-to-date.

1.3 Data Protection

Suppliers must adhere to GDPR and applicable data protection laws, protecting all customer personal data collected during the provision of Experiences.

1.4 Insurance Requirements

Suppliers must maintain adequate insurance coverage, including:

- General liability insurance covering all operations
- Specific insurance for specialized activities (detailed in activity-specific sections)
- Vehicle insurance for all transportation used in Experiences

1.5 Safety Standards

Suppliers must:

- Establish a safety management structure with clearly defined responsibilities
- Provide clear safety briefings to all participants before activities begin
- Use legally compliant safety equipment appropriate to the activity
- Obtain participant acknowledgment of potential hazards
- Conduct regular safety equipment inspections and maintenance

1.6 Staff Requirements

Suppliers must ensure:

- All Experiences are delivered by qualified professionals with necessary skills and certifications
- Staff are trained in communication and cultural awareness
- Staff hold appropriate first aid certifications based on activity risk level
- Staff are trained in emergency response protocols specific to each Experience

1.7 Communication Systems

Suppliers must:

- Use GPS tracking for group monitoring, vehicle tracking, and emergency response where appropriate
- Provide alternative communication methods (satellite phones, radios) where cellular coverage is weak
- Maintain communication between guides and operators during all activities

1.8 Emergency Preparedness

Suppliers must:

- Develop and document emergency response plans for all Experience types

- Train all staff in emergency procedures specific to their role
- Ensure sufficient life-saving equipment is available and accessible
- Conduct regular emergency response drills with staff

1.9 Participant Safety

Suppliers must:

- Clearly communicate fitness requirements for all activities
- Protect participants from unwanted advances, including unconsented touch and inappropriate messaging
- Remove participants who pose safety risks to themselves or others
- Enforce all safety protocols consistently

1.10 Pricing Transparency

Suppliers must include all mandatory fees in advertised prices. Onsite fees are prohibited unless clearly disclosed at the time of booking.

1.11 Incident Reporting

Suppliers must report all safety incidents, accidents, or near-misses to GetYourGuide within 24 hours, including:

- Nature of the incident
- Participants involved
- Actions taken
- Measures implemented to prevent recurrence

1.12 Environmental Responsibility

Suppliers must:

- Minimize environmental impact of all activities
- Comply with local environmental regulations
- Properly dispose of waste
- Respect wildlife and natural habitats
- Promote sustainable tourism practices

2. Experience-Specific Requirements

2.1 Walking-Based Experiences

In addition to General Responsibilities, Suppliers must:

- Maintain a guide-to-participant ratio of 1:20 or better
- Protect participants from harassment or pressure from local vendors
- Ensure guides operate under local regulations
- Provide clear route information and difficulty levels to participants

2.2 Transportation

In addition to General Responsibilities, Suppliers must:

- Ensure drivers have valid licenses for the specific vehicle type
- Prohibit mobile device use and smoking while driving
- Perform regular vehicle maintenance and safety checks
- Ensure drivers are well-rested and compliant with working hour laws
- Ensure all seats and seat belts are securely fitted and operational
- Comply with all local traffic laws

2.3 Experience Venues

In addition to General Responsibilities, Suppliers must:

- Comply with fire and safety regulations
- Have evacuation plans and crowd control procedures
- Clearly communicate accessibility options on the activity page
- Enforce capacity limits
- Ensure safe structural conditions
- Keep pathways clear and hazard-free
- Display safety signage visibly

2.4 Motorized Activities

In addition to General Responsibilities, Suppliers must:

- Provide and enforce the use of appropriate safety equipment (helmets, protective gear)
- Conduct comprehensive safety briefings on vehicle operation

- Verify participants hold necessary licenses where required
- Prohibit alcohol or drug use before or during activities
- Maintain a guide-to-participant ratio appropriate to the risk level (1:10 recommended)

2.5 Water-Based Experiences

In addition to General Responsibilities, Suppliers must:

- Hold specific insurance and licenses for all vessels
- Conduct safety checks before each trip
- Verified participants have required certifications for technical activities (diving, etc.)
- Maintain a guide-to-participant ratio appropriate to the risk level (1:8 recommended for high-risk activities)
- Ensure sufficient life jackets and life rafts for all participants
- Operate only in designated areas with appropriate safety conditions
- Monitor and respond to changing weather conditions

2.6 Air-Based Experiences

In addition to General Responsibilities, Suppliers must:

- Hold valid insurance and certifications for all aircraft
- Ensure all pilots hold appropriate licenses and meet aviation authority requirements
- Maintain a guide-to-participant ratio appropriate to the activity (as required by local regulations)
- Clearly communicate the specific risks associated with air activities
- Ensure aircraft maintenance meets or exceeds regulatory requirements
- Monitor and respond to changing weather conditions

2.7 Animal-Based Experiences

In addition to General Responsibilities, Suppliers must:

- Hold liability insurance covering all interactions with animals
- Ensure animals receive regular veterinary care and vaccinations
- Prohibit contact with wild animals, except in ethical conservation or educational settings
- Prevent feeding or provoking animals
- Treat all animals humanely and ethically
- Use only trained animal handlers
- Pass GetYourGuide's animal welfare review and approval process

- Comply with local and international animal welfare regulations
- Maintain clean and species-appropriate habitats

3. Review Integrity

Suppliers must:

- Ensure reviews reflect genuine customer feedback
- Not pressure or coerce customers for reviews
- Allow customers to express opinions freely
- Not write or submit reviews for customers
- Not offer incentives for positive reviews
- Not leave fake reviews or arrange for others to do so
- Not request removal of legitimate negative reviews
- Not submit false reports of customer no-shows
- Maintain transparency and integrity in all review interactions

4. Compliance and Enforcement

Monitoring	Violations
GetYourGuide reserves the right to monitor Supplier compliance through: • Customer feedback and reviews • Spot checks and mystery shopping • Formal audits • Incident reports	Violations of this Code may result in: • Remediation requirements • Temporary suspension from the platform • Termination of the Supplier relationship • Legal action where appropriate
Reporting Concerns Suppliers should report any concerns or questions about this Code to their GetYourGuide account manager or through the Supplier portal.	

By adhering to these guidelines, Suppliers contribute to GetYourGuide's mission of creating safe, high-quality, and unforgettable experiences for travelers worldwide.