

## **PRIVACY POLICY of the Website <http://www.caftours.com>**

The short document that follows is our policy regarding the protection of personal data. The access to the website and use of its content imply acceptance of the terms that follow.

### **Privacy disclaimer**

Below it is described the management of the website in relation to the processing of personal data of its visitors and customers. This is an information note pursuant to **articles 13 and 14 EU Regulation 2016/679 (from the current European Privacy Regulation)** to those who interact with web services accessible by telematic means starting from the address: <http://www.caftours.com>, corresponding to the homepage of the site. The information is provided only for the site <http://www.caftours.com> and not for other websites that may be consulted by the user through links.

### **THE "HOLDER" OF THE TREATMENT**

Following the consultation of this site, data relating to identified or identifiable persons may be processed. "Owner" of their treatment is CAF Tour & Travel S.r.l. based in Via degli Alfani 151, Florence - 50121

### **RESPONSIBLE for communication and dissemination**

The treatments connected to the web services of this site are handled only by technical staff of the Office in charge of processing, or by persons in charge of occasional maintenance operations. No data deriving from the web service is disseminated. The personal data provided by users who request dispatch of informative material (newsletters, replies to queries, etc.) are used only to perform the service or provision requested and are communicated to third parties only if this is to this necessary end.

In cases of particular urgency, unless otherwise specified by the interested party, the data relating to the trip may be communicated to the family members who must follow the user's itinerary. If you wish to exercise restrictions with respect to those set out in this paragraph, please write to [tours@caftours.com](mailto:tours@caftours.com).

In the case of clients which are legal entities (agencies, tour operators, associations, etc.) the customer declares to have been authorized to communicate the personal data of each other participant to the purchased trip to which he will communicate the content of the information mentioned above and from which he has received to manage relationships with CAF - Tour & Travel Srl.

## **TYPES OF DATA PROCESSED**

### **Navigation data**

The computer systems and software procedures used to operate this website acquire, during their normal operation, some personal data, see our COOKIE POLICY.

The data could be used to ascertain responsibility in case of hypothetical computer crimes against the site.

### **Data provided voluntarily by the user**

When the user visits a part of the Site that requires the collection of personal data, he/she is always asked to provide explicit information about it and, if necessary, the user is invited to give his/her consent. The optional, explicit and voluntary sending of e-mails to the addresses indicated on this site, the completion of forms, the insertion of data for the purchase of a service, involves the subsequent acquisition of personal data including the e-mail address of the sender, necessary to respond to requests, as well as any other personal data included in the message or in the form.

The owner will process the personal data of the user to follow up the requests sent and in case of conclusion of a contract, also to allow the provision of the requested service and for the fulfillment of administrative, fiscal and accounting obligations deriving from the execution of the contract itself. In the case of commercial purposes, a specific separate consent is required.

## **Place of data processing**

The treatments connected to the services offered take place at the registered office and at the front office and in the tourist kiosks, where they are collected in such spaces, and are only handled by the Data Controller's personnel in compliance with the regulations in force.

Only later, for the provision of the requested services, your data could be processed by our selected suppliers who guarantee in turn the conformity of their structures and their work to the principles of the Privacy Regulation or act as data controllers (Article 28 of the Regulations). For example, drivers, team leaders, professionals, assistance and accounting companies, administrative, legal, tax, financial, technical subjects such as authorities that process data for the fulfillment of legal obligations or in compliance with a regulation, also European.

## **Basis of treatment**

The legal basis for this processing represents the will expressed by the user in case of requests for information and the conclusion of a contract for the provision of the requested service.

For the first purpose, the holder will treat the user data for the time strictly necessary for the performance of the individual processing activities, for the second purpose, will treat the data also consistent with the conservation requirements laid down by law.

For commercial purposes the legal basis of the treatment is informed consent, explicitly and separately expressed.

## **Is the conferment mandatory?**

The provision of data for the sending of requests is voluntary, the failure to provide them will make it impossible to receive response to requests made.

The provision of data for the execution of the contract is optional. However, since it is necessary to enable the delivery of services, not providing the same result in the impossibility of concluding a contract.

The consensus instead for further promotion of the products/services, is optional and required in specifically and separately.

### **Minors**

We inform you that we do not process personal data relating to minors. If you access our site and use the services offered you declare that you have reached the age of majority.

### **Processing methods and data retention times**

Personal data are processed with automated tools and on paper for the time strictly necessary to achieve the purposes for which they were collected, in compliance with the principle of minimization of data processing.

Unless otherwise indicated by the interested parties and without prejudice to the provisions for the conservation of the fiscal/administrative documentation, CAF Tour & Travel S.r.l. will store all data relating to services rendered for the sole purpose of guaranteeing the same personalized services also in response to future requests. For this type of data expressing tastes and preferences, a specific consent is required.

Specific security measures are observed in order to avoid data loss, unauthorized or incorrect use of the same and unauthorized access.

### **Rights of the interested parties**

Pursuant to articles 15 and following Rules, the data subject has the right to:

- obtain confirmation that personal data is being processed and, in this case, obtain access to personal data;
- obtain the correction of inaccurate data;
- obtain the cancellation of personal data (oblivion);
- obtain the treatment limitation;

- receive in a structured format, in common use, the personal data concerning him and transmit this data to another holder (portability).

At any time, the user can revoke the consent given. Requests must be sent in writing to the data controller CAF Tour & Travel S.r.l contacted by writing to [tours@caftours.com](mailto:tours@caftours.com)

## **Cookies policy**

A "cookie" is a small text file that is stored on computers, tablets, mobile phones and on any device used to browse the Internet, capable of storing navigation information for statistical or functional purposes. Some cookies can be used to recognize the user who views a particular website, make navigation easier and customize its contents.

While browsing through our website we can collect information about the traffic flow and visits of our domain pages. This information, obtained through cookies, will be treated securely.

The purpose to use of cookies is to customize the access to the website, optimizing the navigation and operation of the site, improve our services and provide content and/or advertising related to user preferences, analyzing the habits of navigation.

Our site complies with the provisions contained in the Code regarding the protection of personal data, as amended by Legislative Decree 28 May 2012, n. 69, implementing the European directive 2009/136 / EC.

## **What type of cookies do we use?**

### **Strictly necessary cookies:**

These cookies are necessary for the proper functioning of the website, as they allow the loading of the web page and the correct functioning of the website functions.

### **Technical cookies:**

These are cookies that allow the user to browse through our website and to use the different options and services we offer, such as, for example, traffic control and data communication, identification of the browsing session, access to your user panel, the use of security features while browsing or sharing content through social networks.

### **Custom cookies:**

These are those cookies that allow the user to access the services of the web pages of the site with predefined characteristics according to a series of criteria such as language preference, the type of browser used by the user or the place where the user accesses the service.

### **Statistical Cookies and Third-Party Audience Measurement:**

These are cookies that allow us to monitor and analyze the behavior of users of our website. Through these cookies we are able to monitor the navigation on our website and we can create profiles of our users, in order to make improvements based on the analysis of these data. These cookies (third-party web services) provide anonymized/aggregated information on how visitors navigate the site.

An example of these cookies are those obtained with the Google Analytics service, which provides tools for measuring the profiles of our web browsing.

However, Google has developed an add-on to disable Google Analytics for the most common browsers: Microsoft Internet Explorer, Google Chrome, Mozilla Firefox, Apple Safari and Opera; this component facilitates the deactivation of the use of these cookies.

You can learn more by visiting this external link: <https://tools.google.com/dlpage/gaoptout?hl=it>

Visit the following link to learn how to refuse or delete cookies from Google:

<https://www.google.com/intl/en/privacypolicy.html>

Visit the following link to view the Google privacy policy:

<https://www.google.co.uk/intl/en/policies/privacy/>

### **Third party profiling cookies:**

We make use of various suppliers who can in turn install cookies for the correct operation of the services they are providing. If you would like information on these third-party cookies and how to disable them, please access the links in the tables below.

In addition, by accessing the [//www.youronlinechoices.com/it/le-tue-scelte](http://www.youronlinechoices.com/it/le-tue-scelte) page you can find out about behavioral advertising as well as deactivate or activate the listed companies and work with the website managers to collect and use useful information to the use of advertising.

### **Advertising and behavioral advertising cookies:**

These cookies store information on user behavior obtained through continuous observation of browsing habits, with the purpose of developing a specific profile to display ads based on it. In fact, on our site you will be able to see only a few announcements dedicated to you, studied ad hoc based on your browsing habits.

Our site also uses AdWords features and remarketing lists for Google Analytics Display Network ads. Our site and Google use cookies (such as Google Analytics cookies) and third-party cookies combined together to inform, optimize and publish announcements based on previous visits to our website. This implies that suppliers (such as Google) display promotional material from our site on other websites that the user visits internet.

Some of our cookies may be used to identify you and others only provide anonymous statistical information on navigation on our website, however this function can be disabled by setting the browser directly.

These cookies (third-party advertising services) are used to send advertising and personalized content based on the browsing history on the site itself. Below are the links to the respective privacy policy pages and to the consent form where it is possible to disable the use of third-party service profiling cookies.

## **Zanox**

Remarketing and campaign conversion service

Remarketing and conversion cookies

[privacy policy](#)

## **Tradedoubler**

Remarketing and campaign conversion service

Remarketing and conversion cookies

[privacy policy](#)

## **Google**

Adwords: Remarketing and campaign conversion service

Remarketing and conversion cookies

[privacy policy](#)

[consent form](#)

## **Barillance**

eCommerce Personalization Suite

Web customization service

## **Social media cookies**

These third-party cookies are used to integrate some widespread functionalities of the main social media and to provide them within the site. In particular, they allow registration and authentication on the site through Facebook.



## **Facebook**

Social media

[privacy policy](#)

## **Web beacons**

Our site uses Web beacons, these elements are images that are on a web page or in an e-mail and are used to monitor the online behavior of users who visit our website or receive one of our newsletters.

The purpose of using this technology is to monitor user activity, such as the area of the site visited, and the time spent browsing.

## **How to refuse and disable cookies?**

You can set the browser to accept or decline the setting of all or some types of cookies or to request to be notified when a cookie has been set.

Each browser has specific configuration instructions.

These are the instructions to disable the most common browser:

### **If you use Internet Explorer**

In Internet Explorer, click on "Tools" then "Internet Options". In the Privacy tab, move the cursor up to block all cookies or down to allow all cookies, and then click OK.

### **If you use the Firefox browser**

Go to the "Tools" menu of the browser and select the "Options" menu Click on the "Privacy" tab, uncheck the "Accept cookies" box and click OK.

### **If you use the Safari browser**

In Safari select the "Edit" menu and select "Preferences". Click on "Privacy". Set the "Block cookies" setting always "and click OK.

### **If you use the Google Chrome browser**

Click on the Chrome menu in the browser toolbar. Select "Settings". Click on "Show advanced settings". In the "Privacy" section, click on the "Content settings" button. In the "Cookies" section, select "Do not allow sites to store data" and check "block cookies and third-party site data", and then click OK.

**If you use any other browser, look in the browser settings for how cookies are managed.**

#### **The user of our site can:**

- Obtain confirmation of the existence or not of personal data concerning him and have communicated it in an intelligible form;
- Know the origin of the data, the methods and purposes of the processing, the logic applied to the process carried out through electronic tools;
- Request the updating, rectification and integration of data concerning him;
- Obtain cancellation, transformation into anonymous form, blocking of data processed in violation of the law, oppose the processing of data for legitimate reasons;
- Oppose any processing aimed at sending advertising material, direct selling, carrying out market research and communicating.