

# Privacy Policy

## General

PORTUGALTRAILS - VIAGENS E TURISMO, UNIPESSOAL, LDA, hereinafter referred to as Portugaltrails, is committed to stand for the highest standards on the fair handling of personal information. We recognize that some visitors to our website may have concerns about the information they provide us with and how we treat that information.

This privacy policy has been developed in order to demonstrate to our clients that we collect only the information that is necessary for our interaction with them and to act according to their instructions. We are committed to the highest ethical standards in the collection, safe keeping and use of the personal information provided to us.

Portugaltrails wishes to ensure that all its clients know at any time the regulations and principles concerning data manipulation and processing, developing all efforts to guarantee the security of all data. We are complying with the norms and procedures defined by law, namely, the law of Personal Data Protection (*Lei n.º 58/2019, 8 de agosto*) that ensures the execution of the Parliament Regulation UE 2016/679 and Council of April 27<sup>th</sup> 2016 (RGPD). This way, Portugaltrails is adopting the best technical practices to protect clients' data against loss, involuntary or illicit elimination, unauthorized changes, integrity failure, unauthorized access or disclosure.

At TourTailors.com website you may find links to access other websites that are unknown to our company. We are displaying those links on good will and cannot be accounted responsible for the data they are collecting and how they are processing it, credibility and functionality of those websites.

This way, sharing links to other websites unknown to Portugaltrails does not imply any responsibility and this Policy Privacy is not applicable.

Portugaltrails recommends its clients to adopt additional security procedures, including equipment's maintenance, authorized updated software, malware protection, firewall and not browse websites that you are unable to guarantee its authenticity.

All data collected by Portugaltrails has the following purposes: administrative processing, invoicing and charging of services, marketing company's products.

### Unsolicited electronic communications for direct marketing purposes

We may need your personal data in order to send to you marketing materials which we think you may be interested in. In most instances, our lawful ground for processing your personal data for marketing purposes is that it is in our legitimate business interest to do so in accordance with the Portuguese law - *Artigo 13 da Lei n.º 41/2004, 18 de Agosto na versão conferida pela Lei n.º 46/2012, 29 de Agosto.*

If you expressly refuse future contacts, you will have the right to oppose without any costs, via email, to Portugaltrails sending electronic communication for marketing purposes by sending a written request to our email [dpo@tourtailors.com](mailto:dpo@tourtailors.com).

### The key points of our privacy policy are as follows:

i) You do not need to register or to provide personal information to visit and browse our website. However, when you visit our website, even if you leave without making an enquiry, it is possible that we keep some information such as your IP address, browser, or language configuration, shown webpages, or other, by using “cookies”. For detailed information on our cookie policy please visit: <https://www.tourtailors.com/cookies-configuration/>

ii) We use the collected information anonymously and for analytic purposes. The information that we obtain from you is used to understand user behavior, to enhance the performance of our website and to continuously improve our standards of service and clients’ experience. Amongst the collected data, we might have advertising statistics based on Google’s interests or third-party data of targeted customers (such as age, gender and interests) provided by Google Analytics.

In order to control the collection of data for analytical purposes by Google Analytics, you can visit the following link: [Google Analytics Optout Browser Addon](#)

iii) Portugaltrails can use third-party service providers to advertise and monitor marketing campaigns. Amongst others, we use Google Analytics Advertising Features (Remarketing with Google Analytics, Google Display Network Impression Reporting, DoubleClick Platform integrations and Google Analytics Demographics and Interest Reporting). We use Remarketing to advertise online, therefore third-party service providers, including Google, can show their ads on websites that you are visiting. These third-party service providers, including Google, use original cookies (such as Google Analytics cookie) and third-party cookies (such as DoubleClick cookie) together to inform, optimize and to monitor our users’ interests, and also, to communicate how your impressions and your interaction with the advertising services are related to your visits to our website.

Please note that you can opt-out of the Google Analytics Advertising Features by visiting [Ads Settings](#) and [Google Analytics Opt-out Browser Add-on](#). You can also opt out of the DoubleClick cookies by visiting the page [Consumer Opt-out](#).

iv) When you request a service or information, you will be asked to provide only the information necessary to enable us to accomplish your request. This information might be passed on to our suppliers, namely, accommodation, rent-a-car, driver, activities providers or others, so that they may prepare and arrange for the selected services. When this transmission of customer’s personal data occurs, Portugaltrails makes its best effort to ensure that these entities are trustful and will treat the information appropriately.



v) We have taken measures to protect our user's information. When customers submit sensitive information via the website, we have made our best effort to ensure that it is protected both online and offline. Clients' information is managed by our IT department that you can contact by email: [dpo@tourtailors.com](mailto:dpo@tourtailors.com)

vi) Please note that communications over the Internet, such as emails/webmails, are not secure unless they have been encrypted. Your communications may be routed through a number of countries before being delivered - this is the nature of the World Wide Web. Portugaltrails cannot accept responsibility for any unauthorized access or loss of personal information that is beyond our control.

vii) The servers that store personally identifiable information are maintained in a secure environment, in a locked facility.

viii) Data will be kept while Portugaltrails is on business. You can ask to access, change, remove or limit its processing by contacting [dpo@tourtailors.com](mailto:dpo@tourtailors.com)

ix) You can submit at any time a complaint on personal data processing by contacting the National Committee for Data Protection through their website <https://www.cnpd.pt/>.

Portugaltrails reserves the right to amend or modify this Privacy Policy Statement at any time and in response to changes in applicable data protection and privacy legislation. If you have any comments about our Privacy Policy, please email us at [dpo@tourtailors.com](mailto:dpo@tourtailors.com) .

*Cascais, January 2<sup>nd</sup> 2023*