



## Privacy Policy birdingtours

You are a customer, interested party or visitor to our website: We respect and protect your privacy. What does this mean when it comes to your personal data? In the following, we would like to give you an overview of which data we collect and process for which purpose. We also inform you about your rights.

### About birdingtours

birdingtours is known for high-quality and extraordinary trips where the birds, nature and the special experience are in the foreground. Together with you, we want to experience enjoying nature without disturbing our surroundings. The quality of the observation is in the foreground with us. Its less about a long list of species. With good hotels and tour guides, we ensure a pleasant environment – that is the reason because of which our trips are so popular.

### As the responsible body, we ensure that the

birdingtours GmbH, Kreuzmattenstraße 10a, 79423 Heitersheim represented by Mr. Rainer Stoll to meet all legal requirements to protect your personal data.

If you have any questions about this data protection declaration, please contact our data protection officer:

GreenBee Solutions GmbH  
Thomas Kucher  
+49 711 896 601 75  
datenschutz@greenbee-solutions.com  
Steiermärkerstr. 3, 70469 Stuttgart

### To whom does this privacy policy apply?

When we process personal data, this means that we collect, store, use, transmit or delete it.

These are personal data of:

- Interested parties and customers of birdingtours GmbH who are natural persons
- All other natural persons who are in contact with us, e.B employees of legal persons
- Visitors to our website, Facebook, Google+ and Twitter representative of-fice

### What personal data do we collect from you?

We collect personal data from you when you contact us, e.B as an interested party or customer.

This means: Especially if:

- you are interested in our offers,
- you fill out a contact form on our website,



- you fill out a travel offer form our website or catalogue
- You fill out a travel booking form on our website or catalogue
- You contact us by e-mail or telephone
- Subscribe to our newsletter
- You use our products and services as part of an existing business relationship
- We use your products and services as part of an existing business relationship

### **We process the following personal data:**

- Personal contact details, first and last name, address, e-mail address, telephone, nationality, passport data, visa data, health data such as e.g., allergies, food preferences
- Personal contact details, pre- and cash on delivery, e-mail, telephone if you are an employee of a legal entity
- If you are making a booking for a tour group, please make sure that your fellow travellers have given their consent
- Payment transaction data
- Information about your interests and wishes that you communicate to us: e.g. via our customer dialogue or our website

### **Data we receive via the Internet**

- General retrieval data / log files: For technical reasons, data is transmitted from your computer to us each time you visit a website, such as the date and time of the retrieval of one of our pages, your browser type, the browser settings and the operating system, the last page you visited, the amount of data transferred and the access status (file transferred, file not found, etc.). This data is regularly non-personal data. In addition, your computer usually also transmits your IP address, which may be personal in individual cases. For more information on the IP address, see c below). The log file data is used by us exclusively to ensure the functionality of our services (e.B. error analysis, ensuring system security and protection against misuse).
- Cookies: In order to design your visit to our website, we transmit so-called cookies to your computer. Cookies are small text files that can be used to identify your computer. They do not interfere with your computer's operating system. Among other things, we use cookies to measure and control the frequency of page views and general page navigation. You can block the use of cookies. Under certain circumstances, however, individual functions of our offer may not be usable. To block the use of cookies, please refer to the instructions for your browser software.
- Details of your IP address: Your IP address, which in many cases is transmitted to us, is a globally valid identification of your computer that is unique



at the time of allocation by your Internet service provider. An IP address consists of four numeric blocks separated by dots. In most cases, as a private user, you will not use a constant IP address, as this is only temporarily assigned to you by your provider (so-called "dynamic IP address"). Your provider can track which IP address was assigned to which of its customers at what time. Other persons, including us, are generally unable to assign a dynamic IP address to a specific person. This is different only with a permanently assigned IP address (so-called "static IP address"), which in principle enables a clear assignment of user data via this feature. Except for the purpose of tracking unauthorized access to our Website, we generally do not use this data on a personal basis, but only evaluate on an anonymous basis which of our websites are favoured, how many accesses are made daily and the like.

### Statistics Tools

We collect additional data for individual services of our company. Some of these are used for statistical purposes. For example, it is determined how often our pages are accessed in order to create the basis for our media data. In addition, we would also like to get an overview of which of our online offers are particularly in demand.

### Plugins

- Plugins are offers from third-party companies such as e.g. Facebook. You connect to these providers. In some cases, only data on browser behavior is transmitted. However, if you actively use plugins (e.B. as part of your Google profile), this information will also be transmitted. Below you can find out about the individual plugins:
- We do not use any plugins on our website.

### Analyse-Tools

Google Analytics: Our websites use Google Analytics, a web analytics service provided by Google Inc. ("Google"). Google Analytics uses "cookies", which are text files that are stored on your computer, to help the website analyze how users use the site (see section 2 above). The information generated by the cookie about your use of our websites is usually transmitted to a Google server in the USA and stored there. However, if IP anonymisation is activated on our pages, your IP address will be shortened by Google beforehand within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. Google uses this information to evaluate your use of the website, to compile reports on website activity and to provide other services related to website activity and internet usage to the website operator. The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data.

If you do not wish this, you can prevent Google from collecting the data generated by the cookie and relating to your use of the website (including your IP address) and from processing this data by Google by downloading and installing the browser plug-



in available under the following link: <http://tools.google.com/dlpage/gaoptout?hl=de>.

### What do we use your data for and on what legal basis?

- **Fulfilment of contractual or pre-contractual obligations (Art. 6 para. 1b GDPR)**

We use your data to fulfil contractual obligations so that you can use our products and services. In order to fulfil our contracts or requests for quotations, we need to process your data. This also applies to pre-contractual information that you provide to us in the context of applications or pre-contractual negotiations. The purposes of data processing depend on which service you use with us.

In order to carry out the contractual relationship, we need your name, address, e-mail address and telephone number in order to be able to contact you.

- **Balancing of interests (Art. 6 para. 1f GDPR)**

If necessary, we process your data beyond the actual fulfilment of the contract to safeguard the legitimate interests of us or third parties. Examples:

- Testing and optimization of procedures for needs analysis for the purpose of direct customer contact
- Advertising, market research and measurement of the efficiency of marketing activities unless you have objected to the use of your data
- Assertion of legal claims and defence in legal disputes
- Ensuring IT security and IT operations of birdingtours GmbH
- Identity determination when using our offers
- Prevention and investigation of criminal offences
- Measures for building security and access control
- Measures to ensure domiciliary rights
- Measures for business management and further development of services and products
- Risk control
- We also need your personal data in order to be able to offer you relevant products and services, to fulfil your wishes or to improve our services. Your individual needs are important to us. We try to offer you preferably the information that corresponds to your wishes. The aim of this processing is to offer you personalized suggestions (after weighing up interests). Important: You can object to this form of personalization at any time.

- **Data processing with your consent (Art. 6 para. 1a GDPR)**



If you have given us your consent to process personal data for specific purposes, the processing of this data is lawful. You can revoke your consent at any time. This also applies to the revocation of declarations of consent that you have given us before the GDPR (General Data Protection Regulation) applies, i.e. before 25.05.2018. The revocation of consent does not affect the lawfulness of the data processed until the revocation.

- **Due to legal requirements (Art. 6 para. 1c GDPR) or in the public interest (Art. 6 para. 1e GDPR)**

As a company, we are subject to numerous legal obligations (e.B. commercial law, tax laws). Under these laws, we are obliged to store data and release data in certain cases.

### Where do we get your data from and why?

We receive your data exclusively from you.

### Who gets your data and why?

Within birdingtours GmbH, only those departments receive access to your data that need it to safeguard our legitimate interests or to fulfil our contractual and legal obligations.

Outside of birdingtours GmbH, we may only pass on your data if this is required by law or if you have given your consent. In order to carry out your trip, it is necessary to pass on your data to a variety of places, in particular:

- We only transmit your data to third parties (e.B. to service providers such as hoteliers, tour guides, transfer providers, airlines or credit institutions for payment processing), provided that there is a data protection transmission authority.
- We transfer your data to immigration authorities where this is necessary to carry out the trip.
- Your data may also be passed on by us to external service providers, e.B. IT service providers, companies that destroy or archive data, print service providers), who support us in data processing in the context of order processing strictly in accordance with instructions.
- Data processing may also take place outside the EU or the EEA. As a suitable guarantee for the legality of these data transfers, we have concluded, among other things, EU standard contracts with the processor in accordance with Art. 46 para. 2 lit.c GDPR.
- We will not sell or otherwise market your personal data to third parties.

A legal obligation to forward your personal data to external bodies may be considered in particular for the following recipients:

- Public bodies, supervisory authorities and bodies, such as tax authorities and courts
- Lawyers and notaries, e.B. in case of late payment



- Auditors, Tax Advisors

In all the cases mentioned, we ensure that third parties only have access to personal data that is necessary for the performance of individual tasks. In addition, we make sure that third parties comply with the industry-related "best practices" and that the data of third parties is treated securely and confidentially and is only used for the purposes stated by us.

For third parties outside the European Economic Area (EEA), the protection of personal data is handled differently than in the EEA. In these cases, we take security measures (e.B. special contractual clauses) so that your personal data is treated with the same care as in the EEA.

Very important: Under no circumstances do we sell personal data to third parties.

### **Your rights**

We want to answer all your questions as soon as possible. Sometimes, however, it can still take up to a month before you receive a response from us, if permitted by law. If it takes more than a month, we will of course let you know in advance how long it will take.

In some cases, we cannot or may not provide you with any information. If this is legally permissible, we will always inform you in a timely manner of the reason for the refusal. You have the right to lodge a complaint.

What rights do you have as an interested party or customer of birdingtours GmbH when it comes to the processing of your data (details can be found in the respective regulations of the General Data Protection Regulation (Articles 15-21))?

### **Your right to information, information and rectification**

You can request information about your personal data processed by us. If your information is not (or no longer) correct, you can request a correction. If your data is incomplete, you can request completion. If we have passed on your information to third parties, we will inform them of your correction – if required by law.

### **Your right to erasure of your personal data**

For the following reasons, you can request the immediate deletion of your personal data:

- When your personal data is no longer needed for the purposes for which it was collected.
- If you withdraw your consent and there is no other legal basis.
- If you object to the processing and there are no overriding, legitimate grounds for processing.
- If your personal data has been processed unlawfully.
- If your personal data needs to be deleted in order to comply with legal requirements.

Please note that a right to erasure depends on whether there is a legitimate reason that requires the processing of the data.



### **Your right to restrict the processing of your personal data**

You have the right to request a restriction of the processing of your personal data for one of the following reasons:

- If the accuracy of your personal data is disputed by you and we have had the opportunity to verify its accuracy.
- If the processing is not lawful and you request a restriction of use instead of deletion.
- If we no longer need your data for the purposes of processing, but you need it to assert, exercise or defend against legal claims.
- If you have lodged an objection, as long as it has not yet been determined whether your interests prevail.

### **Your right to object**

We may process your data on the basis of legitimate interest or in the public interest. In these cases, you have the right to object to the processing of your data. This also applies if we use your data for our direct marketing. Please note our separate note "Information about your right to object".

### **Your right to lodge a complaint**

In some cases, it may happen that you are not satisfied with our response to your request. Then you are entitled to lodge a complaint with the management of birdingtours GmbH as well as with the responsible data protection supervisory authority.

### **Your right to data portability**

You have the right to receive personal data that you have given us in a transferable format.

### **Are you obliged to provide birdingtours GmbH with certain personal data?**

As part of our business relationship, we need the following personal data from you:

- Data needed for the establishment and execution of the business relationship.
- Data necessary for the fulfilment of the contractual obligations associated with the business relationship.
- Data that we are legally obliged to collect.

Without this personal data, we are usually unable to enter into a contract with you or to enable you to use our services.

### **How long do we store your data?**

We do not store your data longer than we need it for the respective processing purposes.

If the data is no longer required for the fulfilment of contractual or legal obligations, it



will be deleted regularly, unless their – temporary – storage is still necessary. Reasons for this can be, for example, the following:

- The fulfillment of commercial and tax retention obligations. In this context, the statutory retention period is up to 10 years.
- The receipt of evidence for legal disputes within the framework of the statutory statute of limitations. Civil limitation periods can be up to 30 years, with the regular limitation period being three years.

### **Information about your right to object according to Art. 21 GDPR**

Right to object on a case-by-case basis

You have the right to object to the processing of your personal data on grounds arising from your particular situation. The prerequisite for this is that the data processing takes place in the public interest or on the basis of a balancing of interests.

In the event of an objection, we will no longer process your personal data. Unless we can demonstrate compelling legitimate grounds for the processing of this data that outweigh your interests, rights and freedoms. Or your personal data is used to assert, exercise or defend legal claims.



### **Objection to the processing of your data for our direct marketing**

We use your personal data for our direct marketing purposes. You have the right to object to this at any time. In the event of an objection, we will no longer process your personal data for these purposes.

The objection can be made informally and should be addressed as far as possible to:

E-Mail: [datenschutz@traveltonature.de](mailto:datenschutz@traveltonature.de)

### **Overview of opt-out options**

**Here you can disable a variety of tracking services at once**

<http://optout.aboutads.info/?c=2&lang=EN>

Google Analytics

<http://tools.google.com/dlpage/gaoptout?hl=de>

Microsoft Bing Ads

<http://choice.microsoft.com/de/opt-out>

Facebook Custom Audiences

<https://www.facebook.com/login.php?next=https%3A%2F%2Fwww.facebook.com%2Fsettings%2F%3Ftab%3Dads>

Google Dynamic Remarketing

<https://www.google.com/settings/u/0/ads/authenticated?hl=de>

Google AdWords Conversion

[https://www.google.com/settings/u/0/ads/anonymous?hl=de&sig=ACi0TCgbJZ82gHPMEYoQJly26Liqx57yhP0ScvxTnlVEJBZMdU77SQU CZAYG1XAFrbRPq9NN6Q3XntWfoR5P\\_U\\_AMV-sgbC0vMVzWRy8PoL4UIDPINr8p8](https://www.google.com/settings/u/0/ads/anonymous?hl=de&sig=ACi0TCgbJZ82gHPMEYoQJly26Liqx57yhP0ScvxTnlVEJBZMdU77SQU CZAYG1XAFrbRPq9NN6Q3XntWfoR5P_U_AMV-sgbC0vMVzWRy8PoL4UIDPINr8p8)

Google Doubleclick

<https://www.google.com/settings/u/0/ads/authenticated>

### **Changes**

By using our website, you agree to be aware of this privacy policy. The privacy policy is currently valid and dated May 2, 2018.

We reserve the right to change this privacy policy from time to time with effect for the future. However, once collected, we will not subsequently use data for other purposes without your consent if our data protection declaration has changed in the meantime.