

# ADVENTURE HAS NO LIMITS. YOUR FREE TIME DOES.

Let local experts plan and book your dream adventures in the Alps.



## Alpenventures UNGUIDED – Data Collection, Retention and Deletion Policy

Data is collected and retained for 2 primary purposes:

- 1) Marketing
- 2) Booking

### **Marketing Data**

Data Collection: Data collected for marketing is restricted to name, email address and in some cases, country of residence.

Data Retention: This information is used for marketing purposes only and is never shared. It is stored within the Alpenventures account with MailerLite, sometimes in the Alpenventures account with Wix and sometimes in Alpenventures encrypted Customer Database (hosted by MS Access).

Data Sharing: This information is used for marketing purposes only and is never shared.

Data Deletion: Marketing data will be deleted upon customer request and/or when the customer opts out of email marketing.

### **Booking Data**

Data Collection: Booking data is collected through the Booking Form, previously hosted by Wix and now hosted by WordPress, both with SSL certificates. Personal data that is collected includes: name, email address, telephone number, address (street name and number, city, state, postal code, country), date of birth and passport number.

Data Retention: The data obtained from the Booking Form is stored in 3 places: Wix/Wordpress server, in email form from the automatic generated email that is sent to [bookings@alpenventuresunguided.com](mailto:bookings@alpenventuresunguided.com) following the submission of a form and in the Alpenventures encrypted Customer Database (hosted by MS Access).

#### **Alpenventures GmbH**

Franz Josephstr. 11

80801 München

GERMANY

DE Phone: +49 (0)89 38 03 5305

US Phone: +1 719 445 8899

Email: [service@alpenventuresunguided.com](mailto:service@alpenventuresunguided.com)

Website: [www.alpenventuresunguided.com](http://www.alpenventuresunguided.com)

Geschäftsführerin: Brittany Haas

Sitz: Ismaning, GERMANY

Ust-IdNr.: DE308776015

Handelsregister: AG Muenchen HRB 228706

Bank: Postbank AG

IBAN: DE87 7001 0080 0716 5188 08

BIC: PBNKDEFF

# ADVENTURE HAS NO LIMITS. YOUR FREE TIME DOES.

Let local experts plan and book your dream adventures in the Alps.



Data Sharing: Alpenventures GmbH books accommodation, transportation and other services for our customers. In almost every case, only the customer name is shared with the service provider. There are some exceptions to this, where additional personal data is shared with additional service providers. These are:

- All information on the Booking Form may be shared with our GDPR-compliant partners, in cases where we work with an overseas partner (in March 2020 this is currently only for tours in Chile and Argentina).
- Transportation bookings with Deutsche Bahn may require that we share a customer's passport number and/or date of birth.
- Transportation bookings with SBB (Swiss Rail) require that we share date of birth
- All accommodations in Italy will require a passport number. Usually, this is requested when the customer is on site, but occasionally it must be provided in advance.

Data Deletion: The passport number, birthdate, street name and street number will be deleted within one year of the completion of an Alpenventures tour as follows:

- Within 30 days after tour completion: Alpenventures will delete the passport number, birth dates, street and street number saved in the email record of the Booking Form.
- Annually: the record of the completed Booking Form will be deleted entirely from Wix/Word press once annually for all tours that have already been completed. In addition, the birthdate and passport number will be deleted annually in the encrypted Customer Database (hosted by MS Access) for all completed tours.
- It is important to note that the street name and street number will remain on the customers' official Invoice, which is saved in a .pdf document in the customers' digital file. Data will not be deleted from the Customer Invoice.

This policy was last updated on March 11, 2020. Any questions should be directed to [service@alpenventuresunguided.com](mailto:service@alpenventuresunguided.com).

## **Alpenventures GmbH**

Franz Josephstr. 11

80801 München

GERMANY

DE Phone: +49 (0)89 38 03 5305

US Phone: +1 719 445 8899

Email: [service@alpenventuresunguided.com](mailto:service@alpenventuresunguided.com)

Website: [www.alpenventuresunguided.com](http://www.alpenventuresunguided.com)

Geschäftsführerin: Brittany Haas

Sitz: Ismaning, GERMANY

Ust-IdNr.: DE308776015

Handelsregister: AG Muenchen HRB 228706

Bank: Postbank AG

IBAN: DE87 7001 0080 0716 5188 08

BIC: PBNKDEFF