

**Privacy Police sardegna-traghetti.com**  
**Ex art 14 EU Regulation / 679/2016 ("GDPR")**

**Information on the processing of personal data**  
**is**  
**consent acquisition**

*The Travel Agency Present of Balloccu Luigi ( hereinafter also "ADV"),  
Via Italia 302 09010 Sant'Anna Arresi (Cagliari) Tel  
0781.965020  
privacy@presentviaggi.it*

as data controller, pursuant to art. 13 of the General European Regulation on the Protection of Personal Data 679/2016 (hereinafter the "**GDPR**"), Provides the following information about the processing of personal data that you, as an interested party, have communicated to us:

- to. for the organization of a tourist package;
- b. to facilitate the purchase of related tourist services;
- c. for the intermediation in the purchase of a tourist package organized by third parties or single tourist services provided by third party suppliers (eg hoteliers, carriers.);
- d. for intermediation in the purchase of accessory financial / insurance services connected to subsidized or individually purchased tourist packages / services (medical policies - luggage; cancellation; assistance for travelers in difficulty; consumer credit financing);
- is. to fulfill the assignment relating to the issuance of visas;
- f. to register on our website and / or app or fill in the forms on the website or app;
  
- g. for the intermediation in the purchase of Air and Sea Tickets

**Purpose and legal basis of the processing.**

Furthermore, among the data you have provided there may also be some personal data defined by the GDPR and by the Italian harmonization legislation as "particular" (eg health, judicial). Sensitive / particular data will be processed according to the purposes indicated below and only with your consent.

**a) Purpose relating to the contractual performance.** Your personal data will be processed for the purpose of fulfilling the obligations arising from the negotiation and the contract relating to the organization of the tourist package, or the mandate to facilitate the purchase of connected tourist services or the brokerage mandate for the purchase of individuals. tourist services or in any case for the execution of the obligations deriving from all contractual relationships, including the phase of negotiations, indicated in the previous lett. from a) to f), in order to allow the ADV to provide the service in an optimal manner, in particular for:

- the. the conclusion, management and execution of contractual relationships between you and the ADV; respond to your
- ii. requests;
- iii. the communication of notices, relating to the package or tourist services purchased or other additional and accessory services (eg information relating to the tourist services purchased; modification of the contractual conditions; cancellations);

**b) Purpose of the law.** Your personal data will also be processed for:

- the. to execute legal obligations, regulations, national, community and international regulations or deriving from provisions issued by Authorities legitimated by the law;
- ii. ascertain, exercise and / or defend a right of ADV in litigation, including judicial; fulfill the obligations envisaged in the tax and accounting fields;
- iii. fulfill obligations related to the legislation on the safety and health of travelers; fulfill obligations
- v. related to passenger and freight transport regulations.

**c) Purposes related to business and statistics.** Your personal data will also be processed for purposes related or pertinent to the activity carried out by the ADV and for the anonymous processing of statistics and market research.

**d) Additional purposes.** Furthermore, if you expressly consent to it, your personal data will be processed for the following purposes:

**Marketing purposes, which include:**

- to. *promotional activities* of the ADV, and / or commercial partners, created both with automated methods (e.g. email, sms, instant messaging applications, etc.) and with non-automated methods (e.g. ordinary mail, telephone with operator, etc.) . In particular, the ADV may use your email address, provided at the time of purchase of tourist packages or services, to transmit information and promotional communications related to similar services and products and offered by the ADV and / or commercial partners even without your consent, provided you do not object to such use.

Business partners belong to the following product categories:

- to. accommodation activities;
  - b. airlines / shipping companies; railway carriers; road carriers;
  - c. travel agencies and travel agency networks;
  - d. insurance.
- 
- b. *profiling activities*, i.e. analysis of your travel preferences and market research in order to improve the offer of services and commercial information presented by us, making them more in line with your interests. This activity may also take place through the administration of satisfaction questionnaires and / or the use of profiling cookies used while browsing our sites and apps.

Processing for Marketing Purposes (therefore both for promotional and profiling activities) can only take place with your consent.

**Nature of the provision of data and consequences of any refusal.**

The provision of your personal data is optional, however, in the absence of the data requested for the purposes indicated in points a) and b) (purpose relating to the contractual and legal service) the requested service or part of it cannot be performed and you will not be able to take advantage of the opportunities mentioned above.

The provision of optional data will allow ADV to improve the services offered in order to make them more and more responsive to the personal interests of its customers.

The provision of sensitive / particular personal data is voluntary; however, in the absence of such consent, the ADV may not be able to comply with some contractual obligations related to the processing of such data.

**Categories of recipients of personal data.**

Your information will not be disseminated. Your data may be disclosed, exclusively for the above purposes, to the following categories of subjects:

- the internal staff of the ADV, as the person in charge and / or responsible for the processing;
- to suppliers of tourist services included in the packages sold, or who provide related or individual ones purchased from the ADV;
- to insurance companies that provide ancillary and related coverage with the tourist packages and services purchased;
- persons, companies, associations or professional firms that provide services or assistance and consultancy activities in favor of the ADV in order to protect their own right (for example, accountants, lawyers, tax consultants, auditors, consultants in the context of auditing operations or *due diligence*, etc.);
- people, companies, or agencies that provide marketing and analysis services or consultancy activities in favor of the ADV; subjects whose right to access your data is recognized by provisions of law and secondary legislation or by provisions issued by Authorities legitimated by the law, including airport, port, customs and border authorities.

## **Transfer of personal data outside the European Union.**

Your personal data may be transferred abroad to third-party companies belonging to the European Union or not, always for the purposes indicated above.

In case of data transfer to countries outside the European Union, these countries will guarantee an adequate level of protection based on a specific decision of the European Commission or alternatively the recipient will be contractually obliged to protect data with an adequate level and comparable to the protection provided by the GDPR.

## **Retention of personal data.**

Personal data will be kept for a period not exceeding that necessary to achieve the purposes for which they were collected and subsequently processed. Personal data will be kept for the entire duration of the contract concluded by you and also for a subsequent period:

- i. within the terms established by current legislation;
- ii. within the terms established by the legislation, even secondary, that require the retention of data (for example tax returns);
- iii. within the period necessary to protect the rights of the data owner in the event of any disputes related to the provision of the service.

The personal data collected and processed for profiling purposes will be kept for a maximum period of ten (10) years at the end of which they will be automatically deleted or permanently made anonymous.

## **Data Controller and Data Processors.**

The data controller is the Travel Agency Present, based in Via Italia, Sant'Anna Arresi (Cagliari) legal representative Balloccu Luigi

## **Rights of the interested party.**

At any time, pursuant to art. 15 to 22 of the GDPR You have the right, also in relation to profiling activity, to:

- ask the owner to access your personal data and information relating to them; the correction of inaccurate data or the integration of incomplete ones; the deletion of personal data concerning you (upon the occurrence of one of the conditions indicated in art.17, paragraph 1 of the GDPR and in compliance with the exceptions provided for in paragraph 3 of the same article); the limitation of the processing of your personal data (in the event of one of the hypotheses indicated in art.18, paragraph 1 of the GDPR);
- request and obtain from the owner - in the cases in which the legal basis of the processing is the contract or consent, and the same is carried out by automated means - your personal data in a structured and readable format by automatic device, also in order to communicate such data to another data controller (so-called right to the portability of personal data);
- object at any time to the processing of your personal data in the event of particular situations concerning you;
- withdraw the consent at any time, limited to the cases in which the processing is based on your consent for one or more specific purposes and concerns common personal data (for example date and place of birth or place of residence), or particular categories of data ( e.g. data revealing your racial origin, political views, religious beliefs, health or sex life). The treatment based on consent and carried out prior to the revocation of the same retains, however, its lawfulness;
- propose a complaint to a supervisory authority (Authority for the protection of personal data - [www.garanteprivacy.it](http://www.garanteprivacy.it)).

For more information on the subject of privacy or if you wish to exercise your rights or withdraw your consent, you can contact [privacy@presentviaggi.it](mailto:privacy@presentviaggi.it) directly.