

Privacy Policy

1. Overall Responsibility

Detours Zürich Owner Fischer

Marchwartstrasse 25

8038 Zürich, Switzerland

Email: contact@detours-zurich.ch

Telephone: +41 76 237 5042

Commercial Register Number: CHE-442.606.860

2. Privacy Statement

This Privacy Statement applies to all data collected by **Detours Zürich** in connection with the use of this website and/or the services provided by Detours Zürich (in particular, walking tours & team events).

By accepting this Privacy Statement, you agree to the processing of your data by Detours Zürich in compliance with this policy. This Privacy Statement is subject to change. Please review it periodically for updates. The most recent version will always be available on our website.

3. Purposes for Which Personal Data is Processed

We process your data for the following purposes:

- **Booking, payment, and service provision** (including communication regarding your booking and tour updates).
- **Website analytics & statistics** to improve user experience.
- **Quality management** (e.g., improvement of our website and offers).
- **Marketing & communication**
- **Sharing photos/videos on social media** for promotional purposes (see **Section 10: Use of Photos & Videos**).
- **Legal & accounting compliance** (e.g., tax records).

Data Retention Periods:

- **Booking & payment data:** Retained for 10 years (as required for accounting & legal compliance).
- **Website usage data:** Retained for 12 months (for analytics & service improvement).
- **Photos/videos on social media:** Stored indefinitely unless a removal request is received.

4. Legal Basis for Data Processing

We comply with Swiss Federal Act on Data Protection (FADP) and the EU General Data Protection Regulation (GDPR) where applicable.

Purpose	Legal Basis (GDPR/FADP)
Booking & payment processing	Contractual necessity (GDPR Art. 6(1)(b))
Booking communications & tour updates	Legitimate interest (GDPR Art. 6(1)(f))
Marketing communications (if applicable)	Consent (GDPR Art. 6(1)(a))
Website analytics & service improvement	Legitimate interest (GDPR Art. 6(1)(f))
Legal compliance (e.g., tax records)	Legal obligation (GDPR Art. 6(1)(c))
Use of photos/videos on social media	Legitimate interest (GDPR Art. 6(1)(f)) (See Section 10)

5. Sharing of Data with Third Parties

We collaborate with third-party service providers that have access to your data:

- Payment processing: **Payrex AG (Privacy Policy)**
- Web analytics: **Google Analytics (anonymized data)**
- Website development: **Spacek Digital (Privacy Policy)**
- Email services: **Microsoft 365, Gmail**
- Social media platforms: **Facebook, Instagram (if photos/videos are shared)**

International Data Transfers: Some providers store data outside of Switzerland/EU. We ensure that Standard Contractual Clauses (SCCs) or equivalent safeguards are in place.

6. Information Uses

We use your personal information to:

- Process and manage your bookings.
- Measure interest in and improve our services.
- Notify you about offers.
- Communicate tour updates & respond to inquiries.
- Publish your reviews, ratings, photos, and videos.
- Customize your website experience (e.g., language settings).
- Send surveys/feedback requests.

7. Data Processing in Connection with the Booking, Payment, and Use of a Service

Processing your data is necessary for the provision of our services (in particular, the organization and execution of walking tours & team events). When you book an experience with us, we will process the following personal data: **first name, last name, email address, telephone number, country of residence, and payment method**. This data is required for booking confirmation and attendance checks before the tour starts.

For online payments by credit/debit card, payment details are required for processing. However, Detours Zürich does not process or store your credit/debit card details. Payments

are handled directly through our established payment provider, Payrexx AG.
The privacy policy of Payrexx AG applies.

Detours Zürich does not assume any liability for the processing of your payment data or compliance with data protection laws by the respective payment provider.

8. Data Security

We take appropriate security measures to protect your data from unauthorized access, loss, or destruction, including:

- **SSL encryption** for website transactions.
- **Access controls** (data only accessible by authorized personnel).
- **Regular security audits** and penetration testing.

Email security: Emails and booking forms are not encrypted. Please avoid sending sensitive data via email.

Data Breach Notification: In the event of a data breach, we will notify affected individuals and authorities within 72 hours (as required under GDPR).

9. Cookies & Website Tracking

We also use cookies on our website. Cookies are small files that are stored on the computer of the users when they use our website. Cookies will allow us to recognize your browser at the next session. Analytics cookies will help us understand how our website is used, so we

Google Analytics _ga	This type of file allows the analysis of the use of a website by assigning its users a randomly generated identification number to distinguish them from each other.
Google Analytics _gat UA-ID	This cookie is used for analysis by Google Analytics.
Google Analytics _gcl_au	This cookie helps in analyzing the use of the website by allowing experimentation with the effectiveness of advertising.
Google Analytics _gid	This cookie is used for analyzing the website by allowing the registration of a unique ID to generate data on the use of the site by individual users.

10. Use of Photos & Videos on Social Media

During tours, we may take photos/videos for promotional use.

- We post photos/videos based on our legitimate interest in promoting our tours.
- We do not tag or identify individuals.
- You can request removal of any photo/video featuring you via **contact@detours-zurich.ch**.

Children: We do not post images of minors without parental consent.

11. Copyright

The copyrights and all other rights to the content, images, photos, or other files on this website belong exclusively to Detours Zürich or to the specifically named rights holders. The

written consent of the copyright holder must be obtained in advance for the reproduction of any elements.

12. Your Rights

Under **GDPR & Swiss FADP**, you have the right to:

- Access your personal data.
- Correct inaccurate data.
- Request deletion ("Right to be Forgotten").
- Restrict processing under certain conditions.
- Data portability (request your data in a structured format).
- Withdraw consent (for marketing/photos/videos).
- Object to processing (e.g., analytics, marketing).

To exercise your rights, contact us at **contact@detours-zurich.ch**

13. Disclaimer

The contents of this website represent a non-binding offer of information. Although the information is regularly checked for correctness and relevancy, any liability for undesirable consequences from the use of this information is disclaimed. Any guarantee for the permanent availability of our online offers as well as damages (e.g. interruption of connection, viruses) that may arise from the use of our website are excluded from our liability.

14. Governing Law & Jurisdiction

This Privacy Policy is governed by Swiss law. Any disputes shall be subject to the exclusive jurisdiction of the courts of Zurich, Switzerland.

15. Contact Information

If you have any questions or concerns about our privacy practices, please contact:

Detours Zürich

Marchwartstrasse 25, 8038 Zürich, Switzerland

Email: contact@detours-zurich.ch

Phone: +41 76 237 5042