

Privacy Policy

Overall responsibility

Detours Zürich

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Commercial register number: CH-020.1.088.010-1

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 offered or provided by Detours Zürich (in particular walking tours).

By accepting this Privacy Statement, you agree to the processing of your data by Detours Zürich in compliance with this Privacy Statement.

1. Purposes for Which Personal Data Are Processed

We process your data for the following purposes:

- Booking, payment and use of service
- Statistics with regard to the use of our website
- Quality management (e.g. improvement of our website, improvement of our offers, etc.)

2. Legal Basis of Data Processing

We respect the data privacy laws of the jurisdictions in which we operate. The processing of your data is based on EU General Data Protection Regulation (GDPR) and Federal Act on Data Protection (FADP).

3. Transmission of Data to Third Parties

We collaborate with the following service providers that have access to your data:

- Payment providers (in particular Payrex AG www.payrex.com)
- Providers of web analytic tools (in particular Google Analytics)
- Web developers (in particular Spacek Digital <https://spacek.digital>)
- E-mail providers (in particular Microsoft 365 and Gmail of Google)

4. Information Uses

We use your information to:

- Facilitate your bookings
- Measure interest in and improve our services
- Notify you about our offers
- Communicate with you
- Enable us to publish your reviews, ratings, photos, videos and other content
- Customize your experience
- Make inferences about your interests or preferences
- Send you survey or request for your feedback
- Respond to your questions and comments

5. 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 realization of walking tours). When you book our walking tour, we will in particular process the following personal data: first name, last name, e-mail address, telephone number, country of residence, payment method. Such data will, inter alia, be required for the booking of walking tours and attendance checks before the tour start.

For online payment by credit/debit card, card details are also required for payment processing. In this case, credit/debit card details are not processed by Detours Zürich. Payment will directly be effected via our established payment provider: Payrex AG. We will neither record nor store your credit card details. The privacy policy of the respective payment provider applies. Detours Zürich does not assume any liability for the processing of your data and compliance with data protection law by the respective payment providers.

6. Cookies

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. Analytic cookies will help us understand how our website is used, so we can optimize our services and make our website more user-friendly, thus enhancing the quality of our website. The following cookies are used on our website:

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.

7. Data Security

We take adequate technical and organizational security measures as far as reasonable to protect your data from unauthorized access, loss and destruction.

Within the visit of our website, we use the SSL method (Secure Socket Layer) in connection with the highest encryption supported by your browser. E-mails/booking forms are not encrypted because we assume that you will not transmit any confidential data to Detours Zürich via these media. Therefore, we cannot exclude that data are transmitted incompletely or accessed by third parties.

8. 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.

9. Disclaimer

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