

## **Privacy statement**

### **General information and mandatory information**

#### **Designation of the responsible body**

The responsible body for data processing on this website is:

SwabianTravel  
Jürgen Armbruster  
Taläckerstr. 15  
D-72639 Neuffen

The controller shall decide, alone or jointly with others, on the purposes and means of processing of personal data (e.g. names, contact data, etc.).

#### **Revocation of your consent to data processing**

Some data processing operations are only possible with your express consent. A revocation of your already given consent is possible at any time. An informal notification, e.g. by e-mail to [info@swabiantravel.com](mailto:info@swabiantravel.com), is sufficient for the revocation. The legality of the data processing carried out until the revocation remains unaffected by the revocation.

#### **Right of appeal to the competent supervisory authority**

In the event of a breach of data protection law, you as the party concerned have the right to lodge a complaint with the competent supervisory authority. The competent supervisory authority with regard to data protection issues is the state data protection officer of the federal state, where the headquarters of our company is located. The following link provides a list of data protection officers and their contact details:

[https://www.bfdi.bund.de/DE/Infothek/Anschriften\\_Links/addresses\\_links-node.html](https://www.bfdi.bund.de/DE/Infothek/Anschriften_Links/addresses_links-node.html).

### **Rights concerned**

You have the right:

- in accordance with Art. 7 para. 3 DSGVO your consent once given to us can be revoked at any time. As a result, we may no longer continue the data processing based on this consent in the future;
- to request information about your personal data processed by us in accordance with Art. 15 DSGVO. In particular, you may request information on the processing purposes, the category of personal data, the categories of recipients to whom your data have been or will be disclosed, the planned storage period, the existence of a right of rectification, deletion, restriction of processing or objection, the existence of a right of complaint, the origin of your data, unless it has been collected from us, as well as the existence of an automated decision making process including profiling and, if applicable, meaningful information on its details;
- in accordance with Art. 16 DSGVO, to immediately request the correction of incorrect or incomplete personal data stored by us;
- to demand the deletion of your personal data stored by us in accordance with Art. 17 DSGVO, unless the processing is necessary for the exercise of the right to freedom of expression and information, for the fulfilment of a legal obligation, for reasons of public interest or for the assertion, exercise or defence of legal claims;
- to demand the restriction of the processing of your personal data in accordance with Art. 18 DSGVO if the correctness of the data is disputed by you, the processing is unlawful but you refuse its deletion and we no longer need the data but you need it to assert, exercise or defend legal claims or you have lodged an objection against the processing in accordance with Art. 21 DSGVO;
- in accordance with Art. 20 DSGVO, to receive your personal data which you have provided to us in a structured, common and machine-readable format or to request the transfer to another responsible party, and
- to complain to a supervisory authority pursuant to Art. 77 DSGVO. As a rule, you can contact the supervisory authority of your usual place of residence or place of work or our office.

### **SSL or TLS encryption**

For security reasons and to protect the transmission of confidential content that you send to us as the site operator, our website uses SSL or TLS encryption.

This means that data that you transmit via this website cannot be read by third parties.

You can recognize an encrypted connection by the "https://" address line of your browser and the lock symbol in the browser line.

### **Server log files**

In server log files, the provider of the website automatically collects and stores information that your browser automatically transmits to us. These are:

Visited page on our domain  
Date and time of the server request  
Browser type and browser version  
Operating system used  
Referrer URL  
Hostname of the accessing computer  
IP address

These data are not merged with other data sources. The data processing is based on Art. 6 para. 1 lit. b DSGVO, which permits the processing of data for the fulfilment of a contract or pre-contractual measures.

### **Data transmission at conclusion of contract**

Personal data will only be transmitted to third parties if necessary within the framework of contract processing.

For example, third parties may be payment service providers, travel agents or vicarious agents who provide travel services for us. The data will therefore in particular be passed on to the executing tour operator, the booked hotel or/and the executing transport company. A further transmission of the data does not take place or only if you have expressly agreed to it. The basis for data processing is Art. 6 Para. 1 lit. b DSGVO, which permits the processing of data for the fulfilment of a contract or pre-contractual measures.

### **Registration on this website**

You can register on our website to use certain functions. The transmitted data is used exclusively for the purpose of using the respective offer or service.

Mandatory information requested during registration must be provided in full.

Otherwise we will refuse the registration.

In the event of important changes, for example for technical reasons, we will inform you by e-mail. The e-mail will be sent to the address provided during registration.

The data entered during registration will be processed on the basis of your consent (Art. 6 para. 1 lit. a DSGVO). A revocation of your already given consent is possible at any time. An informal notification by e-mail is sufficient for the revocation.

The legality of the data processing that has already taken place remains unaffected by the revocation. We store the data collected during registration for the period that you are registered on our website.

Your data will be deleted if you cancel your registration. Legal retention periods remain unaffected.

### **Contact form**

Data transmitted via the contact form will be stored including your contact data in order to be able to process your request or to be available for follow-up questions. These data will not be passed on without your consent.

The data entered in the contact form will be processed exclusively on the basis of your consent (Art. 6 para. 1 lit. a DSGVO). A revocation of your already given consent is possible at any time.

An informal notification by e-mail is sufficient for the revocation. The legality of the data processing operations carried out until the revocation remains unaffected by the revocation.

Data transmitted via the contact form will remain with us until you request deletion, revoke your consent to storage or until data storage is no longer necessary.

Mandatory legal provisions - in particular retention periods - remain unaffected.

### **Storage period of contributions and comments**

Contributions and comments as well as related data, such as IP addresses, are stored.

The content remains on our website, until it was completely deleted or had to be deleted for legal reasons. The contributions and comments are stored on the basis of your consent (Art. 6 para. 1 lit. a DSGVO).

A revocation of your already given consent is possible at any time. An informal notification by e-mail is sufficient for the revocation. The legality of data processing operations that have already taken place remains unaffected by the revocation.

### **Subscribing to comments**

As a user of our website, you can subscribe to comments after registration. With a confirmation e-mail we check whether you are the owner of the given e-mail address. You can unsubscribe from the subscription function for comments at any time via a link contained in a subscription e-mail. Data entered to set up the subscription will be deleted if you unsubscribe.

If this data has been transmitted to us for other purposes and elsewhere, it will remain with us.

### **Newsletter data**

To send our newsletter, we need an e-mail address from you. It is necessary to verify the e-mail address provided and consent to receive the newsletter. Supplementary data is not collected or is voluntary. The use of the data takes place exclusively for the dispatch of the newsletter. The data provided when registering for the newsletter will be processed exclusively on the basis of your consent (Art. 6 para. 1 lit. a DSGVO).

A revocation of your already given consent is possible at any time. To revoke your consent, simply send an informal e-mail or use the "unsubscribe" link in the newsletter.

The legality of the data processing operations that have already taken place remains unaffected by the revocation.

Data entered to set up the subscription will be deleted if you unsubscribe. Should this data have been transmitted to us for other purposes and elsewhere, they will remain with us.

### **YouTube**

Our website uses plugins from YouTube to integrate and display video content. The provider of the video portal is YouTube, LLC, 901 Cherry Ave, San Bruno, CA 94066, USA. When a page with an integrated YouTube plugin is opened, a connection to the YouTube servers is established. This will tell YouTube which of our pages you have accessed. YouTube can assign your surfing behavior directly to your personal profile if you are logged into your YouTube account. You can prevent this by logging out beforehand. YouTube is used in the interest of an appealing presentation of our online offers. This constitutes a legitimate interest within the meaning of Art. 6 para. 1 lit. f DSGVO. Details on the handling of user data can be found in YouTube's data protection declaration at: <https://www.google.de/intl/de/policies/privacy>.

### **Cookies**

Our website uses cookies. These are small text files that your web browser stores on your device. Cookies help us to make our site more user-friendly, effective and secure. Some cookies are "session cookies". Such cookies are deleted automatically at the end of your browser session. On the other hand, other cookies remain on your terminal until you delete them yourself.

Such cookies help us to recognize you when you return to our website. With a modern web browser you can monitor, restrict or prevent the use of cookies.

Many web browsers can be configured so that cookies are deleted automatically when the program is closed. The deactivation of cookies can result in a limited functionality of our website.

The setting of cookies, which are necessary for the exercise of electronic communication processes or the provision of certain functions requested by you (e.g. shopping cart), takes place on the basis of Art. 6 para. 1 lit. f DSGVO.

As the operator of this website, we have a legitimate interest in the storage of cookies for the technically error-free and smooth provision of our services. If other cookies (e.g. for analysis functions) are set, these will be treated separately in this privacy policy.

### **Google Analytics**

Our website uses functions of the web analysis service Google Analytics. Provider of the web analytics service is Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

Google Analytics uses "cookies. These are small text files that your web browser stores on your device and allow analysis of website usage. Information generated by means of cookies about your use of our website is stored to a Google server and stored there. The server location is usually the USA. Google Analytics cookies are set on the basis of Art. 6 Para. 1 lit. f DSGVO. As the operator of this website we have a justified interest in the analysis of user behaviour in order to optimise our website and, if necessary, advertising.

*IP anonymisation:*

We use Google Analytics in conjunction with the IP anonymization function. It ensures that Google can identify your IP address within member states of the European Union or in other states party to the agreement.

on the European Economic Area prior to transmission to the USA. There may be exceptions where Google transfers the full IP address to a server in the USA and shortens it there. Google will use this information on our behalf, to evaluate your use of the website, to create reports on website activities and to provide us with other services related to website and Internet use. The IP address transmitted by Google Analytics is not merged with other Google data.

*Browser Plugin:*

The setting of cookies by your web browser can be prevented. However, some functions of our website may be restricted as a result. You may also refuse the collection of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of our website.

your IP address including subsequent processing by Google. This is possible by downloading and installing the browser plugin accessible via the following link:

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

*Objection to data collection:*

You can prevent Google Analytics from collecting your data by clicking on the following link. An opt-out cookie is set to prevent your data from being collected on future visits to our website: Disable Google Analytics.

Details on the handling of user data by Google Analytics can be found in Google's privacy policy: <https://support.google.com/analytics/answer/6004245?hl=de>

*Order processing:*

We have concluded a contract with Google for order processing in order to fully comply with the statutory data protection requirements.

*Demographic features of Google Analytics:*

Our website uses the "demographic features" function of Google Analytics. It can be used to create reports that contain information on the age, gender and interests of website visitors.

This data comes from interest-related advertising by Google and from visitor data from third parties. It is not possible to assign the data to a specific person. You can deactivate this function at any time.

This is possible via the ad settings in your Google Account or by generally prohibiting the collection of your data by Google Analytics, as explained under "Objection to data collection".

### **PayPal**

Our website allows payment via PayPal. The payment service provider is PayPal (Europe) S.à.r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg.

If you pay with PayPal, the payment data you entered will be transmitted to PayPal. The transmission of your data to PayPal takes place on the basis of Art. 6 Para. 1 lit. a DSGVO (consent) and Art. 6 Para. 1 lit. b DSGVO.

(Processing for the fulfilment of a contract). A revocation of your already given consent is possible at any time. Data processing operations in the past remain effective in the event of revocation.

### **Google AdSense**

Our website uses Google AdSense. Provider is Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

Google AdSense is used to integrate advertisements and sets cookies. Cookies are small text files that your web browser stores on your device to help the website analyze how users use the site. Google AdSense also uses web beacons.

Web beacons are invisible graphics that allow us to analyze visitor traffic to our website. Information generated by cookies and web beacons is transmitted to and stored by Google on servers.

The server is located in the USA. Google may pass this information on to contract partners. However, Google will not merge your IP address with other data stored by you. AdSense cookies are stored on the basis of Art. 6 Para. 1 lit. f DSGVO. As website operators, we have a legitimate interest in analysing user behaviour in order to optimise our website and our advertising.

With a modern web browser you can monitor, restrict and prevent the use of cookies.

The deactivation of cookies can result in a limited functionality of our website.

By using our website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

### **Google AdWords and Google Conversion Tracking**

Our website uses Google AdWords. The provider is Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States.

AdWords is an online advertising program. As part of the online advertising program, we use conversion tracking. After clicking on an ad placed by Google, a conversion tracking cookie is set.



Cookies are small text files that your web browser stores on your device. Google AdWords cookies expire after 30 days and do not personally identify users. The cookie tells Google and us that you have clicked on an ad and been directed to our website.

Each Google AdWords customer receives a different cookie. The cookies are not traceable through AdWords customer websites. Conversion cookies are conversion statistics for AdWords customers who use conversion tracking, was created. Adwords customers learn how many users clicked on their ad and were redirected to pages with conversion tracking tags. However, AdWords customers do not receive any information, which allow a personal identification of the users. If you do not wish to participate in tracking, you can object to its use. Here, the conversion cookie must be deactivated in the user settings of the browser.

This also prevents the cookie from being included in the conversion tracking statistics. Conversion cookies" are stored on the basis of Art. 6 para. 1 lit. f DSGVO. As website operators, we have a justified interest in in the analysis of user behaviour in order to optimise our website and our advertising. Details of Google AdWords and Google Conversion Tracking can be found in Google's privacy policy:

<https://www.google.de/policies/privacy/>.

With a modern web browser, you can monitor, restrict or prevent the use of cookies. The deactivation of cookies can result in a limited functionality of our website.

### **Google Web Fonts**

Our website uses web fonts from Google. Provider is Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. By using these web fonts it will be possible for us to present you with the desired display of our website, regardless of which fonts are available to you locally.

This is done by retrieving the Google Web Fonts from a Google server in the USA and the associated transfer of your data to Google. This is your IP address and which page you have visited on our website.

The use of Google Web Fonts is based on Art. 6 para. 1 lit. f DSGVO. As the operator of this website, we have a legitimate interest in the optimal presentation and transmission of our website.

The company Google is certified for the us-European data protection agreement "Privacy Shield". This data protection agreement is intended to ensure compliance with the data protection level applicable in the EU.

Details about Google Web Fonts can be found at:

<https://www.google.com/fonts#AboutPlace:about> and further information in Google's Privacy Policy: <https://policies.google.com/privacy/partners?hl=de>