

Privacy policy

Privacy Policy

Valid from: December 2025

This privacy policy provides information about how we process your personal data and your rights when booking or organizing travel services in accordance with the Swiss Federal Act on Data Protection (FADP) and the European General Data Protection Regulation (GDPR).

1. Who is responsible for data processing?

FARE it. Travels & Tours GmbH, Bern, Switzerland, is responsible for data processing. If you have any questions about data protection, please contact: admin@fareit.ch

2. Are you affected by this policy?

This privacy policy applies to you if you:

- are one of our customers or have a contractual relationship with us.
- are a fellow traveller of one of our customers.
- are interested in our products or services and therefore provide us with your personal data so that we can contact you.

If you provide us with personal data relating to other individuals, please inform them that their personal data is being shared and encourage them to read this privacy policy.

3. What data and sources do we use?

We process data that we receive in the context of our contractual relationship with you or based on your consent. We receive data directly from you (e.g. when booking travel), from our customers (fellow travellers), from business partners (tour operators, service providers, credit agencies, fraud prevention agencies) or from public sources.

Depending on requirements, we process the following data:

- Identification/authentication data (surname, first name, transaction number, username, passwords, ID card/passport data)
- Demographic data (age, date of birth, gender, title, marital status, nationality)
- Communication data (address, e-mail address, telephone number, correspondence)
- Account data (IBAN number, credit card number, payment information)
- Travel data (type of trip, trip price, destination, travel dates, trip duration, hotel data, flight data, itinerary, customer preferences, frequent flyer programmes)
- Special data, if provided (mobility aids, dietary requirements, health needs, illnesses, pregnancies)
- Advertising and sales data (offer history, preferences, ratings)
- Behaviour (behaviour on the website/in the app, location, product usage habits)
- Family relationships (children travelling with you)
- Interaction data (comments, suggestions, complaints collected during exchanges)
- Technical data (IP address, device data, browser, connection and tracking data, cookies, unique identifiers)
- Data related to complaints and crisis situations

4. On what legal basis and for what purpose is your data used?

4.1 Contract fulfilment (Art. 31(2)(a) DSG / Art. 6(1)(b) GDPR)

We process your data for the purpose of preparing quotations and fulfilling our contracts with you, for the arrangement, organisation and execution of travel services, including complaint and crisis management. Other purposes: provision of customer portals/apps, contact options, participation in competitions/contests.

4.2 Legal requirements (Art. 31 para. 1 DSG / Art. 6 para. 1 lit. c GDPR)

We are subject to legal obligations (travel law, tax laws). Your data is processed for identity and age verification, to combat crime (fraud), to fulfil tax/regulatory obligations, for risk assessment and to fulfil financial/tax retention obligations.

4.3 Protection of vital interests (Art. 31(2)(a) DSG / Art. 6(1)(d) GDPR)

Your data may be processed to protect your vital interests or the vital interests of another natural person (e.g. provision of emergency services with evacuation lists).

4.4 Legitimate interests (Art. 31(2)(a) DPA / Art. 6(1)(f) GDPR)

Within the framework of a balancing of interests, your data may be processed to safeguard our legitimate interests: Function/availability/security of business operations; service development and quality management; sales management; advertising, market research, new customer acquisition; assertion/exercise/defence of legal claims; crime prevention/investigation; processing of enquiries.

4.5 Direct marketing (Art. 31(2)(a) DSG / Art. 6(1)(f) GDPR)

We process your data for direct marketing purposes by sending you emails tailored to your travels. Every customer has a right to object (Art. 32(2)(c) DSG / Art. 21 GDPR), which will result in the termination of processing for direct marketing purposes. You can unsubscribe at any time free of charge via admin@fareit.ch or via links in customer emails.

4.6 Based on your consent (Art. 31(1) DSG / Art. 6(1)(a) GDPR)

If you have given your consent, this consent justifies the processing. You can revoke your consent at any time with effect for the future by contacting admin@fareit.ch. Newsletter subscription: You can subscribe to our free newsletter. You can unsubscribe at any time free of charge by contacting us directly or using the "Unsubscribe" link in each newsletter.

5. Who receives my data?

Your personal data will only be passed on within the scope of the GDPR and only to the extent justified. Recipients include: companies that organise trips/process enquiries; agencies at the destination; transport service providers (airlines, railway companies, car rental companies); accommodation providers; insurers; service providers of other booked services; processors who provide services (IT, logistics, printing, telecommunications, debt collection, consulting, marketing); regulated professions (lawyers, notaries, auditors); partners for advertising, market research; authorities, if required by law (tax offices, embassies); other companies to which you have given your consent.

6. How long will my personal data be stored?

We process your data for the duration of our business relationship, including contract initiation and execution. We are subject to the storage and documentation obligations under travel law and tax law.

10-year retention obligation under Swiss law:

- Art. 958f OR: Business records and accounting documents must be retained for ten years. The retention period begins at the end of the financial year.
- OR Art. 127: General limitation period of 10 years for all claims.
- OR Art. 130: The limitation period begins on the due date of the claim.
- CO Art. 132: The day on which the limitation period begins is not included in the calculation of the period.

You can object to the processing of your data for advertising purposes at any time free of charge; the data will then be blocked for advertising purposes. The data will be deleted once the priority retention periods have expired.

7. Will my data be transferred to a third country?

International transfers from Switzerland and the EEA to non-EEA countries may involve cross-border transfers of your data. It can be assumed that data will be transferred to countries you travel to, as well as to Europe, the USA and worldwide to the locations of our service providers.

For transfers to countries without a recognised adequate level of protection, we rely on exemptions or apply protective measures in accordance with Art. 16(2) DSG, Art. 17(1) DSG and Art. 46 GDPR:

- Standard data protection clauses approved by the EDÖB and the European Commission (Art. 46(2)(c) GDPR)
- Binding corporate rules (Art. 46(2)(b) GDPR)
- Explicit consent of the data subject (Art. 49(1)(a) GDPR)
- Disclosure directly related to the conclusion/performance of a contract (Art. 49(1)(b) GDPR)
- Disclosure necessary for the establishment, exercise or defence of legal claims (Art. 49(1)(e) GDPR)
- Disclosure to protect life or physical integrity (Art. 49(1)(f) GDPR) Information and copies

can be requested via admin@fareit.ch.

8. What rights do I have regarding my data?

Under both Swiss law (FADP) and EU law (GDPR), you have rights that enable you to effectively control your data:

- **Right of access** (Art. 25 DSG / Art. 15 GDPR): You can request confirmation as to whether we are processing your data and obtain a copy of it.
- **Right to rectification** (Art. 26 DSG / Art. 16 GDPR): You can request the rectification of inaccurate data.
- **Right to erasure** (Art. 17 GDPR): Request erasure if the data is no longer needed or if there are reasons in accordance with the DSG/GDPR.
- **Right to restriction** (Art. 18 GDPR): Request a restriction if the requirements of the DSG/GDPR are met.
- **Right to data portability** (Art. 28 DSG / Art. 20 GDPR): Receive your data in a structured, machine-readable format.
- **Right to object** (Art. 32(2)(c) DSG / Art. 21 GDPR): Object at any time to processing based on legitimate interests.

To exercise your rights, send your request by email to admin@fareit.ch or by post to FARE it. Travels & Tours GmbH, Data Protection, Jurastrasse 15, 3422 Alchenflüh, Bern, Switzerland.

Switzerland:

Federal Data Protection and Information Commissioner (FDPIC)

Feldegweg 1, 3005 Bern, Switzerland Website:
www.edoeb.admin.ch

European Union:

You can lodge a complaint with the supervisory authority in your EU country of residence. A list of EU data protection authorities can be found at: https://edpb.europa.eu/about-edpb/about-edpb/members_en

9. Am I obliged to provide my data?

Within the scope of our business relationship, you only need to provide data that is necessary for the establishment, implementation and termination of the business relationship or that we are legally obliged to collect. Without this data, we will generally have to refuse to conclude the contract or execute the order, or we will not be able to continue an existing contract and may have to terminate it.

10. Are there any automated decisions?

We do not generally use automated decision-making in accordance with Art. 21 DSG / Art. 22 GDPR for the establishment and execution of the business relationship. If we use these procedures in individual cases, you will be informed separately if required by law.

11. Is my data used for profiling?

If you have booked a trip, we process some of your data automatically to assess your potential interest in products, offers and services ("profiling" in accordance with Art. 5 lit. f DSG / Art. 4(4) GDPR). The assessment is carried out using statistical and market research methods, considering previously booked trips, services and your booking behaviour.

We use the results for market/opinion research, targeted customer approach and new customer acquisition. This use of data is based on Art. 31 para. 2 lit. a DSG / Art. 6(1)(f) GDPR due to an overriding legitimate interest in direct marketing, market research and new customer acquisition.

To assess the risk of payment default, we make forecasts based on information about fraudulent behaviour and publicly available information. Processing is based on a legitimate interest in combating fraud and pursuing legal claims.

12. Use of cookies and web analytics

Use of cookies

When you visit our website, information may be stored on your computer in the form of cookies to recognize preferences and optimize the website. Cookies are text files that are stored on the user's hard drive. We use cookies and similar technologies on websites/apps to identify browsers/devices. Session cookies are deleted after your visit, while permanent cookies store user settings. You can set your browser to reject cookies, store them for one session only, or delete them prematurely.

Google Tag Manager

This website uses Google Tag Manager. This service manages website tags via an interface. Google Tag Manager only implements tags – no cookies are used and no personal data is collected.

Google Analytics

This website uses Google Analytics, a service provided by Google Inc., based on our legitimate interests in optimizing and analysing our online offering. IP anonymisation is active. IP addresses of users within EU member states and the EEA are truncated. Further information: <https://www.google.com/policies/privacy>

Use of YouTube

We use the function for embedding YouTube videos. The "extended data protection mode" is activated – YouTube does not store any visitor information. Information is only transferred when the customer views the video. Further information: [https:// www.youtube.com/t/privacy](https://www.youtube.com/t/privacy)

Use of Google Maps

We use Google Maps embedding function. When pages with embedded Google Maps are accessed, Google collects, processes and uses visitor data. Further information: <https://www.google.com/privacypolicy.html>

13. Social media

Links to social media

Our website contains links to social networks (Facebook, Twitter, Instagram, YouTube, Pinterest). These are not plugins that automatically transfer data when the page is loaded. The buttons merely contain a link to the respective social network.

Social media plugins

We also use plugins from social networks. These elements are disabled by default. If you activate them (by clicking on them), the operators of the social networks can register that you are on our website and use this for their own purposes.

Privacy policies: Facebook: <https://www.facebook.com/about/privacy/> | Twitter: <https://twitter.com/privacy> | Instagram: <https://help.instagram.com/155833707900388> | Pinterest: <https://policy.pinterest.com/en/privacy-policy> | YouTube: <https://policies.google.com/privacy>

14. Contact forms

Our website offers the option of contacting us on various topics: booking enquiries, callback requests, feedback, special customer requests. Depending on the reason for contacting us, different data will be requested. Personal data (title, first name, surname, email address) is usually required for contact/communication.

15. Data security

We use encryption methods to protect data from unauthorized access. We employ appropriate technical/organizational security measures to protect data from manipulation, partial/complete loss and unauthorized access (encryption, access controls, etc.). These security measures are continuously improved in line with technological developments.

The information transmitted between the computer and the server via the Internet is encrypted using TLS 1.2 encryption (or higher). This can be recognized by the closed padlock symbol in the browser status bar and the address bar beginning with <https://>.

16. Changes to this privacy policy

In a world where technologies are constantly evolving, we regularly review this policy and update it as necessary. The current version published on the website applies. We recommend that you view the latest version online. We will inform you of any changes on the website or via the usual communication channels.

17. Contact

FARE it. Travels & Tours GmbH

Data Protection Coordinator

Jurastrasse 15, 3422 Alchenflüh, Bern, Switzerland

E-mail: admin@fareit.ch

Website: www.fareit.ch

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