



Oct-23

Watch and Cow  
Route de l'Aéroport 21  
P.O. Box 869  
1215 Geneva

# DATA PROTECTION

"Watch & Cow Sàrl (hereinafter referred to as WNC) considers protecting privacy and personal data a fundamental and overriding right. WNC complies with the Swiss Federal Act on Data Protection (FADP) and the EU General Data Protection Regulation (GDPR). This data protection declaration informs you about the processing of your data by us and about your rights in the event of mediation or the organization of a travel service. By entering a contract with WNC or accepting the data protection declaration, you agree to the use of your data.

## Data Processing

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### What data do we use?

When necessary, we may process the following data:

- **Personal identification and passport data:** surname, first name, date of birth, gender, place of birth, height, etc.
- **Communication data:** physical address(es), e-mail address(es), telephone number(s).
- **Financial data:** IBAN number, credit card number.
- **Travel data:** travel date, travel duration, destination, itinerary, travel price, airlines used, hotel data, room type, loyalty program membership number, and relationship with people taking part in the same trip as you.
- **Preferences:** your preferences concerning the choices to be made during a trip, and your feedback following organized trips.
- **Special data worthy of protection:** WNC may also have access to data considered by Swiss law as "personal information worthy of protection", such as religion, medical and health data. For example, if we can guess your religion from the menu you order on the plane, if we need to know about a disability to plan and organize your trip, or if our local representative needs to help you with health problems. This "personal information worthy of protection" is processed by WNC solely for the purpose of managing the file; any other use is prohibited. With your reservation, you expressly authorize WNC to use this "data worthy of protection" for the processing of your file.
- **Data for complaints and crisis situations.**
- **Digital behavior data:** on our website (IP address, date and time of access, length of stay, pages opened, etc.), on our social networks (identifiers, interests, activities, travel preferences, etc.), reaction to our newsletters (opening, clicks, data relating to the terminal used, etc.).



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## How do we receive this data?

We process the data we receive directly as part of our relationship with you, or indirectly if provided by your travel companions, and always based on your consent.

We receive data directly from you, for example during exchanges by email, by telephone, in person at our office, or at venues such as a trade show, via our online forms, our website, social media, or by sending you, our newsletters.

More specifically, we collect personal data in the following ways:

### **When making contact**

We process personal data when you contact us or vice versa, for example by email, post, telephone, our online contact form, or physically at our premises or events. Generally, we record information such as name and contact details, as well as the content (such as travel wishes) and date of contact. We use this data to provide you with information, to process your request, and to communicate with you, as well as for quality assurance and training purposes.

### **When planning and booking trips**

While booking a trip, we may need to process any of the data listed in the previous point. We receive this data directly from you, for example during exchanges by email, telephone, or face-to-face with one of our travel designers, and via our online forms (online appointment booking, registration form).

### **When you browse our website or our social networks**

In this context, we process data on your browsing behavior on our websites and social networks (duration, clicks, pages/posts viewed, etc.), information on advertisements clicked, on the way you access our digital services, including operating system, IP address, online identifiers, and browser details; as well as your social preferences, interests, and activities.

### **Personal data you send us about other people.**

We use the personal information you provide about others who are interested in or registered for the trip. When submitting personal data of other persons, you must ensure that they consent to it and that you are authorized to communicate it. You must ensure that they are aware of how their personal data is processed by us and of their rights.

### **Personal data when applying for a job.**

We also process personal data when you submit your application to us, to check your suitability for the position in question, to offer you a possible job and, if necessary, to prepare and conclude a contract. To do this, we generally require the usual information and documents as well as those mentioned in a job advertisement, e.g. application, residency status, CV, knowledge and skills, interests, references, qualifications, certificates, etc.



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## What do we use this data for?

### **To provide the products and services you request**

We need to process your personal information to provide the products and services you request from us. In the context of organizing your trip, this includes drawing up a personalized travel offer, booking confirmed services, managing your reservation, receiving your feedback on the trip, handling any complaints, and performing any other services in connection with our contracts.

### **Manage and improve our services and day-to-day operations.**

To provide a quality service and to avoid asking for the same information every time you travel, we store the data that enables us to organize your next trip in the most personalized and efficient way possible.

We also use personal information to manage and improve our products & services.

### **To interact with you for direct marketing purposes**

We process personal data, in particular your name and e-mail address, to send you information about travel ideas, events we are taking part in or organizing, invitations and any other promotional e-mails we think may be of interest to you. In the case of newsletters, we also process information relating to your use (opening, links clicked) to better tailor our communications. If you no longer wish to receive promotional messages from us, please contact us at [contact@watchandcow.ch](mailto:contact@watchandcow.ch). You will also find a link in each of our newsletters to unsubscribe.

In the case of an invitation to an event or competition we organize, we need to process your personal data if you participate.

We do not sell your personal data to third parties, nor do we share your personal data with third parties.

### **To meet legal requirements**

We are subject to various legal obligations and regulatory requirements (e.g. travel law, tax legislation). For these purposes, your data will be processed by us or by authorized third parties.



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## Where is this data stored?

We know how important it is to protect and manage your personal information. Our company will protect your data to the best of our knowledge. We take appropriate security measures to protect your personal information against accidental loss and against unauthorized access, use, modification, or disclosure.

This data is stored:

- On computers
- On cloud storage services
- On applications supplied by subcontractors (ERP, CRM, Tripbuilder, travel applications, web analysis, mapping, etc.)
- On hosting services (websites, emails...).
- On financial services platforms
- In our agencies, in paper format
- On any other medium necessary for the proper execution of our services

## Who receives this data?

Your personal data will only be passed on in compliance with the provisions of the DPA and only if there is a valid reason for doing so. Your data will only be passed on to those departments that require it to fulfill our contractual and legal obligations or to carry out their respective tasks, for example:

- **Our agency's employees**, who are required to maintain confidentiality and exercise due diligence in handling such data.
- **Service providers** and third parties, in particular
  - Service providers at the travel destination (e.g. local agency, guide, hotel, transfer and possibly excursion service)
  - Transport providers (airlines, railways)
  - Insurer
  - Public bodies (tax authorities, embassies) in the event of legal or administrative obligation (e.g. conservation obligations, obtaining entry requirements)
  - Other organizations and service providers necessary for the proper performance of our contracts and business relations.
  - Financial and payment service providers
- **Subcontractors** we wish to use for their services, in particular:



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- IT service providers: newsletter mailing, cloud storage, email hosting, hosting of our websites, applications, ERP, CRM, travel application, TripBuilder,
- Google Maps mapping service
- Marketing and data analysis service providers such as Google Analytics.
- Social network providers: Facebook, LinkedIn, Instagram

## Will this data be transferred abroad?

Your data may be transmitted to subcontractors, in compliance with data protection laws, if we need to use their services (in particular for IT services). These subcontractors process this information on behalf of WNC. For this purpose, data may be transferred abroad.

Through our choice of data processors and appropriate contractual agreements (including standard contractual clauses approved by the European Commission), we ensure that data is also protected by third parties for the entire duration of its processing.

To provide our services and organize your trip, we may also pass on your personal data to service providers, such as transport companies, local agencies, hotels, guides, activity providers and so on. In such cases, the recipient of the data is responsible for its protection.

It should be noted that these service providers are located all over the world, and in countries where data protection regulations are much lighter than in Switzerland, or even non-existent.

## How long will my personal data be kept?

Our company retains personal data for as long as is necessary for the purposes for which they are processed.

## Use of cookies, plug-ins, and links to social networks

When you visit our website, information in the form of cookies may be stored on your computer in order, for example, to recognize visitors' preferences and design the website accordingly. This helps us, for example, to facilitate navigation and achieve a high degree of user-friendliness.

Cookies are text files stored on the user's hard disk when visiting a website. They are harmless and enable information to be stored for a certain period and the user's computer to be identified.

You may object at any time to the collection and storage of your data via this service. If you do not wish cookies to be activated, please disable them in your browser.

On our website, we use the following tools and applications:

- Google Analytics (Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA), to analyze your use of this website.
- Google Maps (Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA), for the mapping service.

For further information, please see the [Google privacy statement](#).



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On our website, you will find links to social media networks such as LinkedIn, and Instagram. These are not plug-ins provided by the provider, which transmit data to the provider when the page is loaded without the user having any influence.

Behind the buttons to social media networks, there is only a link to the social media network, including the transfer of the website to be shared. No user data is transferred from the website to the social media network.

If you are already connected to the relevant social media service when you click on the button, the sharing dialog will detect this so that you can share the content directly. If not, you'll be asked to connect to the social media network.

From there, you'll be taken to the website of the respective social media network.

## Your rights

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You may object at any time to the processing of your data, particularly in the context of direct advertising.

**Right of access:** You have the right, at any time, to request free access to your personal data when we are processing it. This gives you the opportunity to check what personal data we process about you and how we use it, in accordance with the applicable data protection regulations.

**Right of rectification:** You have the right to have incorrect or incomplete personal data rectified and to be informed of their correction. In this case, we will inform the recipients of the data concerned of the adjustments made, unless this is impossible or involves disproportionate means.

**Right of deletion:** You have the right to have your personal data deleted, insofar as this is not contrary to other legal provisions.

**Right of restriction:** Under certain conditions, you have the right to request that the processing of your personal data be restricted.

**Right of portability:** Under certain circumstances, you have the right to obtain a copy of the data you have transmitted to us in a structured and common format.

**Right of recourse:** You have the right to lodge a complaint with a competent supervisory authority against the way in which your personal data is processed.

**Right of withdrawal:** In principle, you have the right to revoke your consent at any time. However, processing activities based on your consent in the past will not become unlawful as a result of your withdrawal.



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## Information

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WNC has appointed a Data Protection Officer (DPO) to oversee compliance with the RGPD and deal with data protection issues.

If you would like to know what personal data we hold about you, please contact us by e-mail at [contact@watchandcow.ch](mailto:contact@watchandcow.ch) or write to us at Watch & Cow, Route de l'Aéroport 21, 1215 Geneva 15

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