



## Privacy Policy

Last Updated April 15, 2019

### Who we are, and what is this?

Paisadventure SAS is a company that offers private customizable multi-day tours all over Colombia and day trips in the Coffee Region. Our office is at Calle 2 bis #15-63, Belén de Umbría, Risaralda, Colombia, 664040. Our sister company in the United States is Paisadventure LLC, which is located at 29 Lockerbie Drive, Valparaiso, Indiana 46385. If you need to get ahold of us, you can email us about anything at [travel@paisadventure.com](mailto:travel@paisadventure.com).

This Privacy Policy is our way to try to explain as clearly as possible exactly how we use and collect your data. We've tried to explain and collate as much as possible, but if there's anything we need to add or amend, we reserve the right to make changes to it without giving you notice, whenever we need to. It will always be here, on our website, if you ever want to check for updates.

Importantly, if you ever wish to request any personal information we hold on you, you can do that whenever you like, by emailing [travel@paisadventure.com](mailto:travel@paisadventure.com).

### Collection of personal information

You can browse Paisadventure's website without logging in or submitting any personal information.

We use a number of analytic products to track visitor behavior on our site, because we're always trying to make Paisadventure as useful as possible. This means we monitor things like clicks, your Internet Protocol (IP) address, browser types, CPU speed, site performance, operating systems and device types, time spent on pages, time and time zone, the page that referred you to us, Internet Service Providers, and pages viewed. We

use this information to analyze trends and improve site functionality on an individual and aggregate basis.

These analytic services rely on software such as cookies. Cookies are small, unique text files that a website sends to your computer when you visit a site and do things on it - these can be session cookies which terminate when you close a browser, or persistent cookies which will remain until you delete them. You can always easily delete all cookies that a website is using by deleting them in your browser settings.

Here's the services we use when you browse Paisadventure:

- [Google Analytics](#) - this is "web analytics" stuff (above) - anonymous for all users

## Changing & requesting your information

Your information is always accessible by contacting us. Information relating to purchases are stored on our databases to ensure that we can reference any such purchase should a problem arise.

As with everything relating to your privacy on Paisadventure, you can request to view any information we have stored by emailing [travel@paisadventure.com](mailto:travel@paisadventure.com).

## Storing your information

Information gathered as described above are stored as followed:

- If you purchase a tour with us, your contact information and billing information are stored on our company computer.
- If you subscribe to our monthly newsletter, your contact information is stored by [Wix ShoutOut](#) so that we can get in contact with you
- We do not store your payment card details, although our payment providers (PayPal and Stripe) may store them if you choose.

## Protecting your personal information

The personal information that you provide in connection with the use of the site is protected in several ways. We strive to protect the personal information submitted to us, both during transmission and once we receive it. However, no method of transmission over the Internet, or method of electronic storage, is 100% secure. While we take into

account the sensitivity of the personal information we collect, process and store, and the current state of technology to use these measures protect your personal information, we cannot guarantee its absolute security.

If you have any questions about security on our website, you can send email to us at [travel@paisadventure.com](mailto:travel@paisadventure.com).

## How we use your personal information

Paisadventure collects your information in order to comply with our legal obligations, to provide you with products, and to improve our service to you. We do not sell or seek to make money from your personally identifiable information. Here are the ways we use your information:

- To confirm purchases and deliver invoices and receipts
- To confirm that payments have been processed
- To book hotels, internal flights, and excursions
- To alert you to any itinerary changes that require your attention
- To alert you to significant changes on the website
- To alert you to significant changes to the company
- To keep you informed about special offers and services
- To customize your experience of our website, including targeting offerings and services to you
- To meet our service development needs and in improving the performance of the website
- To allow you to opt in or opt out of marketing correspondence
- To respond to your customer service queries

## Data Retention

Information collected by Paisadventure will be stored indefinitely. If you wish to delete your personal information, please contact [travel@paisadventure.com](mailto:travel@paisadventure.com). When a deletion request is received, we will delete your personal and billing information, excluding tour and transaction information.

## Advertising Activities

Information collected from users help us create interesting and tailor-made advertising for you elsewhere on the web. Paisadventure collects information in a pseudonymized way - including information on your computer and Internet access, operating system as well as platform, date and time of your visit or products viewed. This is done using cookies stored on your computer that make identifying a pseudonymized user possible without any reference to your personal data.

This data collection is used to carry out user-based advertising campaigns on the following platforms:

Google, Inc. – Information on data protection with Google can be found here: <http://www.google.com/intl/de/policies/privacy/>

LinkedIn - Information on data protection with LinkedIn can be found here: <https://www.linkedin.com/legal/privacy-policy>

Facebook Inc. - Information on data protection with Facebook Inc. can be found here: [https://www.facebook.com/full\\_data\\_use\\_policy](https://www.facebook.com/full_data_use_policy)

Instagram – Information on data protection with Instagram can be found here: <https://www.instagram.com/about/legal/terms/api/>

Twitter – Information on data protecting with Twitter can be found here: <https://twitter.com/en/privacy>

If you do not wish to receive user-based advertising material, you can object to it through your preferences on the respective platforms. In your browser settings you can adjust the usage restrictions for all third-party cookies.

## Third Parties

Paisadventure does not use any third-party services that collect your information that do not perform core functionalities of our website or services. The third parties we use that are not already referenced in this Privacy Policy are as follows:

- Davivienda: This is our bank in Colombia
- Chase: This is our bank in the United States
- TripAdvisor: We maintain an account on TripAdvisor, so our guests can leave reviews about tours they have taken with us
- Colasistencia: In order to process complimentary travel insurance for our guests traveling to Colombia, we must provide names and passport numbers to Colasistencia

- DIAN: Colombia's tax department requires us to submit a hard copy of the main passport page and entry stamp of the person in charge of purchasing the tour

## Links to Third Party Sites

Our site includes some links to third party sites. If you submit any personal information to these sites, your information is not protected by this Privacy Policy.

## Opting Out

You can opt out of any Paisadventure newsletters by clicking on the "unsubscribe" options contained within any newsletters that you receive. This will not opt you out of any non-promotional emails that Paisadventure sends you, such as correspondence regarding your tours. If you wish to not receive any of these emails, you can choose to delete your information by emailing [travel@paisadventure.com](mailto:travel@paisadventure.com).

This Privacy Policy was adapted from the Picfair Privacy Policy - <https://www.picfair.com/privacy>