

PRIVACY POLICY

SAVO Travel Solutions GmbH – valid for enquiries from 22 February 2026

Tour operator of package holidays within the meaning of the Package Travel Act

The protection of your data is our top priority. It goes without saying that we handle your personal data with care. We only pass on to third parties data that is essential for the proper execution of the trips and services. Below, we provide detailed information about the collection, use, disclosure and processing of your personal data. For reasons of easier readability, the masculine form is used below. We would like to expressly point out that the female and non-binary forms are equally intended in all formulations.

1. Basics

This privacy policy applies to all persons who use the services of SAVO Travel Solutions GmbH. We hereby inform you about the nature, scope and purpose of the collection and use of your personal data by our company. We respect your privacy and strive to comply strictly with the legal requirements for the processing of your personal data (EU Regulation No. 679/2016 (GDPR), DSG and TKG 2003). All your personal data is processed on this basis. SAVO Travel Solutions GmbH, Weisstraße 9, 6112 Wattens, Austria (contactable by email at info@savotravel.com or by telephone on 0043 676 7206110) is responsible for data processing. If you have any questions, you can also contact our managing director and data protection coordinator, Mr Lukas Überegger, MSc, at any time.

2. Information Obligations (Art 13 and 14 GDPR)

Data from contact persons of our business partners (B2B) such as:

- Company name, surname, first name, position/function in the company, business contact details including email address(es) and telephone number(s), communication content and project-related information within the scope of the cooperation
- Your data on payment methods and in connection with payments, in particular with EC cards/giro cards/ATM cards, credit cards and other bank cards
- Your IP address and cookie ID (for more information, see 'Cookies')
- Your feedback
- The data you have transmitted with image/sound

as well as data from end customers/travellers such as:

- Your personal data (surname, first name, main place of residence, address, email address, telephone number(s), private or professional contact details including contact persons and their function, marital status, place of birth, date of birth, customer number, language, vehicle registration number and car model)
- Your data in submitted travel documents such as passport, identity card or driving licence (passport number or identity card number, passport data or identity card data, date of birth, issuing authority, validity period, nationality)
- Your data on payment methods and in connection with payments, in particular with EC cards/debit cards/ATM cards, credit cards and other bank cards

- Your booking data, length of stay, arrival and departure dates, destinations, hotels, room numbers, contact persons, conditions and frequent flyer numbers
- The services you have requested and your personal preferences (such as meal or pillow/blanket preferences, allergies, intolerances, special needs and special requests, date and type of services used and consumed, including special categories of data)
- Your health data, medical information and emergency contacts
- Your feedback
- The data you have transferred with image/audio
- Your IP address and cookie ID (for more information, see 'Cookies')

are required for our services. This includes bookings for travel, tour guides and city guides, hotels and other accommodation, restaurants and catering, rental vehicles, transfers, registration processing, insurance, events, tours, accreditations, vouchers including customer accounts, billing and verification (B2B, B2C, FIT), and ticket bookings.

This data is therefore stored and processed by us for these purposes and, where necessary, transferred to third parties with whom we cooperate in order to provide the most effective and best possible service for our customers – this may also include service providers in third countries as processors, software and agency service providers or payment service providers. This also includes the transfer of data to cooperation partners (tour operators and all service providers for the provision of the services you have requested), online booking platforms (e.g. for flights or other services), various processors (e.g. for our electronic advertising, the functionality of our website and the processing of bookings) and emergency hotline providers, as well as the vicarious agents of partners, platforms, providers and processors.

We do not use profiling or automated decision-making.

The legal basis for these data processing procedures is

- the fulfilment of our pre-contractual and contractual obligations towards you,
- consent obtained from you,
- statutory, contractual or other legal obligations on our part (e.g. documentation rights and obligations under accounting, tax and customs law, contract law, reporting requirements, legal disputes)
- Section 96 of the German Telecommunications Act (TKG) and
- our legitimate interests (e.g. improving our customer service, including in the area of direct marketing, or protecting our own legal interests).

The duration of storage is determined by the duration of our business relationship, the consent you have given, and the statutory retention requirements and legal obligations applicable to us. We emphasise that, in the case of regular cooperation, we strive to provide the best possible customer service by familiarising ourselves with the customer requirements you have already communicated to us so that we can satisfy you on an ongoing and permanent basis.

NOTE: We expressly point out that we also collect personal data from sources other than directly from the data subject, namely from the person who makes the booking with us. This person is our contact person and is responsible for ensuring that all travellers are informed about the collection, processing and disclosure of their personal data and have given their consent. The person making the booking declares that they have the consent of all participants and can provide us with evidence of this upon request. All data subjects have the

right to access, rectify and erase their data. Data processing is carried out exclusively for the purposes stated in this privacy policy. If a travel participant wishes to withdraw their consent, they can do so at any time by contacting us at info@savotravel.com. We ensure that the rights of the persons concerned are protected and that the data is processed securely. If a travel participant has any questions about data processing or wishes to exercise their rights, they can contact us at any time by email or telephone. We support you in exercising your data protection rights and ensure secure, transparent and compliant data processing. To protect data, we use technical and organisational measures to ensure that only authorised persons have access to personal data. This applies in particular to data relating to persons who are not in direct contact with us. We ensure that the privacy of all data subjects is respected and protected.

3. Our website

When you visit our website, your access data is automatically collected and stored. This access data may include, in particular, the page accessed, the files viewed, the date and time of access, the user's IP address, data about the accessing computer, in particular the browser and operating system, as well as the amount of data transferred and notification of successful access. We use this access data for internal statistical purposes, to ensure the security of our website and to optimise its content. If we suspect illegal activity, the access data will be evaluated for evidence preservation purposes.

By entering your personal data in one of our contact forms or enquiry forms, you consent to the transfer, storage and processing of this data by us for the duration of the processing of this specific enquiry. This applies in particular to your enquiries via contact or enquiry forms (including on our website or on platforms such as Facebook or Instagram), chat (including Facebook Messenger, Instagram Direct and WhatsApp), SMS and emails that you send to us. We require this data to process your enquiry and, in these cases, we also store your IP address for the purposes of preserving evidence. The data is stored for as long as is necessary to handle any additional or subsequent questions from you or us.

When you create a web account with us, we make your contract details available to you online. You must store your login details carefully and ensure that no unauthorised persons have access to your account. We accept no liability for unauthorised access that is attributable, even in part, to misconduct on your part.

Your account data will only be transmitted via an encrypted Internet connection (https). We accept no liability for the loss of data or access to your data by third parties if we have complied with the state of the art security measures required.

The legal basis for this data processing is your consent, our pre-contractual and contractual obligations towards you, our legitimate interests and legal obligations of all kinds, and Section 96 of the German Telecommunications Act (TKG).

The content of our website has been carefully compiled and checked several times, but we accept no liability for the topicality, correctness and completeness of the information provided. Claims for damages due to the use or non-use of the information or due to the use of incorrect or incomplete information are excluded. All offers are subject to change and non-binding. We reserve the right to change, supplement or delete the offer or parts thereof without prior notice, or to temporarily or permanently discontinue publication of the website.

The content and programming of our website are protected by copyright and ancillary copyright. Any reproduction – even in part – and public reproduction, in particular the copying of texts, graphics and photos, is prohibited without our prior written consent.

4. Newsletter

We would be delighted if you subscribed to our email newsletter. Of course, it is entirely up to you whether you wish to subscribe to our newsletter. Your registration will take effect as soon as you provide your email address and confirm your consent to receive the newsletter. You can do this either on the website or in writing by email. You can cancel your registration at any time by sending an informal email to info@savotravel.com. In addition, each newsletter you receive will contain all the information you need to unsubscribe. For more information about our newsletters, please contact us by email at info@savotravel.com or by telephone on 0043 676 7206110. We will be happy to help you.

5. Transfer to third parties / obligations of processors

Your personal data may be transferred to third parties, including processors outside the EU. In doing so, we ensure that all recipients are obliged to comply with the applicable data protection standards. If compliance with European data protection standards is not possible, e.g. due to the absence of standard contractual clauses, adequacy decisions or certifications, we will inform you before transferring your data and obtain your consent. Alternatively, we will take additional measures to ensure the protection and security of your data, such as implementing additional technical and organisational measures.

For further information, please contact us by email at info@savotravel.com or by telephone on 0043 676 7206110.

a. Mailchimp and Brevo

We use tools and programmes to optimise our email marketing and newsletter subscription management. We use tools that partly, but not exclusively, use servers within the European Union. We work with Intuit Mailchimp 405 N Angier Ave. NE. Atlanta, GA 30308 USA and Brevo, Sendinblue GmbH, Köpenicker Straße 126, 10179 Berlin, Germany. Mailchimp in particular mainly uses servers in the USA.

Here you can find Mailchimp's privacy policy:

<https://mailchimp.com/de/help/about-the-general-data-protection-regulation/>

Here you can find Brevo's privacy policy:

<https://www.brevo.com/de/datenschutz-uebersicht/>

b. Wix.com Ltd.

We use the platform Wix.com Ltd., Yunitsman 5 St, Tel Aviv, Israel, to operate our website. Wix is a website builder and hosting provider that is used to create, host and operate our website.

Wix processes personal data from website visitors, in particular IP addresses, technical usage data, log files and interaction data, in order to ensure the functionality, security and stability of the website. Data processing takes place on Wix servers, which may be located both within the European Union and in third countries. Wix claims to be GDPR-compliant and undertakes to comply with European data protection standards.

The use of Wix is based on our legitimate interests pursuant to Art. 6(1)(f) GDPR, in particular for the secure, efficient and user-friendly provision of our online services.

Here you can find Wix.com Ltd.'s privacy policy:

<https://de.wix.com/about/privacy>

- c. **Wix Forms**
We use Wix Forms, a service provided by Wix.com Ltd., to process enquiries via our website.
When you fill out a form on our website (e.g. enquiry form), the personal data you enter (e.g. name, email address, telephone number, travel dates and other details) is transmitted to our systems and stored on Wix servers. In addition, technical data such as IP address, time of enquiry and device information may be collected.
This data is processed for the purpose of handling your enquiry, further communication and preparing quotations. The legal basis for this is Art. 6(1)(b) GDPR (pre-contractual measures) and Art. 6(1)(f) GDPR (legitimate interest in efficient customer communication).
- d. **Wix FAQ**
We use the Wix FAQ tool, a service provided by Wix.com Ltd., on our website to display frequently asked questions and answers.
This tool is used exclusively for the structured presentation of content on our website and does not generally process any independent personal data. However, technical data (e.g. IP address, usage data) is processed by Wix in the context of the general use of our website (see section 5. b. Wix.com Ltd.).
- e. **Wix Members**
If a protected member area is used on our website, user accounts are managed via Wix Members, a service provided by Wix.com Ltd.
When registering and using a member account, personal data such as name, email address, login details and usage activities are processed and stored. This data is used to provide and manage the respective user account and for secure authentication.
Processing is based on Art. 6(1)(b) GDPR (performance of a contract) and Art. 6(1)(f) GDPR (legitimate interest in the secure provision of user accounts).
- f. **Wix Chat**
Our website has a chat tool from Wix.com Ltd. (Wix Chat) that lets you get in touch with us directly.
When you use the chat, the data you enter (e.g. name, email address, message content) and technical data (e.g. IP address, time of request) are processed and stored.
The processing is carried out for the purpose of handling your enquiry and improving our customer service. The legal basis is Art. 6(1)(b) GDPR (pre-contractual measures) and Art. 6(1)(f) GDPR (legitimate interest in efficient communication).
- g. **Stripe**
Online payment processing is handled by the payment service provider Stripe Payments Europe Ltd., 1 Grand Canal Street Lower, Grand Canal Dock, Dublin, Ireland, to whom we pass on the information you provide during the ordering process together with information about your order (name, address, account number, bank code, credit card number if applicable, invoice amount, currency and transaction number) in accordance with Art. 6 (1) (b) GDPR. Stripe is an online payment service provider that enables us to process payments securely. Stripe offers a range of features for payment processing, fraud prevention and subscription management. The platform processes and stores payment data such as credit card information and contact details. When using Stripe for payment processing, personal data such as name, email address and payment information is processed. Stripe mainly uses

servers outside the European Union (primarily in the USA) for this purpose. Stripe places great importance on the security of payment data and uses modern technologies to protect it. These include encrypting data both at rest and in transit, tokenising credit card data, and implementing strict authentication and access protocols. Stripe is PCI DSS Level 1 certified, the highest security standard for payment processing. Stripe also offers fraud prevention tools and helps businesses minimise risk and keep customer data secure.

You can find Stripe's privacy policy here:

<https://stripe.com/at/privacy>

h. Website-PlugIn Limit Login Attempts Reloaded

To increase the security of our website and prevent unauthorised login attempts, we use the Limit Login Attempts Reloaded website plug-in. This plug-in protects against brute force attacks by limiting the number of login attempts and blocking IP addresses after several failed login attempts. The plug-in stores IP addresses and login attempts in order to limit the number of failed login attempts and detect potential security threats. This data is collected on the basis of our legitimate interests pursuant to Art. 6(1)(f) GDPR in order to ensure the integrity and security of our website. The stored data (IP addresses and timestamps of login attempts) is automatically deleted after a certain period of time and is not used for any other purpose.

You can find more information about Limit Login Attempts Reloaded here:

<https://www.limitloginattempts.com/>

i. Apple iCloud

We use iCloud, a service provided by Apple Inc., One Apple Park Way, Cupertino, California, USA, for secure cloud storage and data management. Apple iCloud enables automatic backup of files, documents and contacts, as well as access to this information from various devices. The data is stored in encrypted form, both during transmission and at rest, to ensure security. We store customer data, such as travel information and booking details, on iCloud to enable a smooth workflow and make customer data quickly available when needed. Using iCloud helps us prevent data loss and ensure access to important information for authorised employees. Data is stored on Apple servers, which may be located outside the European Union (primarily in the USA). For more information, please refer to Apple's iCloud security overview.

You can find the iCloud security overview here:

<https://support.apple.com/de-at/102651#:~:text=Der%20standardm%C3%A4%C3%9Fige%20Datenschutz%20ist%20die,Ende%2Dzu%2DEnde%20verschl%C3%BCsselt>

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j. Google Drive

We use Google Drive, a cloud storage service provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, to store and manage documents and files, which may also contain personal data. The files are stored on Google servers, which may be located in various regions, including outside the EU. Google Drive offers tools for collaboration, file sharing and backup, enabling efficient workflows. As with Apple's iCloud, we store customer data, such as travel information and booking details, on Google Drive to enable a smooth workflow and make customer data quickly available when needed. Using Google Drive helps us prevent data loss and ensure that authorised employees have access to important

information. Data transfer is encrypted, but further processing is the responsibility of Google.

You can find Google's privacy policy here:

<https://policies.google.com/privacy?hl=de&gl=de>

k. Notion

We use the online service Notion Labs, Inc., 548 Market Street Suite 74567 San Francisco, CA 94104 United States. Notion is a versatile tool for project management and collaboration that serves as a digital platform for organising information. It offers features such as notes, task management, databases and calendars in a customisable user interface. Teams can create, edit and share content in real time, which increases efficiency and transparency in the management of projects and data. We use Notion to manage customer data such as names, contact details and booking information that we collect as a tour operator. Storing this data in Notion enables us to process customer enquiries efficiently, organise name lists for each trip and ensure a smooth service. Notion employs data security measures, including encryption and access rights, to ensure that only authorised persons have access to this information. Please note that Notion acts as a third-party provider and may store data on servers outside the European Union. For more information, please refer to the Notion Privacy Policy.

You can find the Notion Privacy Policy here:

<https://www.notion.so/de/help/privacy#>

l. Canva

Canva Pty Ltd. Level 1, 110 Kippax St. Surry Hills NSW 2010. Australia, is a web-based design tool that enables us to create and edit graphics, promotional materials and other visual content. It offers various collaboration features, including joint editing of designs and sharing of projects. Files can also be uploaded and stored. For certain purposes, we use Canva to create content that may also include customer data (e.g. travel documents). The data is stored in the Canva cloud to enable easy collaboration and access by authorised employees. Canva is a third-party provider and stores data on servers outside the European Union (primarily in the USA).

You can find the Canva Privacy Policy here:

https://www.canva.com/de_de/richtlinien/privacy-policy/

m. ILOVEPDF

We use the third-party provider ILOVEPDF S.L., Sabino de Arana 60 Barcelona, Spain, to compress and edit PDF files. In doing so, files containing personal customer data may be processed. ILOVEPDF processes these files on servers outside our company, and it is possible that data may be processed on servers outside the EU. According to ILOVEPDF, the data is stored for a maximum of 2 hours and then automatically deleted.

You can find the ILOVEPDF privacy policy here:

<https://www.ilovepdf.com/de/hilfe/privacy>

n. Convertio

We use the third-party provider Convertio, Krinou 3, Agios Athanasios 4103, Limassol, Cyprus, to convert and edit files. This may also involve processing documents containing personal customer data. Convertio processes these files on servers that may be located outside the EU, which may result in data transfers to third countries. According to Convertio's own information, the data is stored for a maximum of 24 hours and then automatically deleted.

You can find Convertio's privacy policy here:

<https://convertio.co/de/privacy/>

o. WhatsApp

We use the instant messaging service WhatsApp provided by third-party provider WhatsApp Inc., Menlo Park, California (or its EU headquarters WhatsApp Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland, a subsidiary of Meta Platforms Inc.), in the form of WhatsApp for Business, to offer you a straightforward and low-threshold way to contact us. WhatsApp uses end-to-end encryption for all messages. This means that no one except the sender and recipient can read the messages. If you use WhatsApp on your smartphone or other device, you have agreed to the company's privacy policy. If you share your phone number with us during the booking process, it will be stored in our address book. To increase user-friendliness, WhatsApp automatically checks which contacts in your address book use WhatsApp and which do not. However, this may result in your data being processed on WhatsApp servers outside the European Union, even if you do not use WhatsApp yourself and have not given your consent.

Here you can find the Meta privacy policy relating to WhatsApp:

https://www.whatsapp.com/legal/privacy-policy-eea?lang=de_DE

6. Cookies and Tracking Tools

We use cookies, which are small text elements used to store information in web browsers. Cookies are recognised when you next visit our website and contribute significantly to speeding up loading processes and making the use of our services more convenient for you. The information recognised and stored by cookies serves to recognise you, but also to analyse your user behaviour. It is stored on the server of the respective provider, who has committed itself to us as a processor to comply with the applicable data protection standards. After you have visited our website, cookies remain stored on your device unless you refuse them from the outset or actively delete them. Actively disabling cookies may impair the functionality of our websites for you. You can also prevent cookies from being stored by adjusting your browser software settings accordingly. However, we would like to point out that in this case you may not be able to use all the functions of our website.

You can also prevent the data generated by the cookie and related to your use of the website (including your IP address) from being forwarded to Google and processed by Google by downloading and installing the browser plug-in available on the google.com website. However, the plug-in is only available for certain browser programmes.

Cookies that are necessary for the electronic communication process or for the provision of certain functions you have requested (e.g. shopping basket function) are stored on the basis of Art. 6 para. 1 lit. f GDPR. The website operator has a legitimate interest in storing cookies for the technically error-free and optimised provision of its services. Insofar as other cookies (e.g. cookies for analysing your surfing behaviour) are stored, these are dealt with separately in this privacy policy.

We also use third-party content on our website to make our website as informative and convenient as possible for you. This includes, for example, social media plug-ins and plug-ins from other platforms. For technical reasons, these third-party providers receive your IP address. We have no influence on the use of this data by third-party providers. In this regard, we refer you to the privacy policies of the respective providers.

a. Usercentrics

We use the consent management tool Usercentrics, provided by Usercentrics GmbH, Sendlinger Straße 7, 80331 Munich, Germany, to manage your consent in relation to cookies and tracking technologies.

Usercentrics enables us to obtain, store and document your consent to the use of cookies and other technologies in accordance with the GDPR. The following data is processed in this process:

- Consent status
- Time stamp of consent
- Browser information
- IP address (truncated/pseudonymised)
- Device information

This data is stored in order to comply with the legal obligation to provide evidence in accordance with Art. 6 (1) (c) GDPR. The data is stored for as long as is necessary to document consent.

You can find the Usercentrics privacy policy here:

<https://usercentrics.com/de/datenschutzerklaerung/>

b. Google

We use services provided by the technology company Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Google is a global technology company specialising in various internet services and products (including Google Search, YouTube, Google Maps, Google News, Gmail, Google Drive and many more).

You can find Google's privacy policy here:

<https://policies.google.com/privacy?hl=de&gl=de>

Google Analytics: We use Google Analytics, a web analytics service provided by Google LLC, to analyse visitor behaviour on our website, generate reports on website activity and optimise our advertising measures accordingly. Google Analytics collects data such as IP addresses, page views, length of stay, geographical locations and device information. Google Analytics uses cookies. The information generated by the cookie about your user behaviour is usually transferred to a Google server in the USA and stored there. Your IP address is first truncated within the European Union and thus anonymised or at least pseudonymised in order to protect your privacy. Only in exceptional cases is the full IP address transferred to a Google server in the USA and truncated there. Google uses the information to evaluate your use of the website, to compile reports on website activity and to provide other services relating to website activity and internet usage to the website operator. The IP address transmitted by your browser as part of Google Analytics is not merged with other Google data. In this context, please also note Google's privacy policy. The use of Google Analytics on our website requires the active consent of users. You can revoke your consent at any time or adjust your cookie settings. It is also possible to prevent Google Analytics

from collecting data by using an opt-out browser add-on. We use the collected data to optimise our advertising measures.

Google Signals: We use the Google Signals feature within Google Analytics to perform advanced analysis of user behaviour. Google Signals enables us to create cross-device reports and offers the possibility of cross-device remarketing to users who are logged in with their Google account and have agreed to personalised advertising. In addition, demographic and geographic data, such as age and location, can be stored in the Google Analytics database to gain deeper insights into target groups.

Google Tag Manager: We use Google Tag Manager on our website to manage tracking codes (tags) and trigger them based on user-defined rules. Tag Manager itself does not store cookies or collect personal data. However, it ensures that the cookie settings made by the user are interpreted correctly and that the corresponding tags are either activated or blocked, and enables the integration of tags such as Google Analytics or other third-party services that can collect data. For optimal use of Google Tag Manager and to manage tags, we use a cookie consent tool that ensures that only data approved by the visitor is collected. This ensures that your privacy is protected and only the necessary tags are loaded.

Google Ads: We use Google Ads to place targeted advertisements. Google Ads uses cookies to track and measure user interactions with advertisements. Google Ads stores information such as IP addresses and device-specific data to determine which advertisements have led to a conversion. This data is primarily processed on servers outside the European Union (mainly in the USA). However, Google does not directly link this information to personal data from your Google account. The collection and processing of data is based on your consent, which you can give via our cookie banner.

Google Campaign Manager: We use Google Campaign Manager to place relevant advertisements (Google Ads) and analyse the performance of these campaigns. A cookie ID is used to record which advertisements are displayed in which browser. This also prevents the same advertisement from being displayed multiple times. Conversions can also be determined. No personal data is collected.

Google Ads Conversion Tracking: We use Google Ads Conversion Tracking to measure the success of our advertising measures. When you perform certain actions on our website (e.g. start the booking process, complete a booking, etc.), this is recorded as a conversion. Cookies enable Google to recognise which ads led to these actions.

Google Remarketing: We use the remarketing and similar audiences features in relation to Google Ads to show you personalised advertising on other websites based on your interests. To do this, Google stores a small file (cookie) in your browser that anonymously collects visit and usage data, but no personal data. This feature is only activated with your consent and can be deactivated via our cookie management tool or the Network Advertising Initiative's opt-out option.

YouTube: If you are logged into your YouTube account, it is possible that your surfing behaviour will be assigned to your profile.

c. Meta Platforms

We use services provided by Meta Platforms, Inc., 1 Meta Way Menlo Park California 94025, USA (or Meta Platforms Technologies Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland).

Meta Platforms is a provider of various technologies and platforms (including Facebook, Instagram, Threads, WhatsApp, Facebook Messenger, Instagram Direct). Meta also stores and processes data on servers outside Europe (primarily in the USA).

When you visit our website, Meta may collect information about your visit, regardless of whether you are a user of a Meta service or not. If you are also registered and logged in as a user on one of the Meta platforms, additional information may be stored by Meta. For technical reasons, Meta receives your IP address, among other things. We have no influence on the processing and use of this data by Meta. In this context, we refer to Meta's privacy policy. This information is available at the following links:

General privacy information from Meta Platforms, Inc.

<https://www.meta.com/de-de/help/quest/articles/accounts/privacy-information-and-settings/meta-privacy-policies/>

Meta privacy policy with reference to Facebook (including Facebook Messenger) and Instagram (including Instagram Direct):

<https://mbasic.facebook.com/privacy/policy/printable/#1>

Plug-ins: We use Meta plug-ins on our website. These plug-ins collect and store personal data from visitors who visit our site. This also happens if you are not logged in to Facebook or do not have a Facebook account. Your data is collected and processed in accordance with Meta's privacy policy. For more information about how Facebook uses your data, please refer to Meta's privacy policy for Facebook and Instagram above.

Meta pages: When you visit the Explore with us Facebook page or the Explore with us Instagram page, your personal data is stored and your user behaviour is analysed and processed by Meta using cookies. Meta uses this data to compile anonymous statistics about page activity and provide them to us as page operators as 'insights'. In accordance with Art. 26 GDPR, we are jointly responsible with Meta for the processing of this data and rely on our legitimate interest. This data is necessary to present and optimise our offering on Facebook and Instagram.

Meta advertisements: We use Meta advertising services that are displayed on Facebook and Instagram. These advertisements may be personalised and are based on your user behaviour on our and other websites. Meta processes data such as your IP address, location information and interactions with advertisements in order to display targeted advertising. You have the option of setting your own value preferences in your Meta profile.

Meta Lead Ads: We use so-called Lead Ads on our Facebook and Instagram pages. These are advertisements that allow you to contact us directly via instant forms on the platforms. When you fill out these forms, the information you provide, such as

your name, email address or telephone number, is forwarded to us. We use this data to send you further information about our products. The data is collected and processed in accordance with Meta's privacy policy and our privacy policy.

Meta Audience Network: We use the Meta Audience Network to place our advertisements on partner websites and in apps outside of Facebook and Instagram. Meta may use personal data such as your IP address, device characteristics and information about your interactions to display targeted advertising. This data processing is carried out in accordance with Meta's privacy policy.

Meta Pixel: We use Meta Pixel on our website. This tool allows us to analyse the behaviour of visitors to our site after they have clicked on a Meta advertisement. This data helps us to analyse the success of our advertisements and improve our marketing measures. It also allows us to identify which actions users have taken on our website (e.g. bookings, see Event Tracking). As a result, Meta Pixel enables us to show you targeted advertising (Facebook Ads or Instagram Ads) based on your interests (see Custom Audiences).

When you visit our website, Meta Pixel establishes a direct connection to Meta's servers and transmits the information that you have visited our site. Facebook can assign this data to your personal Facebook account. We do not receive any direct personal data from Meta. However, Meta stores and processes the data for its own advertising purposes in accordance with its privacy policy. How Meta handles this data is beyond our control. For more information about how Meta uses your data and how you can protect your privacy, please refer to Meta's privacy policy.

Further information about Meta Pixel can be found here:

<https://www.facebook.com/business/help/742478679120153?id=1205376682832142>

Conversion API: In addition to Meta Pixel, we use the Meta Conversion API to better understand user behaviour and optimise our advertising efforts. Certain data, such as interactions on our site, is transmitted directly from our servers to Meta. We transmit certain data from our website, such as customers' email addresses and telephone numbers, to Meta in encrypted form (hashed) via the Conversion API. This means that the data is converted so that it is not directly readable and is transmitted securely, for example to measure and improve the effectiveness of our advertising campaigns. The data helps us to personalise content and advertisements.

Further information on the Conversion API can be found here:

<https://www.facebook.com/business/help/2041148702652965?id=818859032317965>

Custom Audiences: Our website uses Meta's Custom Audiences feature for remarketing. This means that visitors who are logged into Facebook or Instagram can be recognised using the Meta Pixel built into our website and the Conversion API. Meta can thus identify which pages you have visited on our website and, based on this, show you targeted advertisements that are relevant to you.

Event and conversion tracking: In connection with the Meta Pixel and the Conversion API, we use the associated event and conversion tracking on our website. An event is a specific action that you, as a visitor to our website, perform, such as starting the booking process. A conversion on our website is a completed booking. This recording

of events (events and conversions) helps us to better understand the success of our online campaigns and to measure whether we are achieving our goals. With this information, we can analyse which of our marketing measures are working well and where we can still improve.

The following events are tracked and analysed:

PageView: Records visits to a page on our website. This data helps us analyse the number of visitors and optimise our website.

View Content: Tracks which content is viewed on the website to understand which topics and products are of interest.

In den Einkaufswagen (translated: Add to basket): Records when a visitor adds a product to their basket in order to analyse the user experience and the purchasing process.

Kauf (translated: Purchase): Documents completed purchases and transactions. We use this information to measure campaign effectiveness and improve our offerings.

Scroll: Records how far visitors scroll down a page. Helps us understand how thoroughly the content is read.

form_start: Records when a form is started to be filled out. This information is useful for analysing interest in specific offers.

user_engagement: Measures the general interaction of users with the website, e.g. clicking on links or buttons, in order to improve user-friendliness.

form_submit: Registers when a form is submitted, e.g. for registrations or contact enquiries, in order to evaluate the effectiveness of forms.

click: Records clicks on specific elements on the website to understand which content and actions are of interest.

button_booking: Specifically for clicks on booking buttons; helps us analyse the booking process and its efficiency.

mail-click: Tracks clicks on email links to improve communication and customer service.

checkout: Records the start of the checkout process to optimise the purchase process and minimise abandonment.

file_download: Measures file downloads from the website to understand which content is particularly popular.

Further details on how event and conversion tracking works at Meta can be found here:

<https://developers.facebook.com/docs/meta-pixel/implementation/conversion-tracking/>

7. Rights of data subjects / Objection / Contact

You may request information about your personal data stored by us at any time free of charge. As a data subject, you also have the right to object to, request information about, delete, correct, restrict and transfer your personal data. As we process the data on the basis of our legitimate interests, you have a right to object if you have reasons arising from your particular situation that speak against this processing. As we (also) process the data for direct marketing purposes, you can object to this processing for direct marketing purposes at any time.

You may revoke your consent to data protection at any time. The revocation does not affect the legality of the processing that has taken place up to that point. Revocation means that we will no longer process your data for the above-mentioned purposes from that point onwards. For revocation and further information about your rights as a data subject, please contact us by email at info@savotravel.com or by telephone on 0043 676 7206110. We will be happy to help you.

The Austrian Data Protection Authority (DSB), Barichgasse 40-42, 1030 Vienna, is the supervisory authority responsible for complaints.

8. Other

We have implemented organisational and technical protective measures, which we continuously evaluate and adapt as necessary, to protect your personal data stored and processed by us.

We reserve the right to change this privacy policy at any time and adapt it to new developments. The new version shall apply from the time it is made available on our website. The current version of the privacy policy can be found on our website at any time.

You can find the SAVO Travel Solutions GmbH Legal Notice here:

<https://savotravel.com/legal-notice/>