

# Privacy Policy

## General

PORTUGALTRAILS - VIAGENS E TURISMO, UNIPessoal, LDA, hereinafter referred to as Portugaltrails, is committed to stand for the highest standards on the fair handling of personal information. We recognize that some visitors to our website may have concerns about the information they provide us with and how we treat that information.

This privacy policy has been developed in order to demonstrate to our clients that we collect only the information that is necessary for our interaction with them and to act according to their instructions. We are committed to the highest ethical standards in the collection, safe keeping and use of the personal information provided to us.

The key points of our privacy policy are as follows:

i) You do not need to register or to provide personal information to visit and browse our website. However, when you visit our website, even if you do not make an enquiry, it is possible that we keep some information such as your IP address, browser, or language configuration, shown webpages, or other, by using “cookies” (see below)

ii) We use the collected information anonymously and for analytic purposes. The information that we obtain from you is used to understand user behavior, to enhance the performance of our website and to continuously improve our standards of service and clients’ experience. Amongst the collected data, we might have advertising statistics based on Google’s interests or third-party data of targeted customers (such as age, gender and interests) provided by Google Analytics.

In order to control the collection of data for analytical purposes by Google Analytics, you can visit the following link: [Google Analytics Optout Browser Addon](#)

iii) Portugaltrails can use third-party service providers to advertise and monitor marketing campaigns. Amongst others, we use Google Analytics Advertising Features (Remarketing with Google Analytics, Google Display Network Impression Reporting, DoubleClick Platform integrations and Google Analytics Demographics and Interest Reporting). We use Remarketing to advertise online, therefore third-party service providers, including Google, can show their ads on websites that you are visiting. These third-party service providers, including Google, use original cookies (such as Google Analytics cookie) and third-party cookies (such as DoubleClick cookie) together to inform, optimize and to monitor our users’ interests, and also, to communicate how your impressions and your interaction with the advertising services are related to your visits to our website.

Please note that you can opt-out of the Google Analytics Advertising Features by visiting [Ads Settings](#) and [Google Analytics Opt-out Browser Add-on](#). You can also opt out of the DoubleClick cookies by visiting the page [Consumer Opt-out](#).

iv) When you request a service or information, you will be asked to provide only the information necessary to enable us to accomplish your request. This information might be passed on to our suppliers, namely, accommodation, rent-a-car, driver, activities providers or others, so that they

may prepare and arrange for the selected services. When this transmission of customer's personal data occurs, Portugaltrails makes its best effort to ensure that these entities are trustful and will treat the information appropriately.

v) We have taken measures to protect our user's information. When customers submit sensitive information via the website, we have made our best effort to ensure that it is protected both online and off-line.

vi) Please note that communications over the Internet, such as emails/webmails, are not secure unless they have been encrypted. Your communications may be routed through a number of countries before being delivered - this is the nature of the World Wide Web. Portugaltrails cannot accept responsibility for any unauthorized access or loss of personal information that is beyond our control.

vii) The servers that store personally identifiable information are maintained in a secure environment, in a locked facility.

## About Cookies

### What is a cookie?

A cookie is a small set of data that is saved into the browser of your computer or on your mobile device. The information kept is related only to your preferences, therefore, not including any personal data.

### What are cookies used for?

Web pages have no memory. If you are surfing from one page to another within the same website, you will not be recognized as the same user across pages. Cookies enable your browser to be recognized by the website. So cookies are mainly used to remember the choices you have made (e.g. your preferred language or your latest search criteria).

### Why we use cookies?

The use of Cookies on the internet is frequent and does not damage the users' computers. Cookies perform a number of functions, such as helping webmasters understand how websites are used, facilitating website browsing, preserving user's preferences, and generally improving the user experience, while still ensuring that the website shows the user relevant content.

### What types of cookies do we use?

Portugaltrails uses two types of cookies - permanent and session. The former are cookies that are stored in the browser of the user's electronic equipment and are used whenever the user searches the website. The latter are temporary cookies that remain in the cookie file of the user's browser until it exits in the website. The information obtained by these cookies serves to analyze traffic patterns on the web, allowing us to identify problems that may arise and improve the browsing experience.

Portugaltrails reserves the right to amend or modify this Privacy Policy Statement at any time and in response to changes in applicable data protection and privacy legislation. If you have any comments about our Privacy Policy, please email us at [info@portugaltrails.com](mailto:info@portugaltrails.com) .

*Cascais, December 10<sup>th</sup> 2016*