



## **Privacy Policy**

Colour my Travel

Colour my Travel is committed to maintaining your privacy. ColourMyTravel.com gathers certain types of information about you as part of our operations. This Privacy Policy ("Privacy Policy") explains the types of information we gather, what we do with it and how you may correct or change that information.

### Information Collected

Colour my Travel collects two types of information about you - personal information (such as name and e-mail address) and aggregate information (such as information about how many users visit our site).

### Personal Information

Personal information is collected when you voluntarily register and purchase a tour. This may include name, surname, mobile phone number, email address and other data needed to provide services to you. In the Free Walking Tour registration, additional information with respect to demographics and the nature of the stay in Malta is collected to allow us to provide a better service for the nature of those tours.

We will only require the minimum personal information we need and use it only to provide the services you have requested.

### Aggregate Information

We may collect aggregate information about overall user activities online such as the number of unique visitors, pages accessed most frequently or the search terms entered. This information may be tracked through your Internet Protocol (IP) address, a number that is automatically assigned to your computer whenever you surf the Web. When you request a page from our site, your IP address may be logged. We also collect anonymised analytics information through Google Analytics.

### Sharing Data with Third Parties

Colour my Travel does not distribute personal information that you have shared with us, except as permitted in this Privacy Policy and our then-current Terms of Use, if any.

Colour my Travel can share your personal information in case that we are required to by a lawful request such as a subpoena or if we believe that the health or safety of another person or the general public may be compromised.

Some of the Personal Information we collect is shared with our tour guides who are directly involved in fulfilling the purchases you have made from us. We only provide our tour guides with your name and your local contact details if you provide them (e.g., your hotel name for pick-ups and drop-offs, your mobile phone number together with any pending balance, if applicable).



We use third party vendors for email delivery and web analytics purposes, in order to improve your user experience and deliver you the most relevant content from Colour my Travel. These vendors never share or sell your personal information.

#### Opting Out

You can choose to remove your e-mail address from our database at any time. To do so, please send an e-mail to [info@colourmytravel.com](mailto:info@colourmytravel.com).

#### Correcting and Updating Information

In the case of requiring to update any personal information that was previously provided to us, please send an e-mail to [info@colourmytravel.com](mailto:info@colourmytravel.com)

#### Additional Information

No one can guarantee that transmission of data over the Internet is completely secure. It may be possible for third parties to unlawfully intercept or access transmissions or private communication. While we strive to protect your personal information, Colour my Travel cannot warrant the security of any information you transmit to us and we shall not be liable for any special, incidental or consequential damages you may suffer in the event that your transmission of data was intercepted.

Colour my Travel reserves the right to change this Privacy Policy at any time. Any such changes will be posted online.

We follow generally accepted standards to store and protect the personal data we collect, both during transmission and once received and stored, including utilization of encryption where appropriate.

We retain personal data only for as long as necessary to provide the Services you have requested and thereafter for a variety of legitimate legal or business purposes. These might include retention periods:

- mandated by law, contract or similar obligations applicable to our business operations;
- for preserving, resolving, defending or enforcing our legal/contractual rights; or
- needed to maintain adequate and accurate business and financial records.

If you have any questions about the security or retention of your personal data, you can contact us at [info@colourmytravel.com](mailto:info@colourmytravel.com)

Please contact us via e-mail at [info@colourmytravel.com](mailto:info@colourmytravel.com) if you have any questions or concerns about our Privacy Policy.

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