



# Privacy Policy

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*Last Updated: 2nd of May, 2025*

## Client Responsibilities

Before submitting any information or confirming a booking, please note that *it is your responsibility to review this privacy policy*. By providing any requested information and submitting your booking confirmation, you acknowledge and agree that you have entered into a consensual understanding of this privacy policy—even if you have not read it in its entirety.

## Summary

We value and protect your privacy. Here's a quick overview of how we manage your data:

### **Data Collection:**

- We collect your name, email, phone (optional), billing address and Portuguese tax ID (if applicable), plus details about children and infants attending (for fair pricing).

### **Purpose & Processing:**

- Your data is used to communicate with you, issue legally compliant invoices, calculate the total tour price, and ensure smooth operations—always based on contractual necessity, legal obligations, legitimate interests, or, when required, your explicit consent.

### **Invoice & Tax Compliance:**



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- A legal invoice (i.e., called a “*fatura*” in Portuguese) is issued for every transaction in accordance with Portuguese tax regulations and **is not a request for additional payment.**

### **Security & Cookies:**

- Our website uses cookies for functionality and we employ robust security measures (encryption, access controls, and regular audits) to protect your data.

### **Your Rights:**

- Under the GDPR, you have the right to access, correct, delete, restrict, and even object to certain processing or to withdraw your consent.

### **Social Media & Reviews:**

- Participation in public reviews and social media posts is voluntary and implies your consent for their use in our marketing.

*Please read on for our full detailed privacy policy.*

## Who We Are

This privacy policy applies to all services provided by **Fridays Tours** a registered Unipessoal, LDA operating in Portugal. We offer walking tours and related services, and we are committed to protecting your personal data and respecting your privacy in accordance with the General Data Protection Regulation (EU) 2016/679 (“GDPR”) and Portuguese law.

### **Our Contact Details:**

- **Registered Business Name:** Fridays Tours
- **Business Type:** Unipessoal, LDA
- **E-mail:** [info@fridaystours.com](mailto:info@fridaystours.com)
- **WhatsApp Phone Number:** +1 847 830 2513



## Data We Collect and Why

When you book a tour with us, we collect and process the following information:

- **Full Name**
  - *Purpose:* To identify the booking and issue a legal, Portuguese tax-compliant invoice (i.e., fatura).
- **Email Address**
  - *Purpose:*
    - To send you a legally binding, tax-compliant invoice and a detailed summary of your transaction
    - To enable communication regarding your booking including confirmations, updates, reminders, and a follow-up thank you message.
  - *Note:* Your email is collected solely for these purposes. We do not use it for marketing or for profile creation unless you explicitly opt-in.
  - *Legal Basis:* Contractual necessity and, where applicable, your explicit consent.
  - *Withdrawal:* Should you opt-in for marketing in the future, you can withdraw your consent at any time without affecting the essential communications regarding your booking.
- **Phone Number (Optional)**
  - *Purpose:* In case we need to contact you urgently about your booking (e.g., last-minute changes or meeting point clarification).
  - *Details:*
    - Please include your country code when providing your number.
    - *Note:* Our business number is a WhatsApp number to ease international communication and minimize charges.



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- Your phone number will only be used for the duration and necessity of your booking, not for marketing purposes.
- **Billing Address and NIF (Número de Identificação Fiscal, Where Applicable)**
  - *Purpose:* In compliance with Portuguese tax law, we must issue a legal invoice (i.e., fatura) for every transaction. For invoicing purposes, an option to provide your NIF may be offered during booking.
  - *Explanation:*
    - If you are an individual registered in Portugal with a valid Portuguese tax ID (NIF), you may be asked to provide your billing address and NIF for invoicing. This information is requested for the sole purpose of issuing the invoice.
    - For Foreign Clients:
      - If you do not have a Portuguese NIF because you are not registered in Portugal, you will still receive a legally required invoice. This invoice serves solely as a legally binding proof of payment and ensures compliance with Portuguese tax obligations. It is the only acceptable tax-approved document showing of payment in Portugal.
      - ***Note: It does not represent an additional charge but instead confirms that the required payment has been successfully collected.***
- **Number of Children and Infants Attending**
  - *Purpose:* To calculate the total price for your tour booking and to provide fair, staggered pricing that reflects our inclusive pricing policy for families.
  - *Definition:*
    - Children: We define "children" as persons aged 3–12.
    - Infants: We define "infants" as persons aged 0–3.
  - *Note:*



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- Applicable prices will be disclosed in the appropriate context (e.g., at the time of booking). Prices are subject to change based on business revenue and market trends and will be updated accordingly across our website and within this privacy policy.
- We expressly collect this data solely for the calculation of the total price and not for any other purposes. Your family's privacy is respected by only collecting the most necessary information.

## Legal Basis for Processing

We process your personal data on the following legal grounds:

### **Contractual Necessity:**

To fulfill the service you requested (i.e., your walking tour booking) and manage your related transactions.

### **Legal Obligation:**

To comply with applicable Portuguese tax laws and accounting regulations, including the mandatory issuance of a legal invoice (i.e., fatura).

### **Legitimate Interest:**

To ensure smooth and efficient communication regarding your booking.

### **Consent (Where Applicable):**

If you opt-in for any additional services (e.g., marketing communications), processing is based on your explicit consent. You may withdraw your consent at any time without affecting the essential processing needed for your booking.



## Data Retention and Purpose Limitation

We only retain your personal data for as long as necessary to fulfill the purposes for which it was collected. In practice, this means:

- Data related to your booking is stored only for the duration of your booking process and any legally required retention period (e.g., up to 10 years in conformance with Portuguese tax regulations).
- After such periods, data is securely deleted unless there is a continuing legal reason to retain it.

We adhere strictly to the principle of “purpose limitation,” meaning that your data is used solely for the purposes explained in this policy.

## Invoice (i.e., Fatura) Information

In accordance with Portuguese tax regulations, a legal invoice (i.e., fatura) must be issued for every payment received. We are obligated to comply with this provision regardless of the customer's country of origin. Our invoicing software is fully encrypted and compliant with the Autoridade Tributária (AT) (i.e., Portuguese Tax Authority).

*By confirming your booking, you consent to your information being used strictly for the purposes of tax compliance. We will endeavor to issue your invoice (i.e., fatura) within 2–3 business days from the time of purchase. Please note that the issued invoice is a record of payment, not a request for additional payment, and we do not use your invoice data for marketing or profiling.*



## Payments and Stripe

Payments on our website are securely processed through **Stripe**, a GDPR-compliant third-party payment processor. Key points include:

- **No Storage of Card Data on Our Servers:** All sensitive payment data is handled exclusively by **Stripe** with appropriate security measures like encryption.
- **Data Handling by Stripe:** To complete the transaction, Stripe may collect relevant billing details and card data on your behalf

For more details, please review **Stripe's** Privacy Policy.

## Use of Cookies

Our website uses cookies and similar technologies to enhance your browsing experience and ensure optimal website functionality:

### **Purpose:**

- To analyze visitor behavior and improve site performance.
- To enable essential website functions.

### **Privacy:**

- We do not collect personally identifiable information through cookies without your explicit consent.

### **Consent and Management:**

- A cookie banner appears on your first visit where you can consent to our use of cookies. You may also manage or disable cookies via your browser settings at any time.



## Security of Your Data

We take data security very seriously. To protect your personal data, we have implemented a range of organizational and technical measures, including:

- **Encryption:** Data is encrypted during transmission.
- **Access Controls:** Strict measures are in place to limit access to personal data.
- **Regular Audits:** Ongoing reviews of our security practices ensure that your data remains safe.

## Third Parties and Data Transfers

We may share your personal data with trusted third-party service providers (e.g., booking platforms, invoicing software, and Stripe) solely to support our operations. Please note:

- **Strict Use:** These third parties process your data only under our direct instructions and for the specific purposes outlined.
- **GDPR Compliance:** All third-party providers are required to adhere to GDPR standards.
- **International Transfers:** If your data is transferred outside the EU/EEA, appropriate safeguards are in place to protect your personal data.

## Your Rights

Under the GDPR, you have the following rights regarding your personal data:

- **Access:** You can request access to the data we hold about you.
- **Rectification:** Request correction of any inaccuracies in your data, and **Fridays Tours** will confirm rectification.



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- **Deletion:** Request deletion of your data by **Fridays Tours**, where the law permits (the “right to be forgotten”), and **Fridays Tours** will confirm deletion.
- **Restriction:** Request that processing of your data be restricted within reasonable limits, and **Fridays Tours** will confirm restriction within the processing of data that it can control. Processing of data through third-party services such as the **Stripe** payment gateway is outside the direct control of **Fridays Tours**. Clients must coordinate directly with **Stripe** regarding any requests related to the processing of their data.
- **Data Portability:** Request a copy of your data in a commonly used, machine-readable format, and **Fridays Tours** will confirm provision of a copy of your data.
- **Objection:** Object to the processing of your data, including any processing based solely on automated decision-making.
- **Withdrawal of Consent:** If processing is based on consent, you may withdraw your consent at any time without affecting the lawfulness of prior processing, and **Fridays Tours** will confirm withdrawal of your consent.

To exercise any of these rights, please contact **Fridays Tours** using the details provided. You also have the right to lodge a complaint with the Portuguese Data Protection Authority (CNPD).

## Social Media and Reviews

To support the growth and success of our business, we may provide you with the opportunity to provide a public review of our services via platforms such as Google reviews or directly on our website. You may receive this in our “thank you” email following the conclusion of your tour. Additionally, we might invite you to voluntarily participate in social media engagements, such as Instagram posts that feature a picture or video testimonial.



With any of these opportunities for feedback, please note:

**Voluntary Participation:**

- Your decision to provide a public review or participate in social media posts is entirely voluntary, and you maintain explicit control over your choice to engage in these activities.

**Consent for Marketing Use:**

- By writing a public review or consenting to participate in a social media post, you acknowledge that this action constitutes your understanding and acceptance of our privacy policy. Your voluntary participation is considered explicit consent to allow us to use your review or media content for marketing purposes

**Data Protection Rights:**

- Despite your participation, you remain fully entitled to your rights under applicable data protection laws. Should you decide later that you want your review or any media content removed from our marketing materials, please contact us to exercise your rights.

## Policy Updates

We may update this privacy policy periodically to reflect changes in our practices or legal obligations. Any significant changes will be prominently displayed on our website, and the “Last Updated” date will be revised accordingly. We recommend reviewing this policy from time to time.



## How to Contact Us

If you have any questions about this privacy policy or wish to exercise your rights regarding your personal data, please contact us as detailed below. We will provide a response without undue delay, in accordance with GDPR regulations.

For all queries regarding processing of personal data, please address your email in the subject line to the **Privacy Department** of Fridays Tours using the details below:

E-mail: [info@fridaystours.com](mailto:info@fridaystours.com)

**ATTN: Privacy Department Fridays Tours**

*End of Privacy Policy*