



## **Data Privacy Notice**

As part of our marketing activities, Wallace Travel Group collects and processes personal data relating to customers and prospective customers. Wallace Travel Group is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations. This document sets out the personal data the Company collects and processes about customers and prospective customers, the reason for doing so, the time periods for which it collects data, the protections in place and your rights with regard to your data.

### **What Information Do We Collect?**

We collect a range of information about customers and prospective customers. This includes:

- Name, address, contact details, contact preferences and where applicable, passport or travel identity information
- Travel history
- Payment records

We may collect this information in a variety of ways. For example, data might be obtained through our online contact forms, via email, over the phone or in person at our office.

We may also collect personal data about you from third parties, in such cases as travel is booked on your behalf.

Data will be stored in a range of different places, including our internal databases and on our back office accounting system, and where applicable, on our GDS system.

### **Why Do We Process this Data?**

Wallace Travel Group has a legitimate interest in processing personal data during the process of arranging your holidays, booking corporate and MICE travel and for keeping records of the same. Processing data from customers allows us to manage the travel booking process, arrange flights, accommodation, activities, and so on, and to facilitate payment for these services.

We may also process information about prospective customers regarding their contact details, preferred contact channels. We collect this data to share information about products and services we offer that is relevant to individuals and in via a channel of their preference. We will ask for your consent before it keeps your data for this purpose and you are free to withdraw your consent at any time.

### **Who Has Access to Data?**

Your information may be shared internally for the purpose of sharing marketing information with you or for arranging your travel. This includes members of the sales & marketing team, our travel agents, and IT staff if access to the data is necessary for the performance of their roles.

The Company will not share your data with third parties, with the exception of third parties required for your requested travel e.g. airlines, hotel rooming lists. The Company will not transfer your data outside the European Economic Area.

### **How Do We Protect Your Data?**

We take the security of your data seriously. We have internal policies and controls in place to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by



our employees in the proper performance of their duties. Access to our customer and prospective customer databases where your data is stored, is authenticated by username and login.

### **For How Long Do We Keep Data?**

If you organise travel with us we will hold your data on file for a maximum of five years after the period of travel. At the end of that period, your data is deleted or destroyed.

If you consent to sharing contact details and preferences with us for marketing purposes, we will hold your data on file unless you withdraw your consent, in which case your data is deleted or destroyed.

### **Your Rights**

As a data subject, you have a number of rights. You can:

- access and obtain a copy of your data on request;
- require that we change incorrect or incomplete data;
- require that we delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing.

If you would like to exercise any of these rights, please contact [info@wtg.ie](mailto:info@wtg.ie) If you believe that the organisation has not complied with your data protection rights, you can complain to the Data Protection/Information Commissioner/ relevant jurisdictional authority.