Privacy Policy – Terra Toscana Tours

Last updated: November 10, 2026

This Privacy Policy explains how Terra Toscana Tours ("we", "us") collects and uses personal data when you visit www.terratoscanatours.com (the "Website") or contact us to ask about or book our guided e-MTB tours and experiences. It is provided under Regulation (EU) 2016/679 ("GDPR") and the Italian data protection law.

1. Data Controller

The Data Controller is: **Terra Toscana Tours** – VAT number: 02593650506 – Email: info@terratoscanatours.com – Phone: +39 351 834 2054

You can contact us at any time at the email address above for anything concerning your personal data.

2. What data we collect, why, and on what legal basis

a) Contact and availability requests (contact form, email, phone, WhatsApp) When you write to us through the form on the Contact page, or contact us by email, phone or WhatsApp, we process the data you provide: first name, last name, email address, phone/WhatsApp number and the content of your message (for example your travel plans, group size, dates and preferences). *Purpose:* to answer your questions, check availability, prepare quotes and plan custom tours. *Legal basis:* steps taken at your request before entering into a contract (Art. 6.1.b GDPR).

b) Bookings and tour organisation If you book a tour or experience, we also process the data needed to organise it and to fulfil legal obligations: names of participants, contact details, dates, bike size and riding level, accommodation, payment and invoicing data.

Legal basis: performance of the contract (Art. 6.1.b) and legal obligations such as accounting and tax rules (Art. 6.1.c).

c) Health and safety information (only if you choose to provide it) For your safety on the tour we may ask about allergies, dietary needs, injuries or physical limitations. This information is optional, is used only to adapt the tour to your needs and is not shared except where strictly necessary (for example with a restaurant, for an allergy). *Legal basis:* your explicit consent (Art. 9.2.a) and, in an emergency, the protection of your vital interests (Art. 9.2.c).

d) Newsletter (optional) If you tick the box "Keep me inspired" on the contact form, we will use your name and email to send you occasional news, stories and special offers. [Name of the newsletter service, if any.] *Legal basis:* your consent (Art. 6.1.a). You can withdraw it at any time by using the unsubscribe link in each email or by writing to us. Withdrawal does not affect the lawfulness of the processing carried out before it.

e) Technical and navigation data When you visit the Website, our servers and security tools automatically record technical data such as IP address, browser type, device, pages visited and date/time. We use it to keep the Website working and secure. *Legal basis:* our legitimate interest in the security and proper functioning of the Website (Art. 6.1.f).

f) Cookies and similar technologies We use cookies and similar technologies as described in our

Cookie Policy. Technical cookies do not need your consent; analytics, marketing and third-party content cookies are used only if you give your consent through the cookie banner, which you can change at any time.

3. Third-party services used on the Website

- **Hosting and IT providers**: Aruba, which stores the Website and its data.
- **YouTube (Google)**: videos embedded on our pages. Videos are loaded only after you accept the relevant cookies.
- **Google Maps (Google)**: the map on the Contact page. Loaded only after you accept the relevant cookies.
- **Website statistics and security**: Matomo.
- **Forms and email**: messages sent through the form are delivered to our mailbox and stored in the Website's database for a limited time.
- **Social networks and review platforms**: the Website contains simple links to our pages on Instagram, Facebook, Tripadvisor and Google reviews. When you click them you leave the Website and the privacy policy of that platform applies.
- **Partner accommodation**: If you ask us to arrange accommodation, we will share the details needed to handle your request (name, contact details, dates, number of guests, special requirements) with the partner property concerned, such as Tenuta Ricrio, only in order to obtain availability and a quote for you. The partner then processes your data as an independent controller under its own privacy policy. Legal basis: steps taken at your request before entering into a contract (Art. 6.1.b GDPR).

These providers act as independent controllers or as data processors on our behalf, depending on the service.

4. Transfers outside the European Union

Some providers (for example Google and other U.S. companies) may process data outside the EU/EEA. In these cases transfers take place on the basis of an adequacy decision of the European Commission (such as the EU–U.S. Data Privacy Framework) or of Standard Contractual Clauses, as provided for by Articles 45–46 GDPR.

5. Who can access your data

Your data is accessed only by the people in charge of handling requests and tours, and by the providers listed above, in the limits needed to provide their service. We do not sell your data. We may disclose it to public authorities where required by law.

6. How long we keep your data

- **Requests and contact messages:** for the time needed to handle your request and, if no booking follows, for up to 12 months.
- **Booking and invoicing data:** for the period required by tax and accounting law (generally 10 years in Italy).
- **Newsletter:** until you withdraw your consent or unsubscribe.
- **Health and safety information:** for the duration of the tour and no longer than necessary after it.

- **Technical logs:** for a short period, as set by our hosting provider.
- **Cookies:** as described in the Cookie Policy.

7. Your rights

Under the GDPR you have the right to:

- access your personal data and obtain a copy;
- have inaccurate data corrected and incomplete data completed;
- request erasure of your data ("right to be forgotten") where the conditions apply;
- request restriction of processing;
- receive your data in a structured, commonly used format (portability) where applicable;
- object to processing based on legitimate interest;
- withdraw your consent at any time, where processing is based on consent.

To exercise your rights, write to info@terratoscanatours.com. We will reply within one month. You also have the right to lodge a complaint with the supervisory authority, the Italian **Garante per la protezione dei dati personali** (www.garanteprivacy.it), or with the authority of your country of residence.

8. Is providing data mandatory?

The fields marked as required in the contact form are necessary to reply to you; without them we cannot handle your request. All other information, and the newsletter, are optional.

9. Security

We adopt appropriate technical and organisational measures to protect your data from loss, misuse and unauthorised access, including encrypted connections (HTTPS), regular backups and software updates.

10. Children

The Website is not intended for children under 14, and we do not knowingly collect their data. Bookings for minors must be made by a parent or legal guardian.

11. Changes to this policy

We may update this policy from time to time. The date of the latest update is shown at the top of this page; significant changes will be highlighted on the Website.

12. Contact

For any question about this policy or your data: **info@terratoscanatours.com** – Terra Toscana Tours, Monteverdi Marittimo (PI), Italy.