



## Privacy Policy

### 1. Introduction

We respect your privacy and are committed to protecting your personal data. This Privacy Policy explains how we collect, use, store, and share your personal information when you visit our website and use our services. By using our website, you consent to the practices outlined in this policy.

This Privacy Policy applies to Paraíso Azul located in Santa Bárbara de Nexe, Algarve, Portugal.

### 2. What Information Do We Collect?

We collect different types of personal information, including:

- **Personal Identification Information:** Name, email address, phone number, billing information.
- **Usage Data:** Information on how you access and use our website, including your IP address, browser type, and device information.
- **Cookies:** We use cookies to enhance your user experience on our website. For more details, see our Cookie Policy below.

### 3. How We Use Your Information

We use your information for the following purposes:

- **To provide and manage our services:** To process bookings, answer enquiries, and send you related information such as confirmation emails.
- **To improve our website:** To understand how users interact with our website and make improvements based on your preferences.
- **To communicate with you:** To send marketing emails (if you've chosen to receive these or opted in), newsletters, or important updates about your bookings or our services.
- **To comply with legal obligations:** We may be required to use or disclose your personal data to comply with legal obligations, resolve disputes, and enforce agreements.

### 4. Sharing Your Information

We do not sell or rent your personal data to third parties. However, we may share your information with:

- **Service Providers:** We may share your data with third-party providers who help us operate our website and deliver our services (e.g., booking platforms, payment processors, etc.).

- **Legal Authorities:** If required by law or legal process, we may disclose your personal data to comply with applicable regulations.

## 5. Data Security

We take the security of your personal data seriously and use industry-standard practices to protect it. This includes encryption, secure servers, and limiting access to authorized personnel only. However, no data transmission over the internet is entirely secure, and we cannot guarantee the absolute security of your information.

## 6. Your Data Protection Rights

Under the General Data Protection Regulation (GDPR), you have the following rights regarding your personal data:

- **Right to Access:** You can request access to the personal data we hold about you.
- **Right to Rectification:** You can request that we correct any inaccuracies in your data.
- **Right to Erasure:** You can request that we delete your personal data, subject to certain exceptions.
- **Right to Restriction of Processing:** You can request that we limit the processing of your personal data in certain circumstances.
- **Right to Data Portability:** You can request that we transfer your personal data to another service provider.
- **Right to Object:** You can object to the processing of your personal data for direct marketing purposes or on grounds relating to your particular situation.
- **Right to Withdraw Consent:** If you've consented to processing, you can withdraw your consent at any time.

To exercise any of these rights, please contact us at [info@paraiso-azul.pt](mailto:info@paraiso-azul.pt)

## 7. Cookies Policy

We use cookies to enhance your experience on our website. A cookie is a small text file stored on your device to track your preferences. You can control the use of cookies through your browser settings.

## 8. International Data Transfers

We may transfer your personal data to countries outside the European Economic Area (EEA) for purposes such as website hosting or the provision of services. In such cases, we ensure that adequate measures are taken to protect your personal data, including standard contractual clauses or other safeguards in line with the GDPR.

## 9. Updates to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or applicable regulations. Any changes will be posted on this page, and we encourage you to review it periodically.

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## Data Protection Notice (GDPR Compliance)

### 1. Data Controller Information

Paraíso Azul is the data controller for the personal information you provide to us. You can contact us at:

**Paraíso Azul**

Address: Caminho do Canal CP 377<sup>a</sup>, 8005-431 Santa Bárbara de Nexe – Faro, Portugal

Email: [info@paraíso-azul.pt](mailto:info@paraíso-azul.pt)

Phone number: Mobile +351 913 702 170

### 2. Legal Basis for Processing Your Data

We process your personal data based on the following legal grounds:

- **Consent:** Where you have given us explicit consent (e.g., signing up for marketing communications).
- **Contractual Necessity:** To process your booking and provide our services to you.
- **Legitimate Interests:** To improve our services, communicate with you, and enhance the customer experience.
- **Legal Obligation:** When required by law.

### 3. Retention of Your Personal Data

We will only retain your personal data for as long as necessary to fulfil the purposes outlined in this policy, including compliance with legal, accounting, or reporting requirements. Once your data is no longer needed, we will securely delete or anonymise it.

### 4. Third-Party Data Processors

We may share your data with third-party service providers who assist us in operating our business. These providers may include:

- **Payment Processors:** To facilitate online payments and bookings.
- **Marketing Services:** For sending newsletters or promotional materials.
- **Website Hosting:** To store and manage the data collected on our website.



Each third-party processor is required to comply with the GDPR and provide sufficient guarantees to ensure the protection of your personal data.

#### **5. Your Rights Under the GDPR**

As outlined in the Privacy Policy, you have the right to access, rectify, erase, restrict, object to processing, and request data portability. To exercise these rights, please contact us at [info@paraiso-azul.pt](mailto:info@paraiso-azul.pt).

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#### **Conclusion**

This Privacy Policy and Data Protection Notice applies to all visitors and users of our website and services. By using our website, you agree to the terms of this policy. If you have any questions about how we handle your personal data, feel free to contact us.