

GDPR and Data Privacy

The European Union General Data Protection Regulation (GDPR) went into effect on May 25th, 2018. To help you understand what this means as a business owner in the tour and activity industry, we've compiled some frequently asked questions below.

What is the GDPR?

The GDPR replaces the Data Protection Directive established in 1995, strengthening the security and protection of EU citizens' personal data. For example, it includes rights for residents of the European Economic Area and Switzerland to request data erasure or lodge a complaint with relevant supervisory authorities.

What is the relationship between FareHarbor under the GDPR?

FareHarbor is considered a "Data Processor" and the tour business is considered a "Data Controller".

As a "Data Processor", FareHarbor can help answer questions you may have about GDPR, data privacy, or data security. Please review the documentation found on our legal page at fareharbor.com/legal and if you have any further questions, please reach out to privacy@fareharbor.com.

Protecting Your Information

FareHarbor implements a variety of security measures to help maintain the safety of your personal information when you reserve a booking or enter, submit, or access your personal information.

All supplied credit card information is transmitted via Secure Socket Layer (SSL) technology. This information is then encrypted in our payment provider's systems, may only be accessible by those authorized with special access rights to such systems, and they are required to keep the information confidential. Please understand that while we try our best to safeguard your personal information once we receive it, no transmission of data over the Internet can be guaranteed to be 100% secure.

After a transaction, personal information may be kept on file in order to archive reservation data, help improve the customer experience, and for other business purposes.

Cookies and interest-based advertising

Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser (if you allow) that enables the sites or service providers systems to recognize your browser and capture and remember certain information.

We use cookies to help us remember and process the items in your shopping cart, understand and save your preferences for future visits, keep track of advertisements, market our services, and compile data about site traffic and site interaction so that we can offer better site experiences and tools in the future. We may contract with third-party service providers to assist us in better understanding our site visitors. These service providers are not permitted to use any personally identifiable information collected on our behalf except to help us conduct, improve or market our business.

Does FareHarbor disclose any information to outside parties?

Yes, we provide your information to the third-party companies that use our service to book online reservations. We share information about your reservation and also may include information about how you use and interact with our site, such as your reservation history, which activities you like or are recommended for you, and other information. In some cases, we may provide these third-party companies with analytics and other information about your interaction with our service via their website. Please note that this Privacy Policy does not apply to those third-party companies and FareHarbor is not responsible for how they use, maintain or disclose your information.

We also use third-party service providers who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. We may also release your information when we believe release is appropriate to comply with the law, enforce our site's policies, or protect our or others rights, property, or safety in anyway legally or most appropriate to the situation at our sole discretion.

We may share your personal information with our business partners or co-marketers from time to time. Although our treatment of your personal information is governed by this Privacy Policy, the third party's treatment of your information will be governed by their privacy policy. Non-personally identifiable or aggregated information may also be provided to other parties for marketing, advertising, or other uses.

Third-party links

Occasionally, at our discretion, we may include or offer third party products or services on our website. These third party sites have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our site and welcome any feedback about these sites.

Children's Information

FareHarbor's sites are a general audience websites and do not offer services directed to children. You must be 16 years of age or older to book using FareHarbor's sites. Should a child whom we know to be under 13 send personal information to us, we will use that information only to respond directly to that child to inform him or her that we must have parental consent before receiving his or her personal information and will delete the information. Bookings made by underage individuals without consent will not be honored. If you believe that FareHarbor has been provided with the personal information of a child under 13 without parental consent, please notify us immediately at customerservice@fareharbor.com.

Use of Stripe

[Information about our use of Stripe for payment services can be found here.](#)