

Customer and Website Privacy Policy

Mad Tours & Events

Last Updated: 3/8/2026

Welcome to <https://madtoursandevents.com> (the "Site").

Mad Tours And Events ("we", "our", or "the Company") understands that privacy is important to visitors, clients, and business partners. This Privacy Policy explains how we collect, use, store, and share personal information when users visit our website or engage our services for travel planning, reservations, and event organization.

This policy applies to both:

- Visitors browsing our website ("Visitors")
- Clients and businesses using our services to organize travel or events ("Authorized Customers")

1. Personally Identifiable Information

"Personally Identifiable Information" refers to any information that identifies or can be used to identify, contact, or locate an individual.

This may include, but is not limited to:

- Name
- Address
- Phone number
- Email address
- Travel details
- Passport information when required
- Payment information
- Company information (for corporate clients)

Personally Identifiable Information does not include anonymous or aggregated data that cannot identify a specific individual.

2. Information We Collect

Website Visitors

When visiting our website, we may collect:

- IP address
- Browser type
- Device information
- Website usage data
- Cookies and analytics information

This information helps us improve our website and user experience.



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Clients Requesting Quotes or Travel Services

When requesting a quote, itinerary, or travel services, we may collect:

- Full name
- Email address
- Phone number
- Country of residence
- Travel dates
- Destination preferences
- Number of travelers
- Special travel requests

Clients Booking Travel Services

When confirming a booking with Mad Tours & Events, additional information may be required in order to complete reservations with travel suppliers.

This may include:

- Full legal name (as listed on passport)
- Date of birth
- Passport information when required by travel providers
- Emergency contact details
- Billing information
- Payment details

3. Purpose of Data Collection

Mad Tours & Events collects personal information solely for legitimate business purposes. The collection of this personal data is essential for the contractual performance, and in case of refusal to provide it, the Client may face difficulties in the execution of the service, which cannot give rise to any liability on the part of **MAD Tours and Events**. This personal data is collected solely for the purpose of managing **MAD Tours and Events'** clients within the framework of contract conclusion and execution, based on the Client's consent. The data is used only for the purposes to which the Client has consented. More specifically, these purposes are:

including:

- Preparing travel proposals and itineraries
- Making hotel reservations
- Booking transportation services
- Reserving tours, activities, and experiences
- Organizing corporate events and group travel
- Communicating with clients regarding their travel program
- Processing payments
- Providing customer support
- Complying with legal or regulatory obligations
- Identification of persons using and/or booking the services
- Formalization of the contractual relationship
- Execution of the services booked with **MAD Tours and Events**
- Management of contracts and reservations (including room allocation and travel arrangements)
- Communication to partners for the execution of services by the relevant partners
- Accounting, including management of Client accounts and monitoring of the Client relationship
- Processing of operations related to Client management
- Commercial communications, marketing, and client engagement

Personal data is never collected for unrelated purposes.



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4. Sharing Information for Contractual Travel Services

In order to deliver travel services and confirm reservations, MAD Tours and Events may share necessary client information with third-party service providers involved in the travel program.

These may include:

- Hotels and accommodation providers
- Transportation companies (private drivers, transfers, etc.)
- Tour guides and activity providers
- Restaurants and event venues
- Ticketing providers
- Insurance providers when applicable
- Payment processors and banks

Only the minimum information required to complete the booking is shared.

This sharing of information is necessary for the execution of travel services and contractual obligations between the client and the service providers.

MAD Tours And Events does not sell or rent personal data to third parties for marketing purposes.

5. Third Party Service Providers

Certain third-party service vendors may collect information directly when processing services, including:

- Credit card companies
- Payment processors
- Banks
- Insurance providers

These providers operate under their own privacy policies and security standards.

MAD Tours and Events does not control how these third parties manage their data but works with reputable providers.

6. How Information Is Stored and Protected

Personally Identifiable Information collected by MAD Tours And Events is stored securely.

Security measures include:

- Restricted access to authorized staff only
- Password-protected systems
- Secure booking and communication platforms
- Encryption protocols for sensitive information
- Regular monitoring of security practices

While we take commercially reasonable measures to maintain security, no internet system can be guaranteed to be completely secure.

7. Cookies and Website Analytics

Our website uses cookies to:

- Understand visitor preferences
- Improve website functionality
- Analyze website traffic
- Protect user sessions

Users can disable cookies through their browser settings.

8. Data Retention

Mad Tours And Events retains personal data only as long as necessary for:

- Delivery of travel services
- Customer support
- Accounting and administrative requirements



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- Legal and regulatory obligations

When data is no longer required, it is securely archived for a maximum of 5 years. The personal data related to the Client's credit card are stored exclusively for the period necessary to complete the transaction.

9. Client Rights

Visitors and clients may:

- Request access to their personal data
- Request corrections to inaccurate information
- Request deletion of personal information where legally permitted
- Opt out of certain communications

Requests can be made by contacting us using the information below.

10. Legal Disclosure

MAD Tours and Events may disclose personal information if required by law, court order, subpoena, or when necessary to protect the safety and rights of clients, visitors, or the company.

11. Links to Other Websites

Our website may contain links to third-party websites.

MAD Tours and Events is not responsible for the privacy practices of external websites, and we encourage users to review their privacy policies.

12. Changes to this Privacy Policy

MAD Tours And Events may update this Privacy Policy periodically. Changes will be posted on our website.

13. Contact Information

For questions regarding this Privacy Policy or requests related to personal data, please contact:

Mad Tours and Events

Email: contact@madtoursandevents.com

Website: <https://madtoursandevents.com>

This policy will be reviewed on January 2, 2027



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