

Privacy Notice for Customers and Users (Website)

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Privacy Notice for Website Visitors, Customers, Suppliers and Business Partners

Last Updated: [August 2026]

1. About this Privacy Notice

We are **Alsero Turizm Ticaret Limited Şirketi** ("Alsero Tours", "we", "us", or "our"). This Privacy Notice applies to website visitors (alserotours.com, suppliers, business partners, office visitors, and **all customers who engage with or utilize any services provided by Alsero Tours.**

This Privacy Notice serves as a primary reference to satisfy transparency and information obligations under applicable privacy regulations, including the **EU General Data Protection Regulation (EU GDPR)**, the **United Kingdom General Data Protection Regulation (UK GDPR)**, the **California Consumer Privacy Act as amended by the California Privacy Rights Act (CCPA/CPRA)**, and the **Turkish Law on the Protection of Personal Data No. 6698 (KVKK)**.

You place your trust in us by engaging in Alsero Tours' travel and booking services, and we value that trust. This notice describes in a clear and transparent manner how we collect, process, share, and protect your personal data, as well as how you can exercise your legal rights.

2. Terms We May Use in Our Privacy Notices

To help you understand this notice, here are key terms we use:

Personal Data:

Any information relating to an identified or identifiable natural person.

Data Controller:

The entity that determines the purposes and means of processing personal data. For the operations described here, Alsero Turizm Ticaret Limited Şirketi is the Data Controller.

Customer:

Anyone who engages with, purchases, or uses any of our travel products, booking services, or related offerings, whether for themselves or on behalf of others.

Travel Services:

Tour packages, Hajj & Umrah operations, accommodation reservations, flight bookings, transportation/transfers, and travel insurance coverage provided or facilitated by Alsero Tours.

3. Personal Data We Collect and Process

The personal data we collect depends on how you interact with Alsero Tours.

A. Personal Data You Give to Us

Identity Data:

Full name, T.C. Identification Number or passport details, date and place of birth, nationality, gender, marital status, and signature.

Contact Data:

Telephone number, residential/billing address, and email address.

Booking & Travel Details:

Selected tour itineraries, travel dates, flight choices, room preferences, visa information, and special requirements.

Financial Data:

Credit card numbers, bank account/IBAN details, billing records, payment receipts, and vouchers.

Inquiries & Feedback:

Communications submitted via our "Contact Us" or inquiry forms.

Promotional Media & Visual Data:

Photographs and video recordings taken during trips or events.

Consent for taking photos during trips and utilizing them in marketing and promotional materials is collected during the

execution of the

online form and payment page process

and you may withdraw your consent by sending an email to

kvkk@alserotours.com

Special Category Data:

Health conditions or accessibility needs shared explicitly to arrange special accommodation during travel.

B. Personal Data You Give Us About Other Customers

If you make a booking for family members, group customers, or colleagues, you provide their personal details (such as names, passport details, and travel preferences). It is your responsibility to inform them about this Privacy Notice and ensure they consent to you sharing their information.

C. Personal Data We Collect Automatically

Technical & Device Information:

IP address, device type, browser settings, log-in/log-out timestamps, and cookie preferences.

Office Premises Security:

Closed-circuit television (CCTV) security footage captured during visits to our physical office premises.

D. Personal Data We Receive from Other Sources

We may receive personal data from travel agencies, corporate partners, airline booking networks, accommodation providers, or official authorities to fulfill travel arrangements or legal obligations.

4. Purposes of Collecting and Processing Your Personal Data

We use your personal data for the following specific business and operational purposes:

Travel Operations & Bookings:

Processing tour registrations, hotel reservations, flight ticketing, ground transfers, Hajj & Umrah services, and insurance policies.

Customer Support & Communication:

Responding to complaints, managing travel updates, answering inquiries, and sending booking confirmations.

Marketing & Promotional Media:

Distributing electronic newsletters (E-Bülten), promotional campaigns, special offers, and publishing trip photographs/videos in promotional materials where explicit consent has been provided.

Financial & Accounting Management:

Issuing invoices, processing credit card/bank transactions, maintaining financial audits, and managing partner settlements.

Security & Legal Compliance:

Ensuring physical office security via CCTV, verifying customer identity, preventing fraud, and fulfilling tax, civil aviation, or tourism regulatory mandates.

5. Legal Bases for Personal Data Processing

Under EU GDPR Article 6, UK GDPR Article 6, and KVKK Article 5, Alsero Tours relies on the following legal grounds:

Performance of a Contract:

Processing is necessary to execute travel agreements, issue vouchers, and complete bookings for customers.

Legal Obligation:

Processing is mandatory to comply with commercial, tax, civil aviation, and administrative laws.

Legitimate Interests:

Necessary for internal operations, network security, legal defense, and business evaluation, provided your rights do not override these interests.

Consent:

Required for direct email marketing (newsletters), non-essential analytics/advertising cookies, processing health data, and

taking/using photographs and videos during trips for promotional purposes

Withdrawing Consent for Photos & Marketing: Consent for taking and using trip photos in promotional materials is collected on the online booking/payment page. You have the right to withdraw your consent for promotional photo usage or email marketing at any time by sending an email to kvkk@alserotours.com.

6. How We Share Personal Data with Third Parties

We do not sell your personal data. We disclose personal data strictly on a need-to-know basis to:

Travel Service Providers:

Airlines, partner hotels, transport companies, tour guides, and local ground operators required to fulfill your itinerary.

Financial Institutions:

Banks and certified payment service providers for transaction processing.

IT Infrastructure Vendors:

Web hosting, database management, and CRM software providers.

Professional Advisors & Legal Authorities:

External legal advisers, auditors, and law enforcement or regulatory authorities upon lawful

requests

International Transfers:

When your travel itinerary includes foreign destinations, necessary personal data is transferred abroad to relevant accommodation, airline, or ground service partners in accordance with applicable cross-border transfer safeguards.

7. Information Regarding Specific Markets, Products & Services

Ground Transportation & Insurance

When booking ground transfer services or travel insurance policies through Alsero Tours, your identity, contact, and trip details are shared directly with the respective transfer companies or insurance underwriters to issue valid insurance policies and transport vouchers.

8. How We Protect Personal Data

We maintain appropriate organizational and technical measures to protect your personal data against unauthorized access, destruction, loss, or alteration. These include SSL encryption protocols, strict role-based access control policies, network firewalls, and routine data protection assessments.

Personal data is retained only for as long as necessary to achieve the collection purposes or to satisfy statutory legal, tax, and commercial retention rules (typically up to 10 years for financial and contractual records).

9. How We Use Cookies & Other Tracking Technologies

Our website alserotours.com uses cookies to enhance user experience and analyze web traffic.

Strictly Necessary Cookies:

Essential for website navigation, technical security, and preference management (cannot be disabled).

Performance & Analytics Cookies:

Collect aggregated data on visitor traffic, popular pages, and search keyword efficiency.

Functional Cookies:

Save user selections such as language and regional session preferences.

Targeting & Advertising Cookies:

Used to deliver relevant advertisements and measure campaign conversion.

Managing Cookies:

You can adjust your consent preferences at any time by clicking the Cookie Settings icon at the bottom of our website or through your web browser settings.

10. How We Treat Personal Data Belonging to Minors

Our services are not directed at children under 16 years of age. We do not knowingly collect personal data online from children without verifiable parental or guardian consent, which must be provided by a parent or legal guardian when booking family travel for minor customers.

11. Your Rights

Depending on your jurisdiction (under EU GDPR, UK GDPR, CCPA, or KVKK), you hold the following rights regarding your personal data:

Right of Access:

Obtain confirmation on whether your personal data is processed and request a copy.

Right to Rectification:

Request correction of inaccurate or incomplete records.

Right to Erasure ("Right to be Forgotten"):

Request deletion of data where legal grounds for retention no longer apply.

Right to Restrict or Object:

Pause processing or object to processing based on legitimate interests or direct marketing.

Right to Data Portability:

Receive your personal data in a structured, commonly used format.

Right to Withdraw Consent:

Revoke consent for marketing, optional cookies, or

promotional photo usage

at any time by emailing

kvkk@alserotours.com

To exercise any of your data protection rights detailed above, you may submit your request to Alsero Tours using the designated channels set forth under applicable law. You can send your written request via email to **kvkk@alserotours.com** using the email address currently registered in our systems, via Registered Electronic Mail (KEP), with a secure electronic signature or mobile signature, or by physical mail addressed to **Balgat 1410 Cadde No 2/1 Çankaya - Ankara, Turkey**. For requests submitted

under the Turkish Law on the Protection of Personal Data (KVKK), you may also utilize our *Data Controller Application Form (Veri Sorumlusuna Başvuru Formu)* available on our website. Please ensure your application includes adequate information to verify your identity and clearly specifies the scope of your request so we can process and respond to your inquiry within thirty (30) days in accordance with statutory requirements.

California Consumer Privacy Rights (CCPA/CPRA Notice)

If you are a California resident:

Right to Know & Access:

Request details regarding categories and specific pieces of personal information collected over the preceding 12 months.

Right to Delete & Correct:

Request erasure or correction of inaccurate personal records.

Do Not Sell or Share Personal Information:

Alsero Tours does not sell personal information for monetary value. You may opt out of third-party ad-tracking cookies via our cookie preferences panel.

Limit Use of Sensitive Personal Data:

Restrict the use of sensitive information (such as passport details or health needs) strictly to operational necessity.

12. Our Company and How We Further Comply with Privacy Laws

To exercise any of your privacy rights, withdraw consent, or if you have questions regarding this Privacy Notice, please submit your request to us using the contact details below:

Data Controller Name:

Alsero Turizm Ticaret Limited Şirketi

Physical Address:

Balgat 1410 Cadde No 2/1 Çankaya - Ankara, Turkey

Email Address:

kvvk@alserotours.com

Website:

alserotours.com

Bu belge elektronik ortamda oluşturulmuştur; SHA256 + HMAC + hash-zinciri ile bütünlüğü ispatlanır.