

Privacy policy Zenno Surf

Journeys with departure date from 01/01/2025 to 31/12/2025

This document outlines what should be included in your privacy policy, especially regarding cookies and Google Analytics. Your privacy policy should be clear, comprehensive, and accessible in all languages your site supports.

1. Introduction & Contact Information

Zenno Surf & Yoga ("we", "us", "our") operates the website www.zennosurf.com.

We are committed to protecting your privacy and ensuring transparency about how we collect, use, and safeguard your personal information. This policy applies to all users of our website and outlines your rights as well as our responsibilities as data controllers.

If you have any questions or concerns regarding your data or this privacy policy, please contact us using the details below.

Contact Information:

Email: info@zennosurf.com

Phone: +31 6 16412580

Address: Taghazout, Agadir, Morocco

Last Updated: November 11, 2025

2. What data we collect

We collect the following types of personal data:

1. Booking Information

When you make a reservation, we collect:

Name and contact details (such as email address and phone number)

Booking dates and preferences

Number of guests

Special requirements or dietary restrictions

Package selections

2. Payment Information

Your payment details are processed securely by third-party payment processors. We do not store your payment information on our servers.

3. Website Analytics

With your consent, we use Google Analytics to collect:

Pages visited

Time spent on pages

Device and browser information

Geographic location (country/city level)

Referral sources (how you arrived at our site)

4. Communication Data

We may collect information from emails, WhatsApp messages, and contact forms you submit to us, to respond to your inquiries and provide customer support.

3. How we use your data

We use your personal data for the following purposes:

Booking Processing (Legal Basis: Contract Performance)

To process and confirm your reservations

To communicate with you about your booking

To provide customer service

Website Improvement (Legal Basis: Legitimate Interest / Consent)

To analyze website traffic and user behavior

To improve website functionality and overall user experience

To understand which pages are most popular and how the site is used

Communication (Legal Basis: Legitimate Interest)

To respond to your inquiries

To send booking confirmations and updates

To provide customer support

Legal Compliance (Legal Basis: Legal Obligation)

To comply with applicable tax and accounting requirements

To maintain records as required by law

All data processing is carried out only for the purposes described above and is always in accordance with the applicable legal bases under Article 6 of the GDPR.

4. Cookies and tracking technologies

A. What Cookies Are

Cookies are small text files stored on your device when you visit our website. They help us provide you with a better experience and understand how visitors use our site.

B. Types of Cookies We Use

1. Essential Cookies (No consent required)

These cookies are necessary for the website to function properly. They cannot be disabled. Examples include:

Session management

Security features

Load balancing

2. Analytics Cookies (Requires consent - Google Analytics)

We use Google Analytics cookies to understand how visitors interact with our website. These cookies collect information anonymously, including:

_ga: Distinguishes unique users (expires after 2 years)

ga[ID]: Persists session state (expires after 2 years)

_gid: Distinguishes unique users (expires after 24 hours)

What data is collected:

Pages you visit

Time spent on each page

How you arrived at our site (referral source)

Your device type and browser

Your approximate location (country/city level, not exact address)

Your IP address (anonymized by Google)

Who processes this data:

Google LLC (Google Analytics)

Data is processed in the United States, under the EU-US Privacy Shield framework

How to opt out:

You can reject analytics cookies using our cookie consent banner

You can change your preferences anytime via the "Cookie Preferences" link in the footer

You may also install the [Google Analytics Opt-out Browser Add-on](#)

C. Cookie Consent

We only use analytics cookies with your explicit consent. You can:

Accept or reject analytics cookies when you first visit our site

Change your preferences at any time via the "Cookie Preferences" link in the footer

Your consent is valid for 12 months, after which we will ask again

D. Third-Party Cookies

We do not use advertising cookies or share your data with advertisers. We only use Google Analytics for website improvement purposes.

5. Google analytics specific information

Google Analytics

We use Google Analytics 4 (GA4) to analyze website traffic. This service is provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

Data Processing:

Google Analytics uses cookies to collect information about your use of our website.

This information is transmitted to and stored by Google on servers in the United States.

Google may also transfer this data to third parties where required by law.

IP Anonymization:

We have enabled IP anonymization in Google Analytics. This means your IP address is shortened before being sent to Google, making it more difficult to identify you personally.

Data Retention:

Google Analytics data is retained for 14 months by default. You can request deletion of your data at any time.

Your Rights:

You can opt out of Google Analytics tracking via our cookie consent banner.

You can install the [Google Analytics Opt-out Browser Add-on](#).

You can request deletion of your Google Analytics data by contacting us.

Google's Privacy Policy:

6. data sharing and third parties

We only share your personal data in the following circumstances:

Service Providers:

Payment processors (to handle booking payments—your payment details are never stored by us)

Email service providers (to send booking confirmations and communications)

Website hosting providers

All service providers are contractually bound by data processing agreements in compliance with GDPR, ensuring your information is kept secure and confidential

Google Analytics:

Only if you have provided consent for analytics cookies

Data is processed by Google LLC in the United States

Google complies with recognized data protection frameworks for international transfers

Legal Requirements:

When required by law, court order, or other legal processes

To protect our legal rights or prevent fraud

We do NOT:

Sell your personal data

Share your data with advertisers

Use your data for marketing purposes without explicit consent

All third-party service providers are carefully selected and required to process personal data strictly according to our instructions and the applicable data protection regulations. Data protection agreements are maintained to ensure ongoing compliance and safety of your data.

7. Data retention

We retain your personal data only for as long as necessary to fulfill the purposes for which it was collected and to comply with applicable laws:

Booking Data: 7 years (for tax and accounting purposes)

Communication Data: 2 years after our last contact

Analytics Data: 14 months (Google Analytics default retention)

Cookie Consent Preferences: 12 months (after which you will be asked to renew consent)

After the respective retention periods have elapsed, your data is securely deleted or anonymized so that you can no longer be identified.

We periodically review our data retention practices to ensure compliance with applicable regulations and to protect your rights and privacy.

8. Your rights under GDPR

Under the General Data Protection Regulation (GDPR), you have the following rights:

Right to Access: You can request a copy of all personal data we hold about you.

Right to Rectification: You can request correction of inaccurate or incomplete data.

Right to Erasure: You can request deletion of your data (subject to legal or contractual obligations).

Right to Restrict Processing: You can request limitations on how we use your data.

Right to Data Portability: You can request your personal information in a structured, commonly used, and machine-readable format.

Right to Object: You can object to processing based on our legitimate interests or for direct marketing.

Right to Withdraw Consent: You can withdraw your consent for analytics cookies and other data processing at any time.

Right to Lodge a Complaint: You can submit a complaint to your local data protection authority if you believe your rights have been violated.

How to Exercise Your Rights:

Contact us at: info@zennosurf.com

We will respond within 30 days.

Cookie-Specific Rights:

You can change your cookie preferences anytime via the link in the footer.

You can reject analytics cookies, which will stop Google Analytics tracking.

Your consent choice is stored for 12 months.

9. Data security

We implement appropriate technical and organizational measures to protect your personal data:

SSL/TLS encryption secures data during transmission.

Data is stored on secure servers with limited access, restricted to authorized personnel only.

We regularly update security systems and software.

We use trusted payment processors ensuring secure payment transactions.

However, please note that no method of transmission over the internet or data storage is completely secure. While we strive to protect your personal information, we cannot guarantee absolute security.

10. International data transfers

Your data may be transferred to and processed in countries outside of the European Economic Area (EEA):

Google Analytics: Data is processed in the United States.

Safeguards: Google is certified under the EU-US Privacy Shield and Standard Contractual Clauses.

We ensure appropriate safeguards are in place for all such transfers to protect your data in accordance with GDPR.

11. Children's privacy

Our services are not directed to individuals under the age of 16. We do not knowingly collect personal data from children. If you are a parent or guardian and believe that your child has provided us with personal data, please contact us so that we can delete such information immediately..

12. Changes to this policy

We may update this Privacy Policy from time to time. We will notify you of any material changes by:

Posting the updated policy on our website

Updating the "Last Updated" date

Sending an email notification for significant changes (if you have provided your email)

Last Updated: November 11, 2025

13. Contact information for privacy inquires

We may update this Privacy Policy from time to time. We will notify you of any material changes by:

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14. Supervisory authority

If you are located in the European Economic Area (EEA) and believe we have not addressed your privacy concerns adequately, you have the right to lodge a complaint with your local data protection authority:

Netherlands: Autoriteit Persoonsgegevens (AP)

France: Commission Nationale de l'Informatique et des Libertés (CNIL)

Germany: Bundesbeauftragte für den Datenschutz und die Informationsfreiheit (BfDI)

Spain: Agencia Española de Protección de Datos (AEPD)

Italy: Garante per la Protezione dei Dati Personali

Find your local authority: https://edpb.europa.eu/about-edpb/board/members_en
