

PRIVACY POLICY

Eat & Walk Athens - Operated by Herbellada

Ag. Mina 3, 18900 Salamina, Greece

VAT No.: 115366187

Email: info@eatandwalkathens.com

GR Tel: +30 694 6813803 | DE Tel: +49 176 39663939

Last updated: September 2026

1. Introduction

At Eat & Walk Athens, we respect your privacy and are committed to protecting your personal data. This Privacy Policy explains how we collect, use, store and protect personal information when you:

- visit our website;
- make a booking;
- participate in one of our experiences;
- contact us;
- communicate with us regarding a booking;
- subscribe to communications, where applicable;
- otherwise interact with Eat & Walk Athens.

Eat & Walk Athens is a trading brand operated by Herbellada.

For the purposes of applicable data protection legislation, including the General Data Protection Regulation (EU) 2016/679 ("GDPR"), Herbellada is the data controller for the personal data described in this Privacy Policy.

2. Data Controller

Herbellada

Trading as Eat & Walk Athens

Ag. Mina 3

18900 Salamina

Greece

VAT No.: 115366187

Email: info@eatandwalkathens.com

GR Tel: +30 694 6813803

DE Tel: +49 176 39663939

For questions concerning your personal data or this Privacy Policy, please contact us using the email address above.

3. Personal Data We May Collect

Depending on how you interact with us, we may collect the following categories of personal data.

3.1 Identification and Contact Information

- full name;
- email address;
- telephone number;
- country of residence;
- booking reference;
- details provided through a contact form or booking form.

4. Booking Information

When you make or participate in a booking, we may process information such as:

- booking date;
- tour date and starting time;
- number of participants;
- names of participants where required;
- chosen experience;
- payment status;
- booking amount;
- cancellation or amendment history;
- communications concerning the booking;
- special requests relevant to the experience.

If one person makes a booking on behalf of a group, we may receive personal information concerning other participants from the person making the booking.

The person making the booking is responsible for ensuring that they are entitled to provide such information to us.

5. Dietary Requirements and Allergies

Because Eat & Walk Athens offers food experiences, participants may provide information concerning:

- food allergies;
- food intolerances;
- dietary requirements;
- religious dietary preferences;
- other food-related requirements.

Some allergy or dietary information may reveal information concerning a person's health or religion and may therefore be considered sensitive personal data under applicable law.

We ask you to provide only information that is genuinely necessary for us to manage your participation safely and appropriately.

Where such information constitutes special-category personal data, we will process it only where an appropriate legal basis exists under applicable data protection law.

We may share necessary dietary or allergy information with:

- the guide conducting your experience;
- participating restaurants;
- cafés;
- bakeries;
- bars;
- other food providers;

where reasonably necessary to attempt to accommodate your requirements.

We will not use such information for unrelated marketing purposes.

6. Payment Information

Payments may be processed by third-party payment service providers.

Eat & Walk Athens may receive information such as:

- payment confirmation;
- transaction identifier;
- amount paid;
- payment status;
- refund status;
- limited card or payment information supplied by the payment provider.

We do not normally receive or store your complete credit or debit card number where payments are processed directly by an external payment provider.

Payment providers process certain information under their own privacy policies and legal obligations.

7. Communications

If you contact us by email, telephone, contact form, messaging service, social media or another communication channel, we may process the information contained in your communication.

This may include:

- your name;
- contact details;
- booking information;
- message content;
- date and time of communication;
- any documents or information you choose to send us.

We use this information to answer your request and manage our relationship with you.

8. Website and Technical Information

When you visit our website, certain technical information may be collected automatically.

Depending on the technology used on our website, this may include:

- IP address;
- browser type;
- device type;
- operating system;
- approximate location derived from IP address;
- date and time of access;
- pages viewed;
- referral source;
- technical logs;
- cookie identifiers or similar technologies.

Some of this information may be processed automatically by our hosting, security, analytics or website service providers.

For more information concerning cookies and similar technologies, please see our separate Cookie Policy or cookie consent settings where applicable.

9. How We Use Personal Data

9.1 Managing Bookings

We process information to:

- receive and confirm bookings;
- identify participants;
- manage availability;
- process changes and cancellations;
- communicate meeting instructions;
- provide information concerning the booked experience;
- issue refunds where applicable;
- handle customer service requests.

10. Providing the Experience

We may process personal information to:

- organise the tour;
- inform the assigned guide;
- manage group numbers;
- accommodate reasonable dietary requirements;
- coordinate participating venues;
- address safety or operational issues;
- provide the service that you booked.

11. Customer Support

We may process personal data to:

- respond to enquiries;
- resolve booking issues;
- investigate complaints;
- respond to refund requests;
- provide assistance before, during or after an experience.

12. Legal and Administrative Purposes

We may process personal information where necessary to:

- comply with tax and accounting requirements;
- maintain legally required business records;
- respond to lawful requests from public authorities;
- establish, exercise or defend legal claims;
- prevent fraud or misuse;
- protect our legal rights;
- comply with applicable laws and regulations.

13. Improving Our Services

Where permitted by law, we may use limited information to:

- understand how customers use our services;
- improve our website;
- improve booking processes;

- analyse customer feedback;
- identify operational problems;
- improve the overall Eat & Walk Athens experience.

Where possible, information used for statistical purposes may be aggregated or anonymised.

14. Marketing Communications

We may send promotional emails or other direct marketing communications only where we have a lawful basis to do so.

Where consent is required, we will request your consent before sending marketing communications.

You may withdraw your consent or unsubscribe from marketing communications at any time.

Withdrawing consent for marketing does not affect transactional communications necessary to manage an existing booking.

For example, even if you unsubscribe from marketing, we may still send:

- booking confirmations;
- meeting instructions;
- cancellation information;
- payment information;
- important operational updates.

15. Legal Bases for Processing

Under the GDPR, we must have a valid legal basis for processing personal data.

Depending on the circumstances, we may rely on the following legal bases.

Performance of a Contract

We process personal data where necessary to accept a booking, provide the booked tour, communicate about the booking, process payment or refunds and fulfil our contractual obligations.

Legal Obligation

We may process information where necessary to comply with legal requirements, including tax obligations, accounting rules, regulatory obligations and lawful requests from authorities.

Legitimate Interests

We may process information where necessary for our legitimate business interests, provided those interests do not override your fundamental privacy rights.

Examples may include improving our services, protecting our business, preventing fraud, maintaining security, handling customer complaints and defending legal claims.

Consent

Where required, we may rely on your consent, for example for certain marketing communications, non-essential cookies and certain uses of sensitive personal data.

Where processing is based on consent, you may withdraw that consent at any time.

Withdrawal does not affect processing that was lawful before consent was withdrawn.

16. Special Category Data

Information concerning health, allergies or certain dietary requirements may constitute special-category personal data.

We process such information only where necessary and legally permitted.

Depending on the circumstances, this may include processing based on your explicit consent or another lawful condition permitted under Article 9 of the GDPR.

We ask that you do not provide unnecessary medical information.

17. Who We May Share Personal Data With

We do not sell your personal information.

We may share personal data with third parties where necessary to provide our services or operate our business.

Freelance Guides

The guide assigned to your experience may receive information necessary to conduct the tour, such as guest name, participant numbers, language information, relevant dietary requirements and necessary booking details.

Guides are expected to use this information only for the purpose of providing the assigned experience.

Participating Food Venues

Where necessary, we may share limited information with participating restaurants, cafés, bakeries, bars, food shops and other suppliers.

This will normally be limited to information reasonably necessary to provide the experience, such as participant numbers and dietary or allergy requirements.

Booking and Payment Providers

Personal data may be processed by third-party providers that help us manage bookings, scheduling, payments, refunds and confirmations.

These companies may process information according to their own legal obligations and privacy policies.

Website and Hosting Providers

Our website hosting, domain, security, analytics and technical service providers may process limited technical or account information where necessary to provide their services.

Professional Advisers

Where necessary, information may be shared with accountants, legal advisers, insurers and other professional advisers.

Authorities

We may disclose personal data where required by law or a valid request from tax authorities, courts, law-enforcement authorities, regulatory authorities or other competent public bodies.

18. International Transfers

Some service providers used for website hosting, payments, booking systems, analytics or communications may operate outside Greece or outside the European Economic Area ("EEA").

Where personal data is transferred outside the EEA, we will take appropriate steps required by applicable data protection law.

Depending on the destination and provider, such safeguards may include:

- an adequacy decision of the European Commission;
- Standard Contractual Clauses;
- another legally recognised transfer mechanism.

You may contact us if you would like more information concerning applicable safeguards for a specific transfer.

19. Data Retention

We retain personal data only for as long as reasonably necessary for the purposes for which it was collected, including legal, accounting, tax and dispute-resolution requirements.

Retention periods may vary depending on the type of information.

Booking Records

Booking and transaction information may be retained for the period necessary to administer bookings, handle complaints, maintain accounting records and comply with tax and legal obligations.

Customer Communications

General correspondence may be retained for a reasonable period where necessary for customer service or dispute resolution.

Dietary and Allergy Information

Information concerning allergies or dietary requirements will not normally be retained longer than necessary for the relevant booking unless continued retention is required for legal or dispute-resolution purposes.

Marketing Data

Marketing information may be retained until you unsubscribe, withdraw consent or the information is otherwise no longer required.

Technical Logs

Website and technical logs may be retained for limited periods for security, troubleshooting and operational purposes.

Where a specific legal retention period applies, we will retain records for that required period.

20. Data Security

We take reasonable technical and organisational measures to protect personal information against:

- unauthorised access;
- unlawful processing;
- accidental loss;
- destruction;
- alteration;
- unauthorised disclosure.

However, no internet-based system or electronic storage system can be guaranteed to be completely secure.

Participants should avoid sending unnecessary sensitive information through unsecured communication channels.

21. Your GDPR Rights

Subject to applicable law and certain limitations, you may have the following rights concerning your personal data.

Right of Access

You may request confirmation of whether we process your personal data and request a copy of that information.

Right to Rectification

You may ask us to correct inaccurate or incomplete personal information.

Right to Erasure

You may ask us to delete your personal data in circumstances where the law provides such a right. This right is not absolute, and we may retain certain information where required by law.

Right to Restriction

You may ask us to restrict processing of your information in certain circumstances.

Right to Data Portability

Where applicable, you may request certain information in a structured, commonly used and machine-readable format.

Right to Object

You may object to certain processing based on legitimate interests. You also have the right to object at any time to processing for direct marketing purposes.

Right to Withdraw Consent

Where processing is based on your consent, you may withdraw that consent at any time.

Rights Regarding Automated Decision-Making

Where applicable, you may have rights concerning decisions based solely on automated processing that produce legal or similarly significant effects.

Eat & Walk Athens does not currently intend to make significant customer decisions solely through automated decision-making.

22. Exercising Your Rights

To exercise any applicable data protection right, contact:

info@eatandwalkathens.com

Please provide enough information for us to identify you and understand your request.

We may request reasonable proof of identity where necessary to protect your information against unauthorised disclosure.

We will respond within the timeframe required by applicable data protection law.

23. Complaints to the Data Protection Authority

If you believe that your personal data has been processed unlawfully, you have the right to lodge a complaint with a competent supervisory authority.

In Greece, the relevant authority is the Hellenic Data Protection Authority (Αρχή Προστασίας Δεδομένων Προσωπικού Χαρακτήρα).

You may also have the right to contact the supervisory authority in another EU or EEA country where applicable.

We encourage you to contact us first so that we have an opportunity to address your concern.

24. Data Concerning Children

Eat & Walk Athens has a standard minimum participation age of 12 years.

Where a participant under the age of 18 participates in an experience, booking and contact information will normally be provided by or handled through the accompanying parent, guardian or responsible adult.

We do not intentionally use children's personal information for direct marketing without an appropriate lawful basis.

We do not knowingly seek unnecessary personal data from minors.

25. Cookies and Similar Technologies

Our website may use cookies and similar technologies.

Some cookies may be necessary for website functionality, security, bookings and remembering user preferences.

Other cookies, such as analytics or marketing cookies, will be used only in accordance with applicable law.

Where required, non-essential cookies will not be activated until appropriate consent has been obtained.

More information will be provided through our Cookie Policy and/or website cookie consent tool.

26. Third-Party Websites

Our website may contain links to external websites or services.

Eat & Walk Athens is not responsible for the privacy practices of independent third-party websites.

If you follow an external link, you should review that provider's privacy policy.

27. Social Media

Eat & Walk Athens may maintain profiles on third-party social media platforms.

When you interact with us through such a platform, the platform provider may independently collect and process your personal information.

Your use of those services is also subject to the privacy practices and terms of the relevant social media provider.

28. Photographs and Video

Photographs or video taken during an experience may contain identifiable individuals.

We will not use identifiable guest images for marketing or promotional purposes where consent or another lawful basis is legally required unless the appropriate permission has been obtained.

Guests remain free to decline participation in promotional photography where consent is required.

29. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect:

- changes to our services;
- new technology;
- new service providers;
- legal requirements;
- regulatory guidance;
- changes to our privacy practices.

The updated version will be published on our website with a revised "Last updated" date.

We encourage users to review this Privacy Policy periodically.

30. Contact Us

Herbellada

Trading as Eat & Walk Athens

Ag. Mina 3

18900 Salamina

Greece

VAT No.: 115366187

Email: info@eatandwalkathens.com

GR Tel: +30 694 6813803

DE Tel: +49 176 39663939

By using our website or providing personal information to Eat & Walk Athens, you acknowledge that you have been informed about the processing of your personal data as described in this Privacy Policy.