

GDPR & MagicBus

Purpose of the processing operation (purpose and legal basis)

The company SARL MagicBus, whose head office is located in 31 résidence du château, 31150 Fenouillet, has an online sales website. This site allows us to receive orders from our customers and the data collected on this occasion are recorded and processed in a customer file.

This file makes it possible to :

Manage the orders, the payment and the elaboration of the travel contract.

To carry out marketing operations (loyalty, promotions) and to send advertising by e-mail to our customers who have not opposed to it or who have accepted it:

On products similar to those they ordered.

On other products offered by the company. For example, if a customer buys a trip to France on the theme of gastronomy, a stay abroad on another theme, or without theme, may be proposed to him.

We have no commercial partners and therefore do not transmit any data.

The site is hosted by Heroku (processing location: US, see [Heroku's data management](#)).

Legal basis for processing

- Management of orders: the legal basis of the processing is the performance of a travel contract (see Article 6(1)(b) of the European Data Protection Regulation).
- Sending commercial solicitations by e-mail on products similar to those ordered by customers: the legal basis of the processing is the legitimate interest of the company (Cf. article 6.1.f) of the European Data Protection Regulation), namely to promote our products to our customers.
- Sending commercial solicitations by e-mail about other products offered by MagicBus SARL: the legal basis for processing is consent (Cf. article 6.1.a) of the European Data Protection Regulation), as required by article L. 34-5 of the French Post and Electronic Communications Code.
- Transmission of the e-mail address to business partners: the legal basis for the processing operation is consent (see Article 6(1)(a) of the European Data Protection Regulation), as required by Article L. 34-5 of the French Post and Electronic Communications Code.

Data Categories

- Identity: title, surname, first name, postal address, telephone number, e-mail address, date of birth, internal processing code allowing customer identification, nationality.

- Data relating to orders: order number, details of purchases, amount of purchases, data relating to the payment of invoices (payments, outstanding payments, promotional codes).
- Data relating to the performance of the service ordered: medical conditions, specific diet.
- Data relating to the means of payment: credit card number, expiry date of the credit card, visual cryptogram, name on the credit card, postal address of the payer -> which is entirely managed by the company Stripe (place of processing: US, see the [GDPR of stripe](#)) no data relating to the means of payment is kept by the company SARL MagicBus.
- Data necessary for the realization of loyalty and prospecting actions: purchase history.

Data Recipients

- The customer and billing services of the company SARL MagicBus are recipients of all categories of data.
- Its sub-contractors, ancillary services making up a trip, if applicable, are recipients of the identity, address and telephone number of our customers.

Data retention period

- Data required for order management and invoicing: for the entire duration of the business relationship and ten (10) years for accounting obligations.
- Data necessary for the realization of loyalty actions and canvassing: for the entire duration of the commercial relationship and three (3) years from the last purchase.
- Data relating to means of payment: this data is not kept by the company SARL MagicBus; it is collected during the transaction by the company Stripe (see Stripe's RGPD).
- Data concerning the lists of opposition to receive prospecting: three (3) years.

Your Rights

If you no longer wish to receive advertising from SARL MagicBus (exercise of the right to object or withdrawal of consent already given), please contact us: hello@magicbusworld.com .

You have the right to access, correct or delete your personal data. You also have a right to portability and a right to limit the processing of your data (Consult the cnil.fr website for more information on your rights).

To exercise these rights or if you have any questions about the processing of your data in this system, please contact us by e-mail: hello@magicbusworld.com.

If you feel, after having contacted the company SARL MagicBus, that your rights "Informatique et Libertés" are not respected, you can send a complaint online to the CNIL.