

PRIVACY POLICY

Effective date: 20 October 2026

1. Controller and scope

The data controller is SIA “Baltic DMC Group”, registration No. 40003966110, Ķīmeņu iela 1-1, Rāmava, Ķekava Municipality, LV-2111, Latvia. Contact: info@balticdmc.com. This policy covers visitors to balticdmc.com, people requesting quotations, customers and recipients of travel services. Online booking payments are not processed on the website.

2. Personal data we process

When you contact us, we may process your name, contact details, organisation (where relevant), travel dates, destinations, budget, preferences and message contents. To arrange travel services, we may process booking details, traveller identification information and information about special requirements where necessary. Technical data may include IP addresses, browser and device information, security logs and consent preferences.

3. Purposes and legal bases

Handling requests and preparing quotations: steps taken at your request before entering a contract (GDPR Article 6(1)(b)), or legitimate interests for business contacts (f). Providing booked services: performance of a contract (b). Accounting and statutory records: legal obligation (c). Website security and correspondence administration: legitimate interests (f). Non-essential analytics and marketing technologies: consent (a). Where special-category data such as health information is required, a separate applicable basis under GDPR Article 9 is used.

4. Meet the Road digital travel assistant

Our website offers the Meet the Road AI travel assistant operated by a third party. When you use it, the service processes information you enter (such as travel preferences and chat messages) and technical connection data to provide the service. The assistant’s core functionality is separate from analytics. The separate Meet the Road analytics script `widget-analytics.js` is activated only after analytics consent; its associated cookie is `mtr_analytics_id`. For further information, see <https://meettheroad.travel/privacy-policy/>. Please avoid entering payment card details, passport numbers or sensitive information unless necessary.

5. Recipients and international transfers

Where necessary, personal data may be processed by Wix (website hosting), Usercentrics (consent management), Meet the Road (digital assistant), IT and accounting providers, and hotels, transport providers and other partners involved in delivering travel services. If personal data is transferred outside the European Economic Area, applicable GDPR transfer safeguards are used. See the Meet the Road privacy policy for additional information about its processing.

6. Retention

We retain personal data only as long as necessary for the relevant purpose, contractual obligations, the defence of legal claims or statutory retention periods. The retention of enquiry correspondence depends on the nature of the enquiry and subsequent relationship; accounting records are retained for the legally required period. Retention periods for technical services may differ.

7. Your rights

You may request access, rectification, erasure, restriction of processing, object to processing and, where applicable, data portability. You may withdraw consent at any time without affecting the lawfulness of earlier processing. Contact info@balticdmc.com to exercise your rights. You may lodge a complaint with the Latvian Data State Inspectorate: www.dvi.gov.lv.

8. Changes to this policy

The current version is published on our website. We update this policy when our processing activities, services or applicable requirements change.