

Privacy & Cookie Policy

Go Kart Malia

<https://www.gokartmalia.gr>

Last updated: 25/06/2026 · Effective date: 25/06/2026

1. Introduction & Data Controller

This Privacy & Cookie Policy explains how PSYCHAGOGIKA PARKA MALION ANONYMOS ETAIREIA | MALIA FUN PARKS S.A. ("we", "us", "our"), the operator of Go Kart Malia, collects, uses, stores and protects personal data when you visit our website <https://www.gokartmalia.gr> (the "Website") or otherwise interact with us. We are committed to processing your personal data in accordance with the EU General Data Protection Regulation (EU) 2016/679 ("GDPR") and applicable Greek data protection legislation (Law 4624/2019).

Data Controller details:

- **Company:** PSYCHAGOGIKA PARKA MALION ANONYMOS ETAIREIA.
- **Registered office:** ΠΕΡΙΟΧ ΑΜΠΕΛΙΑ 0, ΜΑΛΙΑ, 70007, ΧΕΡΣΟΝΗΣΟΥ / ΗΡΑΚΛΕΙΟΥ Crete, Greece
- **Tax / Registry:** VAT: 099466556 / Γ.Ε.ΜΗ.: 077205327000
- **Email:** info@gokartmalia.gr
- **Phone:** +30 28970 29880

For any privacy-related request, please contact us using the details above.

2. What Personal Data We Collect

2.1 Data you provide directly

- **Contact form:** name, email address, phone number and the content of your message, submitted through our contact form.

2.2 Data collected automatically

- **Usage & device data:** IP address (truncated where applicable), device and browser type, operating system, referring URLs, pages visited, time spent, clicks and interactions, and approximate location.
- **Cookies & identifiers:** identifiers stored in cookies and similar technologies for analytics, advertising and measurement (see Section 7).

We do not intentionally collect special categories of personal data, and we do not knowingly collect data from children under the age of 16 without parental consent.

3. Purposes of Processing & Legal Basis

We process your personal data for the following purposes and on the following legal bases under Article 6 GDPR:

- **Communication:** to respond to enquiries submitted via the contact form. Legal basis: performance of pre-contractual steps / our legitimate interest in responding to you (Art. 6(1)(b) and (f)).
- **Analytics & site improvement:** to understand how visitors use the Website and improve its content and performance. Legal basis: your consent (Art. 6(1)(a)).
- **Advertising & measurement:** to measure the effectiveness of our advertising, attribute conversions and show relevant ads. Legal basis: your consent (Art. 6(1)(a)).
- **Security & legitimate operation:** to protect the Website, prevent fraud and ensure technical operation. Legal basis: our legitimate interest (Art. 6(1)(f)).

- **Legal compliance:** to comply with legal and tax obligations applicable to us as a Greek société anonyme (S.A.). Legal basis: legal obligation (Art. 6(1)(c)).

4. Tools, Technologies & Third-Party Processors

To operate the Website, measure performance and run advertising, we use the following third-party tools. Each provider acts as a separate data controller or as our processor for the data described. Where these providers are located outside the EU/EEA, transfers are safeguarded as described in Section 6.

4.1 Google Tag Manager

We use Google Tag Manager (provided by Google Ireland Ltd.) to manage and deploy the measurement and marketing tags on the Website. Tag Manager itself does not store personal data in a user profile, but it loads the tools below subject to your consent.

4.2 Google Analytics 4 (GA4)

We use Google Analytics 4 to collect statistical information about how visitors use the Website (pages viewed, events, approximate location, device data). IP addresses are processed in a truncated/anonymised manner by Google. This tool runs only after you consent to analytics cookies.

4.3 Google Ads (Conversion Tracking & Remarketing)

We use Google Ads (Google Ireland Ltd.) to measure the performance of our advertising campaigns, including conversion tracking (e.g. phone-number clicks, contact-form submissions and direction requests) and, where applicable, remarketing to show relevant ads to past visitors. These tools run only after you consent to advertising cookies.

Where enabled, we use Enhanced Conversions, sending hashed (SHA-256) customer data such as email address or phone number- provided by you via our contact form — to Google in an irreversible form, to improve conversion measurement. This occurs only with your consent to advertising cookies.

4.4 Google Search Console

We use Google Search Console to monitor and maintain the Website's presence in Google Search results. It processes aggregated search-performance data and does not identify individual visitors.

4.5 Google Business Profile & Google Maps

Our Website links to our Google Business Profile and embeds or links to Google Maps for directions to our location. When you interact with these, Google may process your data in accordance with its own privacy policy.

4.6 Meta Pixel & Conversions API (Facebook / Instagram)

We use the Meta Pixel and the Meta Conversions API (CAPI), provided by Meta Platforms Ireland Ltd., to measure the effectiveness of our advertising on Facebook and Instagram, to attribute conversions and to build advertising audiences. The Meta Pixel operates in the browser, while the Conversions API may send certain event data (such as hashed identifiers) server-to-server. These tools run only after you consent to advertising cookies. Meta acts as a joint controller for certain processing; more information is available in Meta's data policies.

Where enabled, the Meta Pixel may also use Advanced Matching, sending hashed (SHA-256) customer data such as email address or phone number to Meta in an irreversible form, to improve conversion attribution. This occurs only with your consent to advertising cookies.

4.7 Website hosting & development

The Website is built and supported by Multiapp Solutions (<https://www.multiapp.gr>), which may process technical/server data on our behalf as our processor for hosting and maintenance purposes.

5. Sharing of Personal Data

We do not sell your personal data. We share data only with: (a) the third-party tool providers listed in Section 4, acting as controllers or processors; (b) professional advisers (e.g. our accountant) where necessary; and (c) public authorities where required by law. All processors are bound by data-processing agreements requiring appropriate security and confidentiality.

6. International Data Transfers

Some of our providers (in particular Google and Meta) may process data on servers located outside the European Economic Area, including in the United States. Where this occurs, transfers are protected by appropriate safeguards under Chapter V GDPR, such as the EU Standard Contractual Clauses and/or the EU–U.S. Data Privacy Framework where the recipient is certified. You may request a copy of the relevant safeguards using the contact details in Section 1.

7. Cookies & Consent Management

Cookies are small text files stored on your device. We classify cookies as follows:

- **Strictly necessary:** required for the Website to function (e.g. security, load balancing, consent storage). These do not require consent.
- **Analytics cookies:** used by Google Analytics 4 to measure Website usage. Set only with your consent.
- **Advertising cookies:** used by Google Ads and Meta Pixel for conversion tracking, measurement and remarketing. Set only with your consent.

Consent management: When you first visit the Website, a cookie-consent banner allows you to accept or reject non-essential cookies by category. Non-essential tags (analytics and advertising) are blocked until you give consent, implemented through Google Consent Mode v2. You can change or withdraw your consent at any time via the cookie-settings link on the Website.

8. Data Retention

- **Contact-form data:** retained for as long as necessary to handle your enquiry and for a reasonable period thereafter, unless a longer period is required by law.
- **Analytics data:** retained according to the provider's default retention settings (e.g. GA4 event-data retention, configurable up to 14 months) and then deleted or anonymized.
- **Advertising data:** retained for the periods defined by Google and Meta for measurement and attribution.

When data is no longer needed for the purposes above, it is deleted or anonymized.

9. Your Rights

Subject to the conditions of the GDPR, you have the right to:

- **Access:** request a copy of the personal data we hold about you.
- **Rectification:** correct inaccurate or incomplete data.
- **Erasure:** request deletion of your data ('right to be forgotten').
- **Restriction:** request that we limit processing in certain circumstances.
- **Portability:** receive your data in a structured, machine-readable format.

- **Objection:** object to processing based on legitimate interests or for direct marketing.
- **Withdraw consent:** withdraw consent at any time, without affecting the lawfulness of processing before withdrawal.

To exercise any of these rights, contact us using the details in Section 1. You also have the right to lodge a complaint with the Hellenic Data Protection Authority (HDP / Αρχή Προστασίας Δεδομένων Προσωπικού Χαρακτήρα, www.dpa.gr).

10. Data Security

We apply appropriate technical and organisational measures to protect personal data against unauthorised access, alteration, disclosure or destruction, including encrypted connections (HTTPS) and restricted access to data. However, no transmission over the internet can be guaranteed to be completely secure.

11. Changes to This Policy

We may update this Privacy & Cookie Policy from time to time to reflect changes in our tools, legal requirements or business practices. The latest version will always be available on the Website, with the 'Last updated' date revised accordingly.

12. Contact

For any questions about this Policy or about how we handle your personal data, please contact:

- PSYCHAGOGIKA PARKA MALION ANONYMOS ETAIREIA
- info@gokartmalia.gr · +30 28970 29880
- ΠΕΡΙΟΧ ΑΜΠΕΛΙΑ 0, ΜΑΛΙΑ, 70007, ΧΕΡΣΟΝΗΣΟΥ / ΗΡΑΚΛΕΙΟΥ, Crete, Greece