

PRIVACY POLICY

Introduction

Plataeon S.A. ("Plataeon", "we", "us" or "our") is committed to protecting your privacy and handling your personal data responsibly.

This Privacy Policy explains how we collect, use, store and protect your personal data when you visit our Website, purchase a Membership, make a Booking, participate in our Experiences, dine with us, sign up for our communications or otherwise interact with Plataeon.

We process personal data in accordance with the General Data Protection Regulation (EU) 2016/679 ("GDPR"), applicable Greek data protection legislation and other relevant laws.

Please read this Privacy Policy together with our Terms of Use, Booking and Visitor Terms and our Cookie Policy.

Who We Are

Plataeon S.A. is the data controller of the personal data described in this Privacy Policy.

Data Controller

Plataeon S.A.

Registered Address: 7 Zografou Street, Athens, Greece

Tax Identification Number (AFM): 800746997

General Commercial Registry (G.E.M.I.) No.: 139404901000

General Enquiries: info@plataeon.com

Privacy Contact: info@plataeon.com

What Information We Collect

The information we collect depends on how you interact with Plataeon.

Information - Why we collect it

Name and contact details: To manage Bookings, communicate with you and respond to enquiries.

Membership and Booking details: To manage Memberships, Bookings and visitor Experiences.

Payment confirmation information: To confirm purchases, manage refunds and maintain financial records.

Food preferences, allergies and accessibility requirements: To manage Dining Experiences and accommodate visitor requirements where reasonably possible.

Website and device information: To operate, secure and improve the Website.

Marketing preferences: To send newsletters and other communications where you have chosen to receive them.

Correspondence and feedback: To respond to enquiries, improve our experience and manage complaints.

We collect only the personal data that is reasonably necessary for the purposes described in this Privacy Policy.

How We Collect Information

We collect personal data in a number of ways, including when you:

- browse our Website

- purchase a Membership
- make a Booking for a visit or Dining Experience
- sign up for our newsletter
- contact us by email
- participate in an event or programme
- provide feedback
- use our free visitor Wi-Fi
- use the audio guide services
- interact with us through social media

Some information is provided directly by you, while other information is collected automatically through the Website or generated when you interact with our services.

Memberships, Bookings and Dining Experiences

Memberships and Bookings are managed through Plataeon's authorised booking systems, including the booking platform operated on our behalf.

When you purchase a Membership or make a Booking, for yourself or for more people, we may collect information such as your names, contact details, country of origin, Booking information, Membership type, Booking history and payment confirmation.

When you make a Booking for a Dining Experience, we may also collect dietary requirements, allergy information, accessibility requirements and any special requests you choose to provide. This information is used to:

- manage Memberships and Bookings
- manage visitor capacity
- process payments and refunds
- communicate Booking confirmations and operational updates
- accommodate catering and accessibility requirements where reasonably possible
- prevent fraud or misuse
- comply with legal and accounting obligations

Payment card information is processed by authorised third-party payment providers. Plataeon generally does not receive or store full payment card details.

Marketing Communications

If you choose to subscribe to our newsletter or other marketing communications, we will use your contact details to send information about Plataeon, including news, Experiences, events, offers and other updates that may be of interest to you.

Marketing communications are sent only where permitted by law and, where required, with your consent.

You may unsubscribe at any time by selecting the unsubscribe link included in our communications or by contacting us directly.

Operational communications relating to existing Bookings or Memberships are not affected if you unsubscribe from marketing communications.

Cookies, Website Analytics and Marketing Technologies

Our Website uses cookies and similar technologies to operate effectively, improve performance, understand how visitors use the Website and measure the effectiveness of our marketing activities.

These technologies may include:

- Google Analytics 4
- HubSpot Analytics
- Meta Pixel
- Google Ads Conversion Tracking
- Other similar technologies introduced from time to time

Depending on your cookie preferences, these technologies may collect information such as:

- IP address
- Browser and device information
- Pages viewed
- Session activity
- Referral sources
- Approximate location derived from your IP address
- Interactions with our Website

Essential cookies are required for the operation of the Website.

Analytics and marketing cookies will only be used where required by law and where you have provided your consent through the cookie banner.

You may update your cookie preferences at any time through the cookie settings or by adjusting your browser settings.

How We Use Personal Data

Depending on how you interact with Plataeon, we may use personal data to:

- provide Memberships, Bookings and visitor Experiences
- manage Tasting Experiences and events
- communicate with you about Bookings and enquiries
- process payments and refunds
- provide customer support
- improve our Website, services and visitor experience
- understand how visitors interact with our Experiences
- send marketing communications where you have chosen to receive them
- protect the safety of visitors, staff and property
- comply with legal and regulatory obligations
- establish, exercise or defend legal claims where necessary
- We do not use personal data for purposes that are incompatible with those described in this Privacy Policy.

Legal Bases for Processing

Under the GDPR, every use of personal data must have a lawful basis.

Depending on the circumstances, Plataeon processes personal data on the basis of one or more of the following legal bases:

Performance of a Contract

Where processing is necessary to provide Memberships, Bookings, Dining Experiences or other services you have requested.

Legitimate Interests

Where processing is necessary to operate, improve and protect our business experiences and visitor experiences, provided that those interests are not overridden by your rights and freedoms.

Consent

Where you have chosen to receive promotional communications, accepted non-essential cookies or otherwise given your consent for specific processing activities.

Legal Obligation

Where processing is necessary to comply with applicable laws, including accounting, taxation, health and safety, regulatory or law enforcement requirements.

Where processing is based on consent, you may withdraw that consent at any time without affecting the lawfulness of processing carried out before consent was withdrawn.

Sharing Personal Data

Plataeon may share personal data with trusted third-party service providers where necessary for the operation of our services and the fulfilment of the purposes described in this Privacy Policy. Recipients may include:

- booking platform providers, including Cardel
- payment service providers
- website hosting and IT service providers
- analytics and marketing providers
- customer relationship management platforms
- professional advisers, auditors and insurers
- public authorities or law enforcement agencies, where required by law.

These providers are permitted to process personal data only on our behalf and in accordance with applicable data protection laws. Plataeon does not sell or transfer personal data to third parties.

International Transfers

Some of our service providers may process personal data outside the European Economic Area (EEA).

Where this occurs, we will ensure that appropriate safeguards are in place in accordance with applicable data protection laws, including the use of adequacy decisions, Standard Contractual Clauses approved by the European Commission or other lawful transfer mechanisms.

Data Retention

We retain personal data only for as long as necessary to fulfil the purposes described in this Privacy Policy and to comply with applicable legal, regulatory, accounting and operational requirements.

Retention periods vary depending on the type of information and the purpose for which it was collected. When personal data is no longer required, it will be securely deleted, anonymised or otherwise disposed of in accordance with applicable law.

Your Rights

Subject to applicable data protection law, you may have the right to:

- request access to your personal data
- request correction of inaccurate or incomplete personal data
- request deletion of your personal data
- request restriction of processing
- object to certain processing activities
- request transfer of your personal data, where applicable
- withdraw your consent where processing is based on consent, and
- lodge a complaint with a supervisory authority.

If you wish to exercise any of these rights, please contact us using the details below. We will respond in accordance with applicable legal requirements.

Children's Personal Data

Plataeon welcomes families and school groups. Where we process personal data relating to children, we do so only where necessary for admissions, Bookings, educational activities or other visitor services and in accordance with applicable law.

Where consent is required, it must be provided by a parent, guardian or other authorised representative.

Data Security

We implement appropriate technical and organisational measures designed to protect personal data against unauthorised access, disclosure, alteration, loss or misuse.

While we take reasonable steps to protect personal data, no method of electronic transmission or storage can be guaranteed to be completely secure.

Third-Party Websites

Our Website may contain links to third-party websites or services. This Privacy Policy does not apply to those websites and we encourage you to review their privacy policies before providing any personal data.

Contact and Complaints

If you have any questions about this Privacy Policy or how we process your personal data, please contact:

Plataeon S.A.

General Enquiries: info@plataeon.com

Privacy Contact: info@plataeon.com

Registered Address: 7 Zografou Street, Athens, Greece

If you are not satisfied with our response, you have the right to lodge a complaint with the Hellenic Data Protection Authority (HDPa) or your local data protection authority.

Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes to our services, legal obligations or data processing practices. The most recent version will always be published on our Website and will state the date on which it was last updated.

Last Updated

Last updated: 19/08/2026