Website Terms of Use

For The Abbey Group marketing and booking websites.

Last updated: 06/02/2026

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1. About Us

This website (the "Site") is operated by **The Abbey Group**, a Destination Management Company (DMC) providing tourism related services and destination content to international and domestic customers.

We comply with UK and Irish business identity disclosure requirements, which obligate businesses to display the following:

Company information:

- Company Name: Abbey Tours Ltd T/A Abbey Group
- Registered Company Number (ROI): 393498
- Registered Office Address: 24/26 Merchants House, Merchants Quay, Dublin 8, D08 NT3K, Ireland
- Trading/Geographic Address: as above
- Contact Email: info@abbeygroup.ie

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2. Acceptance of These Terms

By accessing or using our Site—including browsing destination content, creating an account, viewing itineraries, or using other interactive features—you agree to be bound by these Website Terms of Use.

If you do not agree with these Terms, you must not use the Site.

You are responsible for ensuring that all persons who access the Site through your internet connection are aware of these Terms and comply with them.

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3. Definitions

Content: all text, images, audio, video, graphics, data compilations, page layout, underlying code and software, trademarks, trade names, logos, and other materials on or forming part of the Site.

User: any person accessing or using the Site who is not an employee, contractor, or service provider acting in that capacity for the operator.

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4. User Accounts (Client, Supplier, or Travel Trade Accounts)

If you create an account on the Site, you agree to:

- Provide accurate and complete information.
- Keep your login credentials secure.
- Accept responsibility for all activity performed through your account.
- Notify us immediately if you suspect unauthorised access.

We reserve the right to suspend or terminate accounts that breach these Terms or our acceptable use rules.

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5. Permitted Use & Prohibited Conduct (Acceptable Use Policy)

You may use our Site solely for:

- Viewing travel-related content and information
- Accessing itineraries, destination descriptions, product details, or multimedia content
- Managing your account
- Using tools intended for clients and suppliers

You must **NOT**:

- Copy, download, reproduce, publish, distribute, sell, rent, sub-license, or commercially exploit any Content (including itineraries, destination descriptions, curated packages, images or video) except as expressly permitted in writing;
- Use data mining, robots, scraping, or similar data-gathering/extraction methods on the Site;
- Attempt to gain unauthorised access to any part of the Site, the server on which it is stored, any server, computer, or database connected to the Site;
- Test, scan, probe, reverse engineer, decompile, or otherwise seek to compromise the Site or its security;
- Introduce viruses, trojans, worms, logic bombs or other harmful or malicious code;
- Use the Site in any way that is unlawful, fraudulent, defamatory, misleading, harassing, hateful, abusive, or otherwise objectionable;

- Impersonate any person or misrepresent your identity or affiliation, including pretending to represent suppliers, venues, or partners without authorisation;
- Make, transmit or store unauthorised electronic copies of Content protected by intellectual property rights.

We reserve the right to monitor use of the Site and to remove or disable access to any material that, in our reasonable opinion, breaches these Terms.

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6. Tourism Content, Accuracy & Non-Reliance Statement-Reliance Statement

As a DMC, we publish information about destinations, suppliers, venues, attractions, transportation, and travel experiences. While we endeavour to keep information accurate and up to date, all materials on the Site are provided on an informational basis only and may change without notice. In particular:

- Opening hours, service availability, pricing, seasonal schedules, and supplier offerings can change;
- Images and descriptions are illustrative only and may not reflect real-time conditions;
- Information supplied by third-party providers is presented as received and may vary.

You are responsible for verifying any critical details directly with the relevant provider before relying on the information.

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7. Intellectual Property Rights

Unless otherwise stated, the Site and all Content are owned by us or our licensors and are protected by copyright, database rights, design rights, trademarks and other intellectual property rights.

You may:

- Retrieve, display and view Content on a computer or device for your own personal, non-commercial use only.

You may not (without prior written permission):

- Reproduce, modify, adapt, translate, publish, distribute, transmit, display, perform, store, archive, create derivative works from, or commercially exploit any part of the Content;
- Remove or alter any copyright, trademark or other proprietary notices;
- Use any trademarks, trade names or logos displayed on the Site.

Where the Site enables user submissions, you grant us a non-exclusive, worldwide, royalty-free licence to use, reproduce, adapt, publish and display such submissions for the purpose of operating and promoting the Site, and you warrant that you own or control all necessary rights to grant this licence.

8. Third Party Content, Suppliers & Links-Party Suppliers & Links

The Site may include information about third-party suppliers (e.g., accommodation, transport, attractions) and links to external websites. We have no control over and are not responsible for the content, accuracy, policies, security, or practices of third-party sites or providers. Access to any third-party site or reliance on any third-party information is at your own risk.

Links to third-party sites do not imply endorsement. We recommend that you review the terms and privacy policies of any site you visit.

9. Disclaimers (Website Provided "As Is")

The Site and all Content are provided "as is" and "as available" without any representations, warranties or guarantees, express or implied, including (without limitation) any implied warranties of merchantability, satisfactory quality, fitness for a particular purpose, non-infringement, accuracy, completeness, reliability, availability or that the Site will be uninterrupted or error-free.

We do not warrant that the Site, its Content or the server that makes it available are free of viruses, malware or other harmful components. You are responsible for implementing appropriate anti-virus protection and other security checks to satisfy your particular requirements.

Nothing in these Terms excludes or limits any warranty or liability which cannot be excluded or limited under applicable law.

10. Limitation of Liability (Website Use Only)

Limitation of Liability (Combined UK & ROI Provision):

These limitations apply solely to use of the Site and do not relate to bookings, which are governed separately by your Booking Terms & Conditions and applicable consumer/package travel legislation.

To the fullest extent permitted under UK and Irish law:

- The Site and its Content are provided on an informational basis only, and we do not guarantee their accuracy, completeness, suitability, or reliability.
- We do not guarantee uninterrupted, secure, or error-free operation of the Site.
- We do not warrant that the Site, its servers, or any Content are free from viruses, malware, or other harmful components.
- We are not liable for any indirect, consequential, or special losses, including loss of profit, revenue, business, contracts, goodwill, data, or anticipated savings.
- We are not liable for losses arising from reliance on Content, or from the use of, or inability to use, the Site, including errors, omissions, interruptions, delays, or corrupted data.

Nothing in these Terms excludes or limits liability for death or personal injury caused by negligence, fraud, fraudulent misrepresentation, or any other liability which cannot legally be excluded under UK or Irish consumer protection law.

For the avoidance of doubt, this limitation of liability applies only to website use. Liabilities relating to travel services, bookings, or arrangements are governed by your Booking Terms & Conditions and applicable statutory rights.

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11. Privacy & Cookies

Your use of the Site is also subject to our Privacy Policy and Cookie Notice, which explain what personal data we collect, how we use it, the legal bases we rely on, your rights, and how we use cookies and similar technologies. The Privacy and Cookie Policies are provided in separate documents. Where required, the Site will request your consent for non-essential cookies. Please review these policies carefully.

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12. Website Availability, Changes & Suspension

We may update, change, suspend or withdraw the Site or any part of it at any time without notice for business or operational reasons, including maintenance, security updates, regulatory compliance, or to reflect changes to our services.

We do not guarantee that the Site, or any Content on it, will always be available or be uninterrupted.

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13. Reporting Errors, Misuse & Security-Specific

Because tourism information may influence travel decisions, please contact us promptly to report:

- Inaccurate or misleading destination information;
- Suspected fraudulent supplier listings;
- Technical issues affecting your account or access;
- Any security concerns.

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14. Indemnity

You agree to indemnify and hold us harmless from and against any claims, liabilities, damages, losses and expenses (including reasonable legal fees) arising out of or in any way connected with your breach of these Terms or your misuse of the Site.

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15. Governing Law & Jurisdiction

United Kingdom users: These Terms and any dispute or claim (including non-contractual disputes or claims) arising out of or in connection with them shall be governed by the laws of

the part of the United Kingdom in which you are resident (England & Wales, Scotland, or Northern Ireland). The courts of that jurisdiction shall have exclusive jurisdiction.

Republic of Ireland users: These Terms and any dispute or claim (including non-contractual disputes or claims) arising out of or in connection with them shall be governed by Irish law. The courts of Ireland shall have exclusive jurisdiction.

If you access the Site from **outside the UK or Ireland**, you do so at your own risk and are responsible for compliance with local laws where they apply.

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16. Changes to These Terms

We may revise these Terms from time to time, for example to reflect legal or regulatory changes, improvements to the Site, or changes to our business. The updated version will be effective when posted on this page. Your continued use of the Site after changes are posted constitutes acceptance of the revised Terms.

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17. Changes to These Terms

- Severability: If any provision of these Terms is held to be invalid or unenforceable, the remaining provisions shall continue in full force and effect.
- No Waiver: A delay or failure to exercise any right or remedy shall not constitute a waiver of that or any other right or remedy.
- Assignment: You may not assign, transfer, or sub-contract any of your rights or obligations under these Terms. We may assign our rights and obligations at any time.
- Third-party Rights: These Terms do not confer any rights on any person or party other than you and us.
- Entire Agreement: These Terms (together with our Privacy Policy, Cookie Notice, and Booking T&Cs where relevant) constitute the entire agreement between you and us regarding website use.

Abbey Privacy Statement

This Privacy Statement explains The Abbey Group responsibility to personal information (how it's gathered, used and kept secure & private).

1. **Identity and contact details**

Company name, head office address & number: Abbey Tours Ltd T/A Abbey Group, 24/26 Merchants House, Merchants Quay, D08 NT3K, Ireland.

Company Reg. Number: 393498.

Companies under the Abbey Group:

- Abbey Ireland - 24/26 Merchants House, Merchants Quay, D08 NT3K, Ireland. Tel: 0035316486100
- Abbey UK – 4th Floor, Mainpoint, 102 West Port, Edinburgh, EH3 9DN, Scotland

Tel: 00441316565900

- Moloney & Kelly - 24/26 Merchants House, Merchants Quay, D08 NT3K, Ireland. Tel: 0035316486100
- Abbey Conferences & Abbey Events – 24/26 Merchants House, Merchants Quay, D08 NT3K, Ireland. Tel: 0035316486100

Email Address: privacy@abbey.ie

The Abbey Group will be referred to as A.G. in this privacy Statement.

A.G.'s Privacy Statement applies only to the following:

- Abbey's Clients.
- Abbey's Suppliers (contracted & not contracted).
- Personal data gathered on A.G.'s Websites and Applications.

Since A.G. is responsible for the personal data of this grouping, A.G. is then considered the data controller, which means that A.G. is in control of how the grouping's personal data is stored, processed or transferred. Personal data will only be dealt with in accordance to this Privacy Statement.

A.G.'s Privacy Statement does not apply to personal data of the people (PAX) in the actual bookings. The data controllers of this data is the company who the PAX made the booking with AKA The travel agent or supplier (e.g. the hotel the guest is staying at). Contact the relevant data controller directly if any questions on PAX personal data occur.

2. **Purposes and legal basis of the processing**

Why A.G. needs to process data of those who are affected by this Statement are as follows:

- To fully perform an existing contract or to start negotiations to entering a new contract.
- To provide requested services and to contact (if required) in connection with enquiries, booking or to respond to any communications send to us.
- For legit business interests. Primarily future marketing purposes, including, but not limited to product offers and product information communications.

Any other data processing will be done in accordance of the GDPR.

3. **The categories of personal data concerned**

A.G collects the following information in order for the purpose of processing:

- Name
- Address
- Email address
- Telephone number
- Billing & Payment information.

A.G. gather statistical and other analytical information collected on an aggregate basis of all visitors to our website. This data comprises information that cannot be used to identify or contact user, such as demographic information regarding, for example,

- user IP addresses,
- browser types
- Anonymous statistical data involving the use of our website.

This information is solely used to gain a more informed understanding of how our websites are being used and to make our websites more relevant to our users.

Note – A.G. Websites uses session cookies. Cookie consent is obtained either explicitly or implicitly requested via an opt-in or text message.

A.G. receives personal data through the following means:

- Supplier/Client Form.
- Through contractual negotiation and agreements.
- Corresponding through email or phone

4. **The recipients of the data**

The recipients of the data are the A.G. staff (Permanent, fixed term, contracted or trainee staff) who process the data only in the ways that have been defined in purposes and legal basis of the processing. Each Staff member of A.G. have been educated and train in the importance of GDPR.

A.G. may share personal information with any company within The Abbey Group (Abbey Ireland, Abbey UK, Moloney & Kelly and Abbey Conferences & Abbey Events) for the purposes defined in this privacy statement only.

5. **Personal data to a third country or international organisation**

A.G. will not disclose Personal Data to third parties unless A.G. has consent to do so or unless the third party is required to fulfil a contracted task (e.g. data entry in such circumstances, the third party will have a data processor agreement signed to adhere to GDPR).

A.G. will disclose Personal Data if it is believed in good faith that A.G. are required to disclose it in order to comply with any applicable law, a summons, a search warrant, a court or regulatory order, or other statutory requirement.

The only exception to this statement occurs in the event of a sale, merger, receivership or liquidation or transfer of all or substantially all of the assets to A.G., provided that the third party agrees to adhere to the terms of the Privacy Statement and provided that the third party only uses data for the purposes that you provided it to A.G.. Those effected by this privacy statement will be notified in the event of any such transfer.

6. **How long will the personal data be stored for**

A.G. will retain personal data the following reasons (only exception to these reasons are if A.G. is required or permitted by law to hold onto the information a specific amount of time):

- Data that is required in order to perform a contract, will be held on A.G.'s system for a seven year period following completion of a travelling Pax's trip (or upon contract termination, if later).
- For legit business interests (as defined in purposes and legal basis of the processing) Data that is no longer deemed necessary will be deleted from our system

When personal data is deemed no longer necessary, it will removed and deleted in a correct manner.

7. **Data subject's rights**

Those affected by this privacy statement have the following rights:

- Right to access: the right to request, access and copy of the personal information that A.G. is holding. A.G. can charge a reasonable fee for 2 or more personal data requests. On copy of personal data will be charged at no cost. Any access requests will need to be requested in writing or email (Mailing & Email address provided in the Data Protection Officer Section above). Evidence of identification will be required as this makes sure

that the personal information is not given to the wrong person. Information will be given within 30 days.

- Right to rectification: the right to have personal data rectified if it's incorrect, out of date or incomplete.
- Right to be forgotten: the right to withdraw consent given to process data and the right to request that A.G. delete personal data from the A.G.'s System (only exception to this is A.G.'s compliance to with an legal obligations or if the data is required for any legal claims)
- Right to restriction: The right to stop A.G. from using personal data or limit how it is used.
- Right to Data portability: The right to request that A.G. return any information provided in a structured, commonly used and machine-readable format also have the *right* to transmit *data* to another controller without hindrance from A.G.
- Right to object: The right to object how A.G. is uses the personal data received (e.g. marketing purposes).

Note – Withdrawal of consent will lead to A.G. being unable to provide access to all or parts of the services A.G. provides to those who are affected by this privacy statement.

8. **Lodging a complaint**

Any complaints on how A.G. uses personal data can be sent to the Data Commissioner's office. More information can be provided on their website: www.dataprotection.ie