Pursuit Travel Agency, LLC Privacy Policy

1.0 WHO WE ARE

**1.1** At Pursuit Travel Agency, we strive to protect your privacy, and we recognize that it is important for you to understand how we may use your personal information.

**1.2** This Privacy Policy (and any other documents referred to in it) describe the way we may process personal information about our customers, potential customers, visitors to our website, users of our mobile and/or tablet app and any other individuals whose data we may use in the course of our business. Please read this Privacy Policy carefully to understand our practices regarding your personal information.

**1.3** BY PROVIDING YOUR PERSONAL INFORMATION TO PURSUIT TRAVEL AGENCY OR OTHERWISE USING OUR WEBSITE OR OUR APP, YOU AGREE TO THE TERMS OF THIS PRIVACY POLICY AND OUR TERMS AND CONDITIONS.

2. PERSONAL INFORMATION WE COLLECT AND HOW WE USE IT

We collect and use various types of personal information about you. Details of this information, together with an overview of the way that we may use it, are set out below:

2.1 PERSONAL INFORMATION PROVIDED BY YOU

Inquiries and bookings

**a)** We collect personal information from you when you make an inquiry or request a brochure from us. This personal information may include your name and contact information, details about the destinations and countries that you are most interested in and any additional details of your travel plans which you voluntarily give to us. We may also collect details about the best time to contact you and any in-person appointments that you request as well as what prompted you to contact us and any other requests or comments that you make.

We may use this information so that we can provide you with the information that you have requested or contact you if you have indicated you want to hear from us. For example, we may call you to discuss travel needs or proposals presented at your request. We also collect personal information from you when you make a booking through a travel agent or onboard pre-bookings.

**b)** If you book trips with us, we may ask you to provide certain details about your travel arrangements. These details may include information about your passports, emergency contacts, travel insurance arrangements, preferences and special requirements, frequent flier club membership, visa requirements, and flights (if you arrange your own flights. We may also collect details about any other friends or family who are accompanying you as part of your booking.

We may use this information to help us arrange your trip, make bookings on your behalf, and ensure that you (and any other friends or family accompanying you) receive the products and services set out in your itinerary. Where you are a regular customer, we may retain some of this personal information so that we can use it when you next book with us to improve your journey and ensure we look after our regular customers.

Administrative or other business purposes

**c)** We may collect and use certain other personal information when we correspond with you (whether by telephone, video call, e-mail, or otherwise).

**d)** We may collect details about you, such as your user name, when you engage with us on social media (by mentioning or tagging us in a post or contacting us directly) this is so that we can respond to any comments and queries you have.

**e)** We may collect personal information when you enter competitions, promotions, or complete surveys. This personal information may include photos, comments and demographic information to determine eligibility.

**f)** We may collect certain other information that you give us, for example, when you contact us for a particular reason other than those set out above such as to report problems with our website. We do this to ensure that our website works properly and that we operate our business efficiently.

**g)** We may also collect and use certain special categories of personal information about you, such as details of any relevant health conditions, disabilities, access requirements and special dietary requirements that you may have. We collect this information directly from you to try to ensure that your trip is appropriate for your needs and to try and keep you safe during any trip that you plan through us.

2.2 PERSONAL INFORMATION WE AUTOMATICALLY COLLECT

Websites, apps, marketing and advertising

**a)** We may collect certain technical information about you when you visit our website or apps. This information may include: the internet domain you use, your IP address or other device identifier, your browser type and version (e.g. Chrome or Internet Explorer), the operating system and platform that you are using (e.g. Windows or Mac), the screen resolution of your device, the dates and times when you access our website or apps, the full URLs of the pages you visit and the websites or links that you use to access our website, login information, details of products or services that are viewed, and the length of visits to certain pages of the website.

**b)** We and our service providers use cookies, web beacons and similar technologies to collect this information. Most internet browsers allow you to remove or manage cookie functions and settings. Please note however that disabling our cookies may result in your inability to take full advantage of all the features of our services. You can review your Internet browser settings, typically under the sections "Help" or "Internet Options," to exercise choices you have for certain Cookies. If you disable or delete certain Cookies in your settings, you may not be able to use features of the Sites.

**c)** We may use this information for site management and security purposes (such as troubleshooting and testing) as well as to help us improve our website. These technologies help us to recognize you, customize or personalize your experience, and analyze the use of our services to make them more useful to you.

2.3 PERSONAL INFORMATION WE OBTAIN FROM THIRD PARTY SOURCES

We collect information about individuals from a number of third party sources.

Business partners and service providers

**2.4** Our business partners and service providers, such as payment processors, analytics providers may collect personal information and share some or all this information with us. For example, we receive personal information from some vendors when our customers pre-book their next cruise onboard the ship to facilitate planning and responding to questions about the next cruise.

Publicly available sources

**2.5** We collect personal information about you that we do not otherwise have (including contact information, employment-related information and vacation interest information) from social media platforms (for example, Facebook, Twitter, Instagram, LinkedIn and YouTube), blogs (for example, WordPress), and other publicly available databases.

3. HOW WE SHARE PERSONAL INFORMATION

**3.1** In order to make sure that we run our business efficiently, and to make sure that you get the service that you expect, we may share your personal information from time to time with the following categories of recipients:

* **(a)** Selected trusted third party business partners (such as the local businesses we partner with in the locations our customers travel to) and service providers (such as cruise lines, tour companies, hotels, and airlines) to perform services related to the contracts we enter into with you.
* **(b)** Third party service providers who provide services on our behalf to assist in providing our services to you such as payment processing services, marketing, or analytics.
* **(c)** Any other third parties if necessary, to comply with legal obligations or to enforce agreements.
* **(d)** Any other third parties if this is necessary to protect our or your rights, property, or safety and/or those of others.

**3.2** If you choose to share content with third parties or access third party sharing tools such as widgets, tools, or buttons, we may use your information to share content. As with all links to third party websites, content, and services, we recommend you read the relevant third party privacy policies.

**3.3** We may share your personal information the event of a business transfer as part of an assets sale to the purchaser or disclosed to a third party in the event of an insolvency. We may notify you of any change in ownership of Pursuit Travel as well as of any choices you may have regarding your personal information.

4. SECURITY OF YOUR PERSONAL INFORMATION

**4.1** We have put in place physical, electronic, and managerial procedures intended to protect personal information. Of course, we cannot guarantee that interactions with the Services will not be unlawfully intercepted or that your personal data will not be unlawfully accessed by third parties. You can also take additional measures to protect yourself and your information, such as keeping confidential log-in credentials and passwords.

5. CALIFORNIA PRIVACY RIGHTS

**5.1** California residents may opt-out of Pursuit Travel Agency’s disclosure of personal information to third parties for their direct marketing purposes. As detailed above, you may choose to opt-out of the sharing of your personal information with third parties for marketing purposes at any time by submitting a request using the contact information below. We honor all such opt-out requests, and it is our policy not to share personal information with third parties for direct marketing purposes where you have submitted such a request. It is important to note that this opt-out does not prohibit disclosures made for non-marketing purposes.

6. CHANGES TO OUR PRIVACY POLICY

**6.1** We reserve the right to modify this Privacy Policy from time to time in our sole discretion. Pursuit Travel Agency encourages visitors to frequently check this page for any changes to its Privacy Policy.

7. CONTACT AND COMPLAINTS

**7.1** If you have any questions, concerns, comments, requests, or complaints regarding this Privacy Policy or our use of your personal information, please contact us by email at [dana@pursuittravelagency.com](mailto:dana@pursuittravelagency.com)