

www.bookingoodtravel.com Privacy Policy

Type of website: Description of business and services

Effective date: 1st day of January, 2021

www.bookingoodtravel.com (the "Site") is owned and operated by Bookin' Good Travel. Bookin' Good Travel can be contacted at:

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(587) 320-0132

Edmonton, Alberta

Purpose

The purpose of this privacy policy (this "Privacy Policy") is to inform users of our Site of the following:

1. The personal data we will collect;
2. Use of collected data;
3. Who has access to the data collected; and
4. The rights of Site users.

This Privacy Policy applies in addition to the terms and conditions of our Site.

Consent

By using our Site users agree that they consent to:

1. The conditions set out in this Privacy Policy; and
2. The collection, use, and retention of the data listed in this Privacy Policy.

Personal Data We Collect

We only collect data that helps us achieve the purpose set out in this Privacy Policy. We will not collect any additional data beyond the data listed below without notifying you first.

Data Collected Automatically

When you visit and use our Site, we may automatically collect and store the following information:

1. IP address;
2. Location;
3. Hardware and software details;
4. Clicked links;
5. Content viewed;
6. Session heatmaps and scrolls;
7. Date/Time Stamps, etc; and
8. We may receive Personal Information about you from social media platforms, when you log-in using your social media account (e.g., your username, basic profile Personal Information).

Data Collected in a Non-Automatic Way

We may also collect the following data when you perform certain functions on our Site:

1. First and last name;
2. Email address;
3. Auto fill data; and
4. Travel Preferences.

This data may be collected using the following methods:

1. Provided by the user.

How We Use Personal Data

Data collected on our Site will only be used for the purposes specified in this Privacy Policy or indicated on the relevant pages of our Site. We will not use your data beyond what we disclose in this Privacy Policy.

The data we collect automatically is used for the following purposes:

1. We may receive Personal Information about you from security providers, fraud detection and prevention providers for example to help us screen out users associated with fraud;
2. We may receive Personal Information about you from advertising and marketing partners in order to monitor, manage and measure our ad campaigns;

3. To further develop, customize, and improve our services, based on Users' common preferences, experiences and difficulties;
4. To analyze our performance and marketing activities;
5. To create statistical data and other information, which we may use to provide and improve our services;
6. To enhance our data security and fraud prevention capabilities;
7. We use your Personal Information where it is necessary to comply with a relevant legal or regulatory obligation that we have; and
8. We use your Personal Information where it is necessary to support legitimate interests and business purposes (for example, to maintain and improve our services).

The data we collect when the user performs certain functions may be used for the following purposes:

1. Direct communication.

Who We Share Personal Data With

Employees

We may disclose user data to any member of our organization who reasonably needs access to user data to achieve the purposes set out in this Privacy Policy.

Third Parties

We may share user data with the following third parties:

1. Hosting and server co-location services;
2. Communications and content delivery networks (CDNs);
3. Data and cyber security services;
4. Domain name registrars;
5. Fraud detection and prevention services;
6. Web analytics;
7. E-mail distribution and monitoring services;
8. Session recording and remote access services;
9. Data optimization and marketing services; and
10. Our legal advisors.

We may share the following user data with third parties:

1. Name, alias, Postal address, unique personal identifier, online identifier, internet protocol address, email address, account name, or other similar identifiers; and
2. Commercial Personal Information, for example Personal Information regarding products or services purchased, obtained, or considered.

We may share user data with third parties for the following purposes:

1. To complement, facilitate and enhance our services.

Third parties will not be able to access user data beyond what is reasonably necessary to achieve the given purpose.

Other Disclosures

We will not sell or share your data with other third parties, except in the following cases:

1. If the law requires it;
2. If it is required for any legal proceeding;
3. To prove or protect our legal rights; and
4. To buyers or potential buyers of this company in the event that we seek to sell the company.

If you follow hyperlinks from our Site to another Site, please note that we are not responsible for and have no control over their privacy policies and practices.

How Long We Store Personal Data

User data will be stored until the purpose the data was collected for has been achieved.

You will be notified if your data is kept for longer than this period.

How We Protect Your Personal Data

In order to protect your security, we use the strongest available browser encryption and store all of our data on servers in secure facilities. All data is only accessible to our employees. Our employees are bound by strict confidentiality agreements and a breach of this agreement would result in the employee's termination.

While we take all reasonable precautions to ensure that user data is secure and that users are protected, there always remains the risk of harm. The Internet as a whole can be insecure at times and therefore we are unable to guarantee the security of user data beyond what is reasonably practical.

Children

We do not knowingly collect or use personal data from children under 13 years of age. If we learn that we have collected personal data from a child under 13 years of age, the personal data will be deleted as soon as possible. If a child under 13 years of age has provided us with personal data their parent or guardian may contact our privacy officer.

How to Access, Modify, Delete, or Challenge the Data Collected

If you would like to know if we have collected your personal data, how we have used your personal data, if we have disclosed your personal data and to who we disclosed your personal data, or if you would like your data to be deleted or modified in any way, please contact our privacy officer here:

Heather Jones

heather@bookingoodtravel.com

How to Opt-Out of Data Collection, Use or Disclosure

In addition to the method(s) described in the *How to Access, Modify, Delete, or Challenge the Data Collected* section, we provide the following specific opt-out methods for the forms of collection, use, or disclosure of your personal data specified below:

1. You can opt-out of the use of your personal data for marketing emails. You can opt-out by clicking "unsubscribe" on the bottom of any marketing email.

Modifications

This Privacy Policy may be amended from time to time in order to maintain compliance with the law and to reflect any changes to our data collection process. When we amend this Privacy Policy we will update the "Effective Date" at the top of this Privacy Policy. We recommend that our users periodically review our Privacy Policy to ensure that they are notified of any updates. If necessary, we may notify users by email of changes to this Privacy Policy.

Contact Information

If you have any questions, concerns or complaints, you can contact our privacy officer, Heather Jones, at:

heather@bookingoodtravel.com

