

# Privacy Policy

*Last updated March 15, 2011*

This Privacy Policy discloses the privacy practices for The St. Lucia Hotel & Tourism Association (“DMO” or “We”) located at [www.bookstlucianow.com](http://www.bookstlucianow.com) (the “Website”). DMO is a St. Lucia corporation and is committed to protecting your privacy online. Please read the following to learn what information we collect from you (the “User” or the “End User”) and how we use that information. If you have any questions about our privacy policy, please email us.

**PLEASE READ THIS PRIVACY POLICY CAREFULLY. BY ACCESSING OR USING OUR WEBSITE, YOU ACKNOWLEDGE THAT YOU HAVE READ, UNDERSTAND, AND AGREE TO BE BOUND TO ALL THE TERMS OF THIS PRIVACY POLICY AND OUR WEBSITE TERMS OF USE. IF YOU DO NOT AGREE TO THESE TERMS, EXIT THIS PAGE AND DO NOT ACCESS OR USE THE WEBSITE.**

## **1. Types of Information Collected**

We collect two types of information about our Website Users: Personally Identifiable Information and Non-Personally Identifiable Information.

**Personally Identifiable Information.** Personally Identifiable Information is information that identifies a specific End User. When you engage in certain activities on the Website, such as creating an account, booking a hotel room with us, submitting content and/or posting content, filling out a survey, posting a review, sending us feedback, requesting information about our services, or signing up for special offers through the Website we may ask you to provide certain information about yourself. If you elect to engage in these activities we may ask you to provide us with certain personal information about yourself, including but not limited to your first and last name, mailing address (including zip code), email address, telephone number and date of birth. If you reserve a hotel room, we may also ask you to provide us with your credit card number, expiration date and authentication codes or related information. Depending on the activity, some of the information we ask you to provide is identified as mandatory and some is identified as voluntary. If you do not provide the mandatory information for a particular activity that requires it, you will not be permitted to engage in that activity.

**Non-Personally Identifiable Information.** Non-Personally Identifiable Information is information that does not identify a specific End User. This type of information may include things like the Uniform Resource Locator (“URL”) of the website you visited before coming to our Website, the URL of the website you visit after leaving our Website, the type of browser you are using and your Internet Protocol (“IP”) address. We, and/or our authorized Third Party Service Providers and Advertisers, may automatically collect this information when you visit our Website through the use of electronic tools like Cookies and Web beacons or Pixel tags.

## 2. Use of Data

**Personally Identifiable Information.** We use Personally Identifiable Information to provide services to you, enhance the operation of the Website, improve our marketing and promotional efforts, analyze Website use, improve our product and service offerings, and to tailor your experience with third parties as provided in Item 3 of this Privacy Policy. For example, if you send our customer service an email we may use your comments and feedback to tell others about our services, and may post your comment in our marketing materials or on our Website. Your comments may contain personal information such as your name, we will obtain consent from you to post your name along with your comment prior to posting your comment for public view. In addition, if you use our Website to send information to another person, we may store your personal information. We may also use Personally Identifiable Information to troubleshoot, resolve disputes, accomplish administrative tasks, contact you, enforce our agreements with you, including our Website Terms of Use and this Privacy Policy, comply with applicable law, and cooperate with law enforcement activities.

**Non-Personally Identifiable Information.** We use Non-Personally Identifiable Information to troubleshoot, administer the Website, analyze trends, gather demographic information, comply with applicable law, and cooperate with law enforcement activities. We may also share this information with our authorized Third Party Service Providers and Advertisers to measure the overall effectiveness of our online advertising, content, and programming.

## 3. Release of Personally Identifiable Information

We will not share, sell, rent, or trade your Personally Identifiable Information with other parties except as provided below:

**We may share your information with Authorized Third Party Service Providers.** We provide services and products through third parties. These “Third Party Service Providers” perform functions on our behalf, like hosting and managing the Website and sending out and distributing our administrative and promotional emails. We may share your Personally Identifiable Information with such Service Providers to send postal or email, remove repetitive information on customer lists, analyze data, provide marketing assistance, provide search results and links, operate the Website, troubleshoot, and provide customer service. The use of your Personally Identifiable Information by such parties is governed by the privacy policies of such parties and is not subject to our control.

**We may share your information in a Business Transfer.** As with any other business, we could merge with, or be acquired by another company. If this occurs, the successor company would acquire the information we maintain, including Personally Identifiable Information. However, Personally Identifiable Information would remain subject to this Privacy Policy.

**We may share your information for our Protection and the Protection of Others.** We reserve the right to disclose your Personally Identifiable Information as required by law and when we believe that disclosure is necessary to protect our rights and/or comply with a judicial proceeding, court order, or legal process served on our Website; enforce or apply this Privacy Policy, our Website Terms of Use or other agreements; or protect the rights, property or safety of the Website, its Users or others.

## 4. Release of Non-Personally Identifiable Information

We will not share, sell, rent, or trade your Non-Personally Identifiable Information with other parties except as provided below:

We also use third party service providers to track and analyze Non-Personally Identifiable Information usage and volume statistical information from our Users to administer our Website and constantly improve its quality. We may also publish this information for promotional purposes or as a representative audience for advertisers. Please note that this is not Personally Identifiable Information, only general summaries of the activities of our Users. Such data is collected on our behalf, and is owned and used by us.

### **5. User Choices on Collection and Use of Information**

As discussed above, you can always choose not to provide information, although it may be required to engage in a certain activity on the Website. We may send you promotional emails which advertise our products and services, including exclusive sales and other offers, and/or the products and services of our advertisers and affiliates. If you do not want to receive promotional emails from us, you may elect to opt-out of receiving promotional emails at any time after registering by hitting the “unsubscribe” button at the bottom of any of our e-mails.

### **6. Changing or Removing Information.**

We currently do not have a method for completely deleting user information from our database. However, deleting the cookie stored on your computer will cause you to be perceived as a new user with no known user data. You may also change a setting in your browser, instructing it not to accept cookies, but this could prevent you from receiving some Hotel services.

## **7. Security of Information**

We take security seriously and take numerous precautions to protect the security of Personally Identifiable Information. You can access your Personally Identifiable Information on our Website through a password and your email address. This password is encrypted. We recommend that you do not share your password with anyone. In addition, your Personally Identifiable Information resides on a secure server that only selected personnel and contractors have access to. We encrypt certain sensitive information (such as credit card information) using Secure Socket Layer (SSL) technology to ensure that your Personally Identifiable Information is safe as it is transmitted to us.

Unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. As a result, while we employ commercially reasonable security measures to protect data and seek to partner with companies which do the same, we cannot guarantee the security of any information transmitted to or from the Website, and are not responsible for the actions of any third parties that may receive any such information.

## **8. Privacy Policies of Third Party Websites**

This Privacy Policy only addresses the use and disclosure of information we collect from you on the Website. Other websites that may be accessible through this Website have their own privacy policies and data collection, use and disclosure practices. If you link to any such website, we urge you review the website's privacy policy. We are not responsible for the policies or practices of third parties.

## **9. Miscellaneous Privacy Issues**

**Children.** Minors under the age of 18 may not use the Website. We do not knowingly collect personal information from anyone under the age of 18, and no part of the Website is designed to attract anyone under the age of 18.

**Public Areas.** We may provide areas on our Website where you can publicly post information about yourself, can communicate with others such as discussion boards or blogs, or can review restaurants and submit media content. This information may be accessible by other consumers and companies and may appear on other websites or web searches, and therefore this information could be read, collected, and used by others. For example, if you post your email address along with a public restaurant review, you may receive unsolicited messages. We have no control over who reads your postings or what other users may do with the information you voluntarily post, so please use caution when posting any personal information. We do obtain consent from our users to post their name along with their reviews.

## **10. Changes to Privacy Policy**

If we decide to change our privacy policy, we will post those changes to this privacy statement, the home page, and other places we deem appropriate so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it.

We reserve the right to modify this privacy statement at any time, so please review it frequently.

## **11. Contacting Us**

### **Corporate Address**

St. Lucia Hotel & Tourism Association  
Colony House  
John Compton Highway  
Castries, St. Lucia

**For Customers**

Customer Service Inquiries [privacy@regattatravelsolutions.com](mailto:privacy@regattatravelsolutions.com)