

## **Privacy Policy**

**Effective January 3, 2026**

At The Seasoned Traveler (“we,” “us,” or “our”), we are committed to protecting the privacy of our clients and website visitors. This Privacy Policy explains how we collect, use, process, and share personal information in connection with our travel planning services, websites, social media pages, and related offerings (collectively, the “Services”). By accessing or using our Services, you consent to the practices described in this Privacy Policy.

This Privacy Policy applies to information collected through our Services, including inquiries, bookings, promotions, contests, and sweepstakes that reference this Privacy Policy. Depending on the services requested, additional terms and conditions may apply.

This Privacy Policy applies regardless of the device or platform used to access the Services. It does not apply to information obtained from third parties, including travel suppliers, host agencies, or booking partners, except as expressly stated. Our website may contain links to external sites (such as travel insurance or destination guides). We are not responsible for the privacy policies or content of these third-party websites.

### **What Information is Collected:**

We collect personal information when you interact with our Services, whether online or offline. Such information is provided directly by you, collected automatically through your use of the Services, or obtained from third parties, including travel suppliers and service providers. Where required by law, we obtain your consent prior to collecting such information. The categories of information we may collect include:

- **Account and Contact Information:** Name, mailing address, email address, telephone number, username, password, age, passport information, or date of birth. We do not knowingly collect information from children under 13 without parental consent. We only process data from a minor when provided by a parent/guardian for the purpose of travel arrangements.
- **Payment and Booking Information:** Credit or debit card details and information related to bookings, purchases, subscriptions, accounts, or discounts.
- **Demographic and Special Category Information:** In limited circumstances and where permitted by law, information such as health-related details (including accessibility or

dietary needs), race, or ethnicity, when relevant to travel arrangements or requested services.

- **Location Information:** General or precise location data, where necessary to provide location-based or region-specific services.
- **Device and Technical Information:** Information about your device, operating system, browser, internet service provider, IP address, and other unique device identifiers.
- **User-Submitted Content:** Photos, videos, audio recordings, or other content you submit, post, or share with us, including content captured during events or experiences.
- **Communications and Interactions:** Information you provide when communicating with us or others through our Services, including inquiries, chats, emails, customer service communications, surveys, promotions, social media interactions, comments, or posts.

#### **How Your Information is Used:**

We use personal information you voluntarily provide to fulfill your travel-related requests, respond to inquiries, administer bookings, and otherwise deliver and support our Services in a manner consistent with the context in which the information was provided. We may also use such information for customer service communications and to provide marketing or promotional information regarding our services or those of affiliated travel suppliers, where permitted by law. We retain your data for as long as necessary to provide our Services and meet legal/tax obligations. You have the right to access, correct, delete, or restrict processing of your personal information, request a copy of your data, and request data portability where applicable. To exercise these rights, please contact us at [stephanie@the-seasonedtraveler.com](mailto:stephanie@the-seasonedtraveler.com).

We may share personal information with travel suppliers (such as airlines, cruise lines, hotels, tour operators, and destination service providers) and with third-party service providers that perform services on our behalf, including payment processing, booking administration, marketing, data analytics, customer support, and website operations. Such parties are authorized to use personal information only as necessary to provide services to us or to fulfill travel arrangements and are required to process such information in accordance with applicable law and this Privacy Policy. To fulfill your travel arrangements, your personal information may be transferred to and processed by travel suppliers located outside of your country of residence. Please be aware that data protection laws in these countries may differ from those in your jurisdiction.

We use and disclose personal information for the following purposes:

- **Provision of Services:** To process inquiries, manage accounts, arrange travel services, and respond to requests submitted through our website or other communication channels.
- **Service Improvement:** To understand client preferences, evaluate usage trends, and improve the performance and content of our Services.
- **Service Providers:** To share limited personal information with contracted third-party vendors that assist with payment processing, website hosting, analytics, marketing, and business operations, subject to confidentiality and data protection obligations.
- **Legal and Regulatory Compliance:** To comply with applicable laws, regulations, legal processes, or lawful requests from governmental or regulatory authorities.
- **Legitimate Business Interests:** To operate, protect, and improve our business and Services, provided such interests are not overridden by your rights and applicable data protection laws.

**Public Forums:**

Our Services may include public or semi-public forums, such as blogs, comment sections, chat features, message boards, and social media communities, including Facebook pages and Facebook groups. Any information you choose to post or share through these forums may be publicly available or accessible to other participants. Information shared in these spaces is not subject to the protections of this Privacy Policy, and we cannot control how such information is used, collected, or disclosed by others, including third parties not governed by this Privacy Policy. We may display your name or other identifiers in connection with content you submit. You are solely responsible for the information you choose to disclose, and we disclaim responsibility for any consequences arising from information you publicly post or share through our Services.

**Email and Text Message Communications:**

If you contact us by email or text message with questions or inquiries, we may use and retain your personal information to respond, provide customer service, and maintain records related to your travel arrangements. For security purposes, you should not transmit sensitive personal information (such as passwords, government identification numbers, or financial account details) via email or text message.

We may communicate with you by email or text message for transactional and service-related purposes, including responses to inquiries, booking confirmations, itinerary updates, customer support, and account notifications. With your consent and where permitted by law, we may also send marketing or promotional communications regarding our services, offers, or events. You may manage your communication preferences or opt out of receiving marketing emails or text messages at any time by following the unsubscribe or opt-out instructions included in such communications.

We make reasonable efforts to send non-urgent text message communications only during customary business hours and in compliance with applicable laws. Urgent or time-sensitive travel-related communications may be sent outside of such hours when necessary to support your travel arrangements. Message and data rates may apply for any messages sent to you from us and to us from you. Message frequency varies.

### **Keeping Your Information Safe:**

We implement reasonable administrative, technical, and physical safeguards designed to protect the personal information we collect in connection with our Services from unauthorized access, loss, misuse, or alteration. Access to personal information is limited to authorized personnel and service providers who require such access to perform travel-related services or business functions.

Payment card information is processed and stored by secure, third-party payment processors in compliance with applicable payment security standards and is not stored on or transmitted through our website or servers. Contact information may be stored in our customer relationship management, email marketing, and text messaging systems for purposes consistent with this Privacy Policy.

While we take commercially reasonable measures to safeguard personal information, no method of transmission or storage is entirely secure, and we cannot guarantee absolute security. We are not responsible for unauthorized access, disclosure, or loss of information beyond our reasonable control.

We may disclose personal or non-personal information when required to comply with applicable laws, regulations, legal processes, governmental requests, intellectual property claims, or to protect the rights, property, safety, or security of our business, travel partners, clients, or the public, including in emergency situations.

**Cookies and Web Beacons:**

We use cookies, pixels, web beacons, and similar tracking technologies (“Cookies”) to operate and improve our website, analyze usage, remember user preferences, and support marketing and analytics activities. We use Google Analytics to collect information about how visitors interact with our website, such as pages viewed, time spent on the site, and approximate location. This information is aggregated and does not directly identify you. Google processes this information in accordance with its own privacy policies.

Where required by applicable law, including the General Data Protection Regulation, we rely on your consent or our legitimate interests to use Cookies. You may manage or withdraw your consent at any time through your browser settings or applicable consent tools.

For California residents, the use of Cookies and analytics technologies may constitute a “sharing” of personal information for cross-context behavioral advertising under the California Consumer Privacy Act, as amended by the CPRA. California residents have the right to opt out of such sharing by adjusting browser settings, enabling a Global Privacy Control (GPC) signal, or contacting us as described in this Privacy Policy. We do not sell personal information.

Note on Do Not Track: Some web browsers incorporate a 'Do Not Track' feature. Because there is not yet a common standard for these signals, our Services do not currently respond to browser 'Do Not Track' signals.

**Changes to this policy:** Any revisions to this policy are effective immediately upon posting.

Your continued use of our services confirms your agreement to these terms. If you do not agree with our policy or any future changes, please stop using our services.

If we change how we use your data in a significant way, we’ll notify you by email or through the app. You will have the option to opt-out of these changes. If you choose to opt-out, we will continue to protect your data under the terms that existed when it was originally collected.

**Contact Us:**

Stephanie Fowler

Email: [Stephanie@the-seasonedtraveler.com](mailto:Stephanie@the-seasonedtraveler.com)