

## **PRIVACY POLICY**

*Updated April 25, 2025*

The website at <https://bellarodatravel.com/> ("website") is owned and controlled by Bella Roda Travel ("our," "us," or "we").

Your use of our website constitutes acceptance of this Privacy Policy and our Terms of Use available on the website, which governs your use the website.

Please carefully read this Privacy Policy and the Terms of Use, as they directly impact you and your interaction with us.

Our Privacy Policy describes the types of information we may collect from you, or information you may provide to us by using our website, and how we use, maintain, protect, and share that information.

## **YOUR RIGHTS**

We respect your privacy. We intend that this Privacy Policy will protect you and your information. Depending on where you live, you may have the right to request access to the personal information we have about you, to port it to a new service, or to request that your personal information be corrected or deleted.

To exercise any of these rights, please contact us at the email address provided at the end of this Policy.

## **CHANGES TO THIS POLICY**

We reserve the right to update this Privacy Policy at any time, for any reason, with or without notice to you. For your convenience, the date of the most recent revision will be featured at the top of this page.

Your use of our website after we make changes means you have accepted those changes. While we will take reasonable measures to inform you of any changes, you are responsible for regularly reviewing the Policy for updates.

## **INFORMATION YOU GIVE US**

When you visit our website, you may choose to share with us personally identifiable information (“Personal Information”), such as your name, email, phone number, address, and purpose of your inquiry.

You may prompt us to contact you or initiate some other contact with our team. We will use this information to fulfill your request.

We may also use this information to keep you informed about our activities, developments, and services provided by us that we believe will be of interest to you. In this case, you will have the opportunity to opt out of receiving direct marketing communications.

We will not disclose any of your Personal Information other than as described below.

## **INFORMATION WE COLLECT ABOUT YOU**

We may collect automatically, as you navigate through our website, specific aggregate technical information relating to you and your visit to our website, such as usage details, IP addresses, browser type, language preference, referring website, and information collected through cookies.

This information helps us to understand how visitors engage with our website so that we can continue to meet the information needs of our website visitors and improve the functionality of our website.

If you choose to purchase products or services from us or our partners via our website, you may need to give personal information and authorization to obtain information from credit services.

For example, you may need to provide information regarding your name, mailing address, email address, credit- or debit-card number, home and business phone number, and other personal information (e.g., mother's maiden name).

We may collect other information from you for purposes of providing services to you, fulfilling your requests, making payments to you, marketing services to you or your clients, protecting your data, verifying your information and identity, determining if your activity is consistent with law, ensuring regulatory and tax compliance, and improving our website and services.

If you choose to correspond with us through email, we may retain the content of your email messages together with your email address.

## **INFORMATION WE SHARE**

We will not sell, rent, trade, or otherwise disclose any Personal Information obtained from visitors to our website, except as described in this Privacy Policy.

We may share information you provide or we collect with our employees, independent contractors, or affiliates who perform services on our behalf.

We may also disclose Personal Information if required to by law or pursuant to legal process, in order to comply with requests from law enforcement, court, regulators, or government officials, or if we believe in good faith that such disclosure is necessary to prevent physical harm or financial loss.

We reserve the right to disclose Personal Information in the event of a sale or transfer of all or a portion of its business assets.

## **USE OF COOKIES AND TRACKING USER TRAFFIC**

Some pages on our website may use “cookies”—i.e., small files that our website places on your computer hard drive for identification purposes. A cookie file can contain information such as a user ID to track the pages visited, but the only personal information a cookie can contain is information you supply yourself.

These files are used for website registration and customization the next time you visit our website. Some parts of our website may also use cookies to track user traffic patterns.

We do this in order to determine the usefulness of our website information to our users and to see how effective our navigational structure is in helping users reach that information. Your browser may allow you to be notified when you are receiving a cookie, giving you the choice to accept it or not.

If you prefer not to receive cookies while browsing our website, you can set your browser to warn you before accepting cookies and refuse the cookie when your browser alerts you to its presence. You can also refuse all cookies by turning them off in your browser.

By not accepting cookies, some pages may not fully function and you may not be able to access certain information on our website.

## **STORAGE OF YOUR PERSONAL INFORMATION**

The Personal Information we collect from visitors to our website may be transferred to, stored at, and processed by staff outside your jurisdiction.

By submitting your Personal Information, you agree to this transfer, storing, or processing. We will take all steps reasonably necessary to ensure that your data is treated securely in accordance with this Policy.

## **INFORMATION SECURITY**

We maintain administrative, technical, and physical safeguards in order to protect against unauthorized use, disclosure, alteration, or destruction of your Personal Information provided to us via our website.

However, despite our efforts to protect the data provided to us through our website, the transmission of information via the Internet is not completely secure. Therefore, we cannot guarantee the security of your Personal Information transmitted to our website.

Any transmission of Personal Information via our website is at your own risk. Further, we are not responsible for the circumvention of any privacy settings or security measures contained on our website.

We recommend using caution regarding what and how much information to provide through our website.

## **PROTECTING THE PRIVACY OF CHILDREN**

Our website is intended for use exclusively by adults 18 years of age or older.

If you are under 18: (1) do not use or provide any Personal Information on our website or through any of its features; and (2) do not use any of the interactive features of our website or provide any information about yourself to us, including your name, address, telephone number, or email address.

We do not knowingly collect Personal Information from children under 18. If we become aware we have collected or received Personal Information from a child under 18, we will delete that information.

If you believe we may have any information from or about a child under 18, please contact us as soon as possible at the email address provided at the end of this Policy.

## **LINKS TO THIRD-PARTY SITES**

Our website may contain links to other websites. We do not share your personal information with other websites and we are not responsible for their privacy practices. We encourage you to learn about the privacy policies of those companies.

## **ACCESS TO INFORMATION**

You have the right to access Personal Information held about you. Your legal rights, including if you are based in the European Union, your right of access, right to rectification, right to erasure, right to restriction of processing, right to object to processing, right to data portability, and right to withdraw at any time your consent to our processing of your Personal Information, can be exercised in accordance with applicable law in your country of residence.

## **ELECTRONIC COMMUNICATIONS**

By providing us your email, phone, or other contact information, you voluntarily opt-in and agree to receive communications from us, our affiliates, and third-party service providers approved by us, including email, SMS, and any other electronic communications, even if such contact information is registered on any state or federal “Do Not Call” list.

Such electronic communications may include notices, disclosures, or other information regarding your account with us, the business relationship between you and us, our marketing communications, the Website, and products, services, and content accessible through the Website.

You accept that electronic communications we send you: (1) fully satisfy any requirement that communications be provided to you in writing; and (2) serve as reasonable and proper notice to you for purposes of compliance with applicable laws, rules, or regulations.

You may opt out of receiving electronic communications from us (except those relating to legal compliance or your agreements with us) at any time.

If you wish to stop receiving marketing emails from us, please either: (1) click on the “unsubscribe” link at the bottom of any marketing email sent from us; or (2) contact us at the email address provided at the end of this Policy.

If you wish to stop receiving SMS messages from us, please either: (1) reply STOP, OPT-OUT, or UNSUBSCRIBE to any text message sent from us; or (2) contact us at the email address provided at the end of this Policy.

In such case, we will send you a return email or SMS message to confirm that you have been unsubscribed. Thereafter, we will not send email or SMS messages to you unless you subsequently opt-in to receive them.

Your mobile carrier may charge fees for any SMS or similar messages sent between you and us.

If you have any questions regarding electronic communications between you and us, please contact us at the email address provided at the end of this Policy.

### **SMS Communications**

By providing your mobile number, you consent to receive SMS messages from Bella Roda Travel related to your inquiries, bookings, and travel services. Message frequency may vary depending on your trip or request. Message and data rates may apply. Reply **STOP** to opt out or **HELP** for help. We do not sell, rent, or share your phone number with third parties or affiliates for marketing or lead generation purposes.

### **CALIFORNIA RESIDENTS**

If you are a resident of the State of California, please see our California Privacy Policy on the website.

### **EUROPEAN ECONOMIC AREA RESIDENTS**

If you are within the European Economic Area, you are entitled to certain information and have certain rights under the General Data Protection Regulation ("GDPR"), as described below.

We will retain any information you choose to provide to us until the earlier of:

Your written request that we delete the information;

Our decision to cease using our existing data providers; or

We decide the cost of retaining the data exceeds the value of retaining it.

You have the right to:

Request access to your personal data we store;

Amend or erase your data;

Seek restrictions on the processing of your data;

Object to the processing of your data;

Direct the portability of your data

Withdraw your consent to our processing of your data any time without affecting the lawfulness of processing based on consent that occurred prior to your withdrawal of consent; and

Submit a complaint with a supervisory authority having jurisdiction over GDPR issues.

We collect only the information reasonably required to engage commercially with you. You will not be required to consent to any unnecessary processing as a condition of engagement with us.

If you would like to exercise any GDPR rights, please contact us at the email address provided at the end of this Policy.

## **CONTACT**

If you have any questions or comments about our Privacy Policy or wish to exercise any of your legal rights regarding your Personal Information, please contact us directly by phone or email below.

Bella Roda Travel

(888) 534-0258

[admin@bellarodatravel.com](mailto:admin@bellarodatravel.com)