

Privacy Policy

At El Sol Vida, we recognize that earning and retaining your trust is one of the most important things we do as a business. Protecting your privacy is a responsibility we take very seriously.

In the course of our business, we collect and process personal data in different ways. We may collect personal data you give us directly but we also collect data by logging how you interact with our services, for example by using cookies on this website. We may also receive personal data from third parties.

The personal data we collect about you may include but is not limited to: your name, email address, postal address, phone number, billing information, survey responses, reservation details and other information you may provide about yourself to our site, your IP address and web browser software.

You can choose not to provide personal data to us, but in general, some personal data about you is required in order for you to receive relevant offerings from El Sol Vida.

We receive and securely store any personal data you enter on our websites or give us in any other way, including your contributions. For example, in order to purchase products or services, it is necessary for you to disclose personal data, including your name, email address, phone number, credit card details, and other personally identifying information. If you do not provide personal data when purchasing one of our products or services, we cannot confirm your purchase or facilitate your booking. In some instances, we may also ask for travel documentation, such as passports, demographic data, including your country of residence, gender, age, travel habits, etc.

Automatic Information:

We automatically collect certain information from your computer or mobile device when you visit our website or any of our affiliates' web pages that are hosted by us. For example, we collect your IP address, web browser software, and referring website. To help us analyze the usage of our websites and related services, and to send more relevant communications to you, we also collect and keep track of your online activity, such as content viewed, pages visited, and searches and/or reservations facilitated or made.

Location Information and Other Information from Devices:

When you use an Application on a mobile device, we will collect and use information about you in generally similar ways and for similar purposes as when you use the El Sol Vida websites. In addition, we may collect information about your location with your consent if your Device has been configured to send such information via the privacy settings on that Device, or if you have uploaded photos tagged with location information.

How we use your personal data

We use the personal data that we collect about you only for specific purposes. This includes, but is not limited to offer our services to you, to manage your reservations, to publish your reviews, ratings, and photos, communicate with you about your use of our site and services, to respond to, or follow up on, your comments and questions, and otherwise provide customer service, notify you about changes to our terms or privacy policy, ask you to leave a review or take a survey, operate and improve our site and services, personalize your experience on our site, measure interest in and improve our site and services, notify you about promotions and special offers, to let you partake in a prize draw, competition or complete a survey, protect, investigate and deter against fraudulent, unauthorized or illegal activity, administer and protect our business and to resolve disputes or troubleshoot problems.

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- Where we need to perform the contract, we are about to enter into or have entered into with you.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- With your consent.
- Where we need to comply with a legal or regulatory obligation.

Marketing

We may send to you marketing emails with information about our deals, destination, and product news, offers, competitions, and other special promotions that we believe that you will find valuable, interesting or informative.

You will receive marketing messages from us if you have given your consent, if you have requested them, or if you purchased goods or services from us and you have not opted out of receiving marketing messages.

If you are no longer interested in receiving future email marketing communications from El Sol Vida you have several choices for opting out of future mailings, you may unsubscribe at any time by following the directions and link included in each email marketing message we send.

Please note that, even if you opt out of receiving future marketing communications from us, we will continue to send to you emails regarding your purchases and bookings, and regarding administrative and service-related information such as changes to our terms, conditions, and policies. We reserve the right to send you other communications, including service announcements, administrative messages, and surveys relating to your purchase, without offering you the opportunity to opt out of receiving them.