

Privacy Policy

Visitors to Sun Splash Tours website are not required to provide personal information in order to gain access. Sun Splash Tours collects information in order to serve you better- by providing up to date information and discounts. We will only use the information we collect to provide you with valuable services, and we will not sell your information to other companies without your consent.

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1. What information we gather and how we gather it

* **Representative Application and Online Registration** -- To process your Sun Splash Tours Representative and /or your online registration, we may ask you common required information including name, address, email address, school, class, date of birth, rep ID (for student verification). In order to access your online account, you will be asked to select a username and password. We then ask for additional optional information including: student status, gender, expected graduation date, and class affiliations.

* **Co-branded Offers** -- In order to receive special offers from Sun Splash Tours and/or other Sun Splash Tours co-branded partners or affiliates, you may be asked to provide additional personally identifiable information. Information submitted as part of any co-branded or any other offer may be shared with these partners and affiliates in which case the partners' use of such information will be governed by the privacy policy of that particular partner.

* **Contests/Promotions** -- When you enter a contest or other promotional feature, we may ask for your name, address, e-mail address and other contact information. Other times, you may enter by simply entering your username and password. At no time will eligibility require a purchase on your part, but you may be required to become a Member of the site.

* **Other Site Features** -- Certain other features of the Sun Splash Tours Web may also require us to collect personally identifiable information such as name and email address of both the sender and the recipient.

2. How we use and disclose your information

We do not sell your personally identifiable information to third parties or mass marketers. For example, we will not sell another company your name or email address. On occasions, we may ask for your consent to share particular data with a third party. In addition, Sun Splash Tours reserves the right, without disclosing your personally identifiable information to third parties, to use the information you provide to offer you additional Sun Splash Tours or third party products and services that we think will be of interest to you, unless you notify us that you do not wish to receive this information from us. We use your information to deliver personalized services, content, discounts and advertisements to enhance your experience with Sun Splash Tours. For example, you may receive an email with a special offer or discount on Spring Break.

We do disclose aggregated data to our advertisers and co-branded partners to generate reports and marketing research. For example, we tell advertisers how many people saw or clicked on an ad and additionally, how many people saw or clicked on ads in different portions of our service. Where available, we may offer additional information about viewer characteristics. However this does not include personally identifiable information about you or your online usage patterns. Our advertisers allow us to provide our service to you. In return, they need to know how to effectively place their ads to potential customers. You have the option to subscribe to receive Sun Splash Tours Email Updates when you register on the site. We will use these updates to provide you with additional discounts, special offers, site upgrades, new features, events, promotions, and much more. You have the option to email us to opt out of receiving the emails at the bottom of every email you receive.

3. Opt-in/Opt-out or deactivating an account

You have the option to sign up for free Sun Splash Tours Email Updates when you Register to use the Web site. You will also have the option to opt out of receiving the updates. This opt out messaging will appear at the bottom of every email that is sent out. Sun Splash Tours gives users the option to remove their information from our database completely. If you don't want to receive any form of direct contact from Sun Splash Tours whether it is email, discounts, or other promotional offers, email Sun Splash Tours or call our Customer Service Department at 1-800-426-7710 to cancel your account. Sun Splash Tours is not responsible for removing information from third-party lists or databases.

4. Reviewing or changing your information/Profile Page

In order to ensure that the information we maintain is accurate, Sun Splash Tours gives users the option to change or modify their information previously provided. If you would like to change your information currently in our database, please login or contact Customer Service at 1-800-426-7710

5. Improper Conduct

The restrictions above will not apply in the event that you engage in certain improper conduct. Specifically, Sun Splash Tours shall have the right to itself use or release to third parties personally identifiable information regarding users who are suspected of having used this web site or any other site in the Sun Splash Tours for any fraudulent purposes or having otherwise violated any law rule or regulation.

6. Security and Transactions

The ability to accept credit cards on-line is now available via the log-in area. We make a diligent effort to ensure that our secure server software (SSL) is the industry standard and among the best software available today for secure commerce transactions. Our SSL will encrypt all of your personal information, including credit card number, name, and address, so that it cannot be read as the information travels over the Internet.

7. Protection for Children

We have no intention of collecting personally identifiable information from children (i.e., individuals under the age of 13). Where appropriate, we take reasonable measures to inform children not to submit such information to our site or in response to advertisements. If a child has provided us with individually identifiable information, that child's parent or guardian should contact our Customer Care Department or call if they would like this information deleted from our records.

8. Your Consent

By using any web site in the Sun Splash Tours or any other site that we own or control, you consent to the collection and use of information by Sun Splash Tours in the manner explained above. If we decide to change this privacy policy, we will correct it to reflect those changes so you are always aware of what information we collect, how we use it, and under what circumstances we disclose it.

9. Contacting Us

If you have any questions about this privacy statement, the practices of this site, or your dealings with this site, you can contact us at 1-800-426-7710.