



225 Tech Park Drive  
Rochester, NY 14623  
585-295-9393  
585-295-9696 fax  
[www.CarpeDiemRochester.com](http://www.CarpeDiemRochester.com)

## Privacy Policy

**Effective Date:** August 19, 2025

**Carpe Diem Travel** (“we,” “our,” “us”) respects your privacy and is committed to protecting the personal information you share with us. This Privacy Policy explains how we collect, use, and safeguard your information when you book travel or interact with our services.

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### 1. Information We Collect

When you book travel or engage with us, we may collect:

- **Personal Information:** Name, address, phone number, email, date of birth, passport/ID details, emergency contacts.
- **Payment Information:** Credit/debit card numbers, billing address.
- **Travel Preferences:** Destination interests, meal preferences, room type, mobility/accessibility needs.
- **Booking Details:** Flights, cruises, hotels, excursions, and other reservations.
- **Digital Information:** IP address, browser type, and usage data when visiting our website.

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### 2. How We Use Your Information

We use your information to:

- Process and manage travel bookings.
- Communicate confirmations, itineraries, updates, or changes.
- Provide personalized travel recommendations and offers.
- Comply with legal or regulatory requirements.
- Improve our services and website experience.

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### 3. Sharing of Information

We may share your information with:

- **Travel Partners:** Airlines, cruise lines, hotels, tour operators, insurance providers, and other vendors needed to complete your booking.
- **Payment Processors:** To securely process your payments.
- **Legal Authorities:** If required by law or to protect rights, property, or safety.  
We never sell your personal information to third parties.



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#### **4. Data Security**

We use industry-standard safeguards (encryption, firewalls, secure servers) to protect your information. While no system is 100% secure, we take all reasonable steps to safeguard your data.

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#### **5. Your Rights**

Depending on your location, you may have the right to:

- Access, correct, or delete your personal information.
- Restrict or object to certain data uses.
- Withdraw consent where applicable.
- Request a copy of your data.

To exercise these rights, please contact us at [Insert Contact Email/Phone].

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#### **6. Data Retention**

We retain your information only as long as necessary to provide services, comply with legal obligations, or resolve disputes.

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#### **7. Cookies & Online Tracking**

Our website may use cookies and similar technologies to improve functionality, analyze traffic, and personalize content. You can adjust your browser settings to manage cookies.

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#### **8. Third-Party Links**

Our website may include links to third-party websites. We are not responsible for their privacy practices. Please review their policies before providing personal information.

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#### **9. Changes to this Policy**

We may update this Privacy Policy from time to time. Updates will be posted with a revised “Effective Date.”

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#### **10. Contact Us**



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If you have questions about this Privacy Policy or how your information is handled, please contact us:

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[travel@carpediemrochester.com](mailto:travel@carpediemrochester.com)