

## **PRIVACY POLICY**

At Senior Tours Canada, we are dedicated to protecting your privacy and safeguarding your personal, business and financial information. We use vigorous security safeguards and adhere to strict privacy principles to ensure that your personal information is protected.

### **What information is collected?**

At **Senior Tours Canada** we gather and use personal information to provide you with the travel services you have requested, or to offer additional products and services we believe you might be interested in. Providing us with your personal information is always your choice. Most of the information we collect comes to us directly from you, and only with your consent. For example when you request a brochure or purchase a tour through telephone conversations, or in person, we will ask you to provide the information that enables us to complete your request or to provide you with better service. These same principles also apply to our partners.

The type of information we ask for depends on the nature of your request. Information that is essential for fulfilling most travel requests and transactions includes your name, mailing address, phone number(s), date of birth.

When you visit our website, information is not collected that could identify you personally unless you choose to provide it voluntarily. You are welcome to browse our site at any time anonymously without revealing any personal information about yourself. All the information you provide to us is securely maintained and it is kept strictly confidential.

### **Privacy Principles**

Senior Tours Canada is responsible for maintaining and protecting the customer information under its control.

The purpose for which customer information is collected shall be identified before or at the time the information is collected.

The knowledge and consent of the customer are required for the collection, use or disclosure of customer information where required or permitted by law.

The customer information collected must be limited to those details necessary for the purposes identified by Senior Tours Canada. Information must be collected by fair and lawful means.

Customer information may only be used or disclosed for the purpose for which it was collected.

Customer information must be protected by security safeguards that are appropriate to the sensitivity level of the information.

Senior Tours Canada is required to make information available to customers concerning the policies and practices that apply to the management of the information.

Customers may direct any questions or enquiries with respect to the privacy principles outlines above or about our practices by contacting the designated person(s) accountable for privacy at Senior Tours Canada.

### **Where and Why We Collect Personal Information**

In order to purchase airline tickets or hold a reservation, we require basic information. This information is necessary in order to identify you, contact you, or process your purchase. These may include:

- Name
- Address
- Phone number
- Credit card and expiration date

This information will allow us to:

- establish your identification
- protect you and us from error and fraud
- understand your needs and eligibility for products and services
- recommend particular products to meet your needs
- provide ongoing service
- comply with legal requirements
- offer other products that are suitable to you

### **Security**

Senior Tours Canada has in place sophisticated security measures and procedures to ensure that your personal information is protected from misuse and from unauthorized access. Since no data transmission on the internet can be guaranteed 100% secure, we do not accept reservations or bookings on our website.

### **Website**

By using this website, you consent to the terms of our Privacy Policy and to Senior Tours Canada processing of Personal Information for the purposes stated above.

### **Links**

This website contains links to other sites. Please be aware that Senior Tours Canada is not responsible for the privacy policy of these other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of these third party sites. This privacy policy statement applies solely to information collected by this website.

### **Mailing Lists**

If you would like to join our mailing list we will mail you 5 brochures a year. We ask for your name, address, phone number and e-mail address. This information is collected solely for the purpose of mailing you our brochures.

## **With Whom We May Share Your Information**

Senior Tours Canada businesses and affiliates, their employees and suppliers are all governed by strict standards and policies to ensure your information is secure and treated with the utmost care and respect.

At Senior Tours Canada client information is strictly confidential. With your consent we will share information with other suppliers who perform services on our behalf such as mailing. Unless you authorize us to release it, or release is required or permitted by law, we never sell, lease or trade information about you or your travel information to other parties.

## **Our Employees**

In the course of daily operations, access to private, sensitive and confidential information is restricted to authorized employees who have a legitimate business purpose and reason for accessing it. For example, when you call or e-mail us, our designated employees will access your information to verify that you are the traveller and to assist you fulfilling your travel requests.

As a condition of their employment, all employees of Senior Tours Canada are required to abide by the privacy standards we have established. They are also required to work within the principles of ethical behaviour as set out in our Policy and Procedures as well they must follow all applicable laws and regulations. Employees know the importance of privacy and they are required to sign either a code of conduct or a confidentiality agreement that prohibits the disclosure of any client information to unauthorized individuals or parties. All employees are expected to maintain the confidentiality of customer information at all times and failing to do so will result in appropriate disciplinary measures, which may include dismissal.

## **Outside Service Suppliers**

At Senior Tours Canada, we sometimes contract outside organizations to perform specialized services such as mailing. At times, these service suppliers may be responsible for processing and handling some of the information we receive from you.

When we contract our suppliers to provide these specialized services, they are given only the information necessary to perform those services. They are prohibited from storing, analyzing or using customer information for purposes other than to carry out the service they have been contracted to provide. Furthermore, as part of our contract agreements, our suppliers and their employees are required to protect your information in a manner that is consistent with the privacy policy and practices that we have established.

### **Safeguarding Your Information**

At Senior Tours Canada, we use state of the art technologies and maintain current security standards to ensure that personal and payment information is protected against unauthorized access, disclosure, inappropriate alteration or misuse. All safety and security measures are appropriate to the sensitivity of the information.

### **Client Files**

Paper-based files are stored in locked fire-resistant filing cabinets.

### **Personal Information**

You should not disclose or share personal information such as your credit card numbers with others unless you clearly understand the purpose of the request and know with whom you are dealing.

### **Questions, Concerns and Complaints**

If you have any questions about the privacy policies outlined here or you have a concern or complaint about privacy, confidentiality or the information handling practices of Senior Tours Canada, our employees or service suppliers, please call us at 1-800-268-3492.