

## Our Privacy Policy

This document sets out how information on the website, [www.allaboardcruises.co.uk](http://www.allaboardcruises.co.uk) is used. We have updated our data privacy in accordance with the UK General Data Protection Regulation (or GDPR) which came into effect on 01 January 2021. Alongside with an amended version of the [Data Protection Act 2018](#). The following privacy policy details how we process your personal data.

### The Type of Information We Collect:

We receive, collect and store any information you enter on our website or provide us in any other way. In addition, we collect the Internet protocol (IP) address used to connect your computer to the Internet; login; e-mail address; password; computer and connection information; name; address and date of birth. We also collect personally identifiable information (including name, email, password, communications); payment details (including credit card information), comments, feedback, product reviews, recommendations, and personal profile.

### How We Collect Information?:

When you conduct a transaction on our website, as part of the process, we collect personal information you give us such as your name, address and email address. Your personal information will be used for the specific reasons stated above only.

### Why We Collect This Information?:

We collect such Non-personal and Personal Information for the following purposes:

- A. To provide and operate the Services;
- B. To provide our Users with ongoing customer assistance and technical support;
- C. To be able to contact our Visitors and Users with general or personalised service-related notices and promotional messages;
- D. To create aggregated statistical data and other aggregated and/or inferred Non-personal Information, which we or our business partners may use to provide and improve our respective services;
- E. To comply with any applicable laws and regulations.

### We Use Your Personal Information To:

- A. Fulfil our contract with you and/or deal with your booking or intended booking, including processing your booking, sending you your itinerary or other details relating to your booking
- B. Update you on changes to your travel itinerary (for example, if there is a change to your booking pre travel; if a flight is delayed or cancelled)

### How We Communicate with Our Site's Visitors?:

We may contact you to notify you regarding your account, to troubleshoot problems with your account, to resolve a dispute, to collect fees or monies owed, to poll your opinions through surveys or questionnaires, to send updates about our company, or as otherwise necessary to contact you to enforce our User Agreement, applicable national laws, and any agreement we may have with you. For these purposes we may contact you via email, telephone, text messages, WhatsApp and postal mail.

#### Cookies:

In addition to the above, certain information is automatically transferred to the site when the site is used or visited. This includes but is not limited to Internet Protocol (IP) addresses, cookies and other connection information.

When a computer accesses the site, small files known as cookies, may be downloaded onto that computer automatically. These files contain information about how that computer is being used so that where it is used to access the site frequently or where a particular feature of the site is accessed frequently, [www.allaboardcruises.co.uk](http://www.allaboardcruises.co.uk) can obtain useful information on how to improve the site.

If you don't want us to process your data anymore, please contact us at [info@all-aboard-sa.co.uk](mailto:info@all-aboard-sa.co.uk) .

#### Privacy Policy Updates:

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.

#### Questions:

If you would like to: access, correct, amend or delete any personal information we have about you, you are invited to contact us at [info@all-aboard-sa.co.uk](mailto:info@all-aboard-sa.co.uk) .