

# Privacy Policy

## OUR PRIVACY POLICY

We are committed to and follow the principles of data protection and we have implemented data security by design to keep your details safe. We update our privacy policy from time to time, and this version is dated **11th May 2018**.

The data protection principles require that personal data shall be:

- a) processed lawfully, fairly and in a transparent manner
- b) collected for specified, explicit and legitimate purposes
- c) adequate, relevant and limited to what is necessary
- d) accurate and, where necessary, kept up to date;
- e) kept in a form which permits identification of data subjects for no longer than is necessary
- f) processed in a manner that ensures appropriate security of the personal data,

## What information do we collect about you?

The type of information we collect about you depends on the nature of your interactions with us. Depending on the circumstances, we collect any of the following:

- Details about you. Your name, email address, address, telephone number, date of birth, your hotel room preferences, loyalty membership details, frequent flyer membership details, payment details, your reasons for travel (such as for a wedding, birthday or anniversary), meal and other travel preferences or dietary requirements and, if necessary, information about your health to the extent that it's relevant to your fitness to fly, your holiday itinerary or to provide you with special assistance (where you provide your consent);
- Identification documents. If you are travelling on a route requiring Advance Passenger Information, your passport or identity card details including your passport number, the country in which your passport was issued and the expiry date;
- Details about the services you ask us to arrange for you. Your travel details, including details of your travel itinerary, where you are flying from and to, your booking information, any onward travel details if relevant (for example if you need our assistance for a connecting flight, if you've booked transportation or a tour through us), details of experiences or excursions booked through us, your baggage requirements, any upgrade information, seat preferences, meal preferences or requirements, details of any special assistance you might need from and any other information relevant to enable us to provide you with the travel or other services that you've asked us to arrange for you;
- Your interactions with us. Information about your interactions or conversations with us and our staff, including when you make enquiries, comments, complaints or submit feedback to us (whether formally via email or simply verbally to our staff);

If you contact us in order to obtain more information about our products or services we will collect information about you so that we can reply and fulfil your information request.

## International Transfer of Your Data

Your information may be transferred by Atlantis (BDH) Ltd to any country, including countries outside of the European Economic Area (EEA), for the necessity of fulfilling your travel arrangements, or for storage and administration of the data. The purposes and processing associated with any such transfer will comply with applicable data protection regulations.

## How long do we retain your information?

We only hold your personal information to process your enquiry, keep in touch with you and process your data when contracted by you to do so. We regularly review our personal and private data storage and use data minimisation at all times to limited the data we hold. We keep data only as long as is necessary and in accordance with UK law.

## How will we use the information about you?

We collect information about you to respond to your enquiry, process your travel reservations and to manage your account. We may, as a matter of law, and without requiring notice or consent, use your information for crime and fraud prevention, systems administration within Atlantis (BDH) Ltd and to monitor and/or enforce our compliance with any regulatory rules and codes.

We may share your information with suppliers, such as hotel, airline, car rental, and activity providers, to fulfill your travel reservations. Please note that these suppliers also may contact you as necessary to obtain additional information about you to facilitate your travel reservation.

## Marketing

We will only contact you with marketing information about our products and services by legitimate business means and always comply with the The Privacy and Electronic Communications Regulations (PECR). You have the right to opt out and amend your details at any time.

## On what grounds will we process your information?

We will use your information for the purposes listed above, either:

- For the performance of your contract with us and the provision of our services to you;
- To comply with a legal obligation we have;
- For our legitimate interests (we explain what we mean by this below);
- To protect your vital interests;
- With your consent (please see your rights below in relation to consent that you provide to us); and
- For establishing, exercising or defending legal claims;

By “legitimate interests” we mean our interests in conducting and managing our business activities and to ensure that we are providing the best service and experience for you and our customers.

## Your rights including access to your information and correction.

We want you to be sure about your data rights, and these are the rights for individuals:

The right to be informed

The right of access

The right to rectification

The right to erasure

The right to restrict processing

The right to data portability

The right to object

Rights in relation to automated decision making and profiling.

If you have given us your explicit consent to process your data you can withdraw this at any time, where relevant please contact us if you would like to do this. There is more details about this below.

We want to make sure that your personal information is accurate and up to date. You may ask us to correct or remove information you think is inaccurate. You have the right to request a copy of the information that we hold about you. If you would like a copy of some or all of your personal information, please email or write to us at the following address.

## Automated decision making and profiling

We do not use any form of automated decision making and profiling in our business.

## How to contact us, we are the Data Controller

Please contact us if you have any questions about our privacy policy or information we hold about you:

By email: [sales@atlantistravel.uk.com](mailto:sales@atlantistravel.uk.com)

Address: 43 The Market Place, Falloden Way, London NW11 6JT, UK

If you are unsatisfied with the way we have processed your data please do let us know immediately, we take your feedback seriously and will do everything we can to help.

You also have the right to lodge a complaint with the data supervisory authority the Information Commissioner's Office:

<https://ico.org.uk/concerns/>