

AlexTravels

Luxury Accommodation · Cruises · Safaris

Legal Policies

Terms & Conditions | Privacy Policy

Richmond, Virginia, USA

www.alextravels.com

Effective Date: May 20, 2026

Privacy Policy

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AlexTravels LLC, a Virginia limited liability company, doing business as AlexTravels ("AlexTravels," "we," "us," or "our"), respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, share, and safeguard your information when you access www.alextravels.com or use our services. By using our services, you agree to the practices described in this Privacy Policy.

1. Information We Collect

We collect information in the following categories:

1.1 Information You Provide

We may collect personal information you voluntarily provide, including:

- Contact information (name, email address, phone number)
- Travel information (destinations, preferences, special requests)
- Booking details (reservations, itineraries, supplier information)
- Communication data (emails, messages, inquiries)
- Membership or account information (if applicable)

If bookings are processed through third-party systems (including but not limited to preferred partner programs or host agency platforms), those providers may collect additional information such as payment details or passport information, which is governed by their respective privacy policies.

1.2 Automatically Collected Information

When you use our website, we may collect:

- IP address
- Device type, browser, and operating system
- Website activity and interaction data
- Referral sources and usage patterns

This information is used for analytics, security, and improving our services.

1.3 Information from Third Parties

We may receive information from:

- Travel suppliers (e.g., hotels, cruise lines, safari operators, and partners)
- Booking platforms and host agencies
- Marketing and analytics providers

2. How We Use Your Information

We use your information to:

- Facilitate travel bookings and coordinate with suppliers
- Provide customer support and respond to inquiries
- Personalize recommendations and travel experiences
- Improve our platform, services, and offerings
- Send communications, including updates and marketing (with consent)
- Maintain security, prevent fraud, and comply with legal obligations

3. Use of Technology & Artificial Intelligence

AlexTravels may use automation, data processing tools, and artificial intelligence ("AI") to support:

- Travel recommendations
- Itinerary development
- Personalization of services
- Operational efficiency

These tools may process your data to generate insights or suggestions. You acknowledge that:

- AI-assisted outputs may not always be accurate or complete
- Recommendations are informational and not guarantees
- Final decisions remain your responsibility

We do not use AI to make fully automated decisions that produce legal or similarly significant effects without human involvement.

4. Data Sharing & Third Parties

We do not sell personal information. We may share your information with:

Travel Suppliers

Hotels, cruise lines, safari operators, airlines, tour operators, and partners to fulfill bookings.

Service Providers

We may share your information with trusted third-party service providers that support our operations, including but not limited to:

- Customer relationship management and travel platforms
- Booking and itinerary management systems
- Cloud storage and document management providers
- Email, communication, and messaging platforms
- Analytics and website performance tools

All service providers are contractually or operationally required to handle your data in a secure manner and only for purposes consistent with this Privacy Policy.

Legal & Compliance

When required by law, regulation, or legal process.

5. Cookies & Tracking Technologies

We may use cookies and similar technologies to:

- Improve website functionality
- Analyze traffic and user behavior
- Personalize content

You can control cookies through your browser settings. Disabling cookies may affect website performance.

6. Data Retention

We retain personal data only as long as necessary for:

- Providing services
- Legal, tax, and accounting obligations
- Business operations

Typical retention periods:

- Transaction and booking records: up to 7 years
- Marketing data: until you opt out
- Analytics data: may be retained in aggregated or anonymized form

7. Data Security

We implement reasonable administrative, technical, and physical safeguards to protect your information. However, no system is completely secure, and we cannot guarantee absolute security.

8. Data Breach Notification

In the event of a data breach involving your personal information, we will:

- Notify affected individuals as required by applicable law
- Comply with Virginia data breach notification requirements under the Virginia Consumer Data Protection Act (VCDPA)
- Take appropriate steps to mitigate further risk

9. Your Rights & Choices

You may:

- Request access to your personal data

- Request correction of inaccurate data
- Request deletion of your data (subject to legal obligations)
- Opt out of marketing communications at any time

To submit a request, contact: alex@alextravels.com

We may need to verify your identity before processing your request.

10. California Privacy Rights (CCPA/CPRA)

If you are a California resident, you may have certain rights under the California Consumer Privacy Act (CCPA), as amended by the California Privacy Rights Act (CPRA), including the right to:

- Request access to the personal information we collect about you
- Request deletion of your personal information, subject to certain exceptions
- Request correction of inaccurate personal information
- Know the categories of personal information collected, used, disclosed, or shared
- Opt out of the sale or sharing of personal information (if applicable)
- Limit the use of sensitive personal information (if applicable)

AlexTravels does not sell personal information as defined under California law and does not knowingly share personal information for cross-context behavioral advertising.

To exercise your rights, contact: alex@alextravels.com

We may need to verify your identity before processing your request. You may designate an authorized agent to submit requests on your behalf, subject to verification requirements.

We will not discriminate against you for exercising your privacy rights.

11. SMS & Communications Compliance

If you opt in to receive SMS or MMS communications:

- Message frequency may vary
- Standard carrier rates may apply
- You may opt out at any time by replying STOP

We comply with applicable laws, including the Telephone Consumer Protection Act (TCPA).

12. International Data Transfers

Your information may be processed outside your country of residence. Where required, we implement appropriate safeguards to ensure compliance with applicable data protection laws.

13. Children's Privacy

AlexTravels does not knowingly collect personal information directly from individuals under the age of 18. However, we may collect limited personal information about minors when it is provided by a parent, grandparent, or authorized legal guardian for the purpose of facilitating travel bookings, reservations, or related services.

This information may include:

- Name
- Date of birth
- Passport or identification details (where required by suppliers)
- Travel preferences or requirements

By providing information about a minor, you represent and warrant that:

- You are the parent, legal guardian, or otherwise authorized to provide such information
- You consent to the collection and use of the minor's information for travel-related purposes

We use this information solely for booking and coordinating travel services and meeting supplier or regulatory requirements.

14. Third-Party Links

Our website or communications may contain links to third-party websites. We are not responsible for the privacy practices of those third parties.

15. Accessibility

AlexTravels is committed to making our website and services accessible to everyone, including individuals with disabilities. We aim to comply with applicable accessibility standards, including WCAG 2.1 guidelines.

If you encounter barriers when accessing our website or require information in an alternative format, please reach out to us at alex@alextravels.com. We will work to address your concern promptly and make reasonable accommodations where possible.

16. Changes to This Policy

We may update this Privacy Policy from time to time. Updates will be posted on our website with a revised "Last Updated" date. Continued use of our services constitutes acceptance of the updated policy.

17. Contact Information

AlexTravels LLC
Richmond, Virginia, USA
Website: www.alextravels.com
Email: alex@alextravels.com