Privacy Policy and Data Protection

1. Collection of Personal Data

Types of Data We Collect:

At *Tyrhal*, we are committed to protecting our users' privacy. To provide services effectively and create a personalized experience, we collect the following personal data:

- **Basic Information**: Full name, gender, and date of birth.
- **Contact Information**: Email address, phone number, and home address.
- **Travel Information**: Trip details (dates, destinations, transportation, accommodation), and preferred activities.
- **Payment Methods**: Credit card details or any other payment method used for transactions.
- **Account Information**: Username and password to ensure secure access to your account.
- **Personal Preferences**: Preferred travel styles, favorite offers, or desired services.

How Data is Collected:

- **Directly from Users**: When registering on the website or app, or when submitting forms, making bookings, or processing payments.
- **Through Tracking Technologies**: Such as cookies, to analyze user behavior and improve the experience.

- **From Third Parties**: Some data may be collected from our payment partners or travel service providers to complete bookings and transactions successfully.

Purpose of Data Collection:

Data is collected for multiple purposes, including:

- **Providing Travel Services**: Facilitating bookings, sending confirmations, and offering recommendations based on your preferences.

- **Processing Transactions**: Handling payments and ensuring successful service delivery.

- **Personalizing User Experience**: Customizing offers and services to match user preferences.

- **Effective Communication**: Sending notifications, updates, and news about services or offers.

Data Retention Period:

Personal data will be retained for as long as necessary to fulfill the purposes for which it was collected. When no longer needed, the data will be securely deleted or anonymized.

Transparency and Choice:

You have the right to access, modify, or delete your personal data at any time, in accordance with our policy. We commit to providing transparent notices about how your data is used or if our practices change.

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2. Use of Data: Enhancing User Experience and Providing Services

This section outlines how *Tyrhal* uses collected personal data to improve services and provide value to users:

Purpose of Data Use:

Tyrhal uses your personal data solely for legitimate purposes and as disclosed in this policy. Key purposes include:

- **Enhancing User Experience**: Personalizing services, displaying customized travel and activity recommendations, and improving the user interface based on your preferences.

- **Completing Bookings and Transactions**: Using travel and payment details to ensure smooth processing of reservations and payments. Includes sending booking confirmations, travel updates, or requesting additional required information.

- **Marketing and Promotions**: Data may be used to enhance marketing strategies—displaying personalized travel deals or promotions based on your previous interactions (e.g., booked trips or viewed activities).

- **Performance Analytics**: Data helps us improve app performance, measure marketing campaign effectiveness, and make informed service enhancements.

Types of Data Used:

- **Booking Data**: Trip destinations, dates, transport, and activities.

- **User Preferences**: Travel styles, favorite activities, and interacted offers.

- **Payment Data**: For secure transaction processing.

- **Behavioral Data**: Browsing history and interaction logs for personalized experiences.

Marketing and Advertising:

Using collected data, *Tyrhal* may present targeted marketing through email, app notifications, or digital ads. This includes discounts and updates on relevant new offers based on your interests.

User Choice and Consent:

You may opt out of receiving promotional content at any time by adjusting your account settings or unsubscribing from marketing emails. We respect your choices and ensure you have control over how your data is used.

Transparency:

We are committed to sharing clear information on how your data is used. If we plan to use your data for purposes not stated in this policy, your prior consent will be obtained.

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3. User Rights: Access, Modification, and Deletion of Personal Data

Right to Modify Data:

You have the right to update or correct your personal information at any time via your account settings. This includes your name, email, contact details, and travel preferences. We are committed to maintaining accurate, up-to-date records.

Right to Delete Data:

You may request deletion of your personal data at any time, unless legal obligations prevent us from doing so (e.g., financial or regulatory recordkeeping). Account deletion can be initiated via your account settings or by contacting our support team.

Submitting Requests:

- **To Modify Data**: Log into your account and update your details in the settings.
- **To Delete Data**: Contact us via support email or the in-app support section. We will verify and process the request securely and lawfully.

Data Retention after Deletion:

In some cases, we may retain limited data to comply with legal obligations or accounting requirements.

Right to Object to Processing:

You have the right to object to the processing of your personal data if you believe it conflicts with your fundamental rights and freedoms. We will assess the request and determine the appropriate course of action.

Right to Withdraw Consent:

If you have previously given consent for data collection or processing, you may withdraw it at any time. This will not affect the legality of data use prior to the withdrawal.

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4. Data Protection

Security Measures in Place:

Tyrhal is deeply committed to protecting your personal information. We use a comprehensive set of technologies and protocols to prevent unauthorized access or misuse, including:

- **Encryption**: All personal data is encrypted using advanced encryption protocols (e.g., SSL/TLS) to protect data during transmission.

- **Secure Storage**: Data is stored in secure systems with safeguards against data loss or leaks.

- **Multi-Factor Authentication (MFA)**: MFA is used to secure user accounts with an additional layer of protection during login.

- **Firewalls and Intrusion Detection**: Advanced firewalls and monitoring systems are in place to protect against cyberattacks.

- **Internal Security Policies**: Only authorized personnel have access to personal data, and they follow strict security procedures.

- **Regular Monitoring and Audits**: Our systems are continuously monitored for suspicious activity. Regular audits are conducted to evaluate the effectiveness

of our security measures.

- **Breach Response Protocol**: In case of a data breach, we take immediate action to minimize damage and notify affected users promptly, as required by local and international data protection laws.

- **Security Updates**: As threats evolve, our systems are regularly updated with the latest security technologies.

- **Employee Training**: Our staff receives ongoing training on secure data handling practices and information security protocols.

- **Access Limitation**: Access to personal data is strictly limited to personnel who need it to perform their job responsibilities.