

PRIVACY POLICY

Last Updated: [Insert Date]

Welcome to The Bali Charm LLC (“**The Bali Charm**,” “**We**,” “**Us**,” “**Our**,” “**Website**”, or “**Platform**”). This Privacy Policy explains how we collect, use, disclose, and protect your personal information when you visit our Website (<https://thebalicharm.com/>) (the “**Website**” or the “**Platform**”) and use our services for booking honeymoon packages to Bali, Indonesia (collectively, the “**Services**” or the “**Packages**”).

At The Bali Charm, we are dedicated to ensuring the privacy and protection of your personal information. This Privacy Policy, which may be updated from time to time, governs your use of our Website and reflects our commitment to complying with applicable privacy laws, safeguarding your personal information, and providing you with transparency in how we handle your data.

By accessing or using our Website, you confirm your acceptance of this Privacy Policy and consent to the data practices described herein.

1. EFFECTIVE DATE

- 1.1.** This Privacy Policy is enacted and takes effect from [Insert Date]. From the said date onwards, the principles and practices outlined within this policy will dictate the manner in which we manage, protect, and utilise your personal information.

2. AGE RESTRICTION POLICY

- 2.1. Age Requirement:** Our services are designed for and directed toward adults, specifically those who are Eighteen (18) years of age or older. We do not knowingly collect, use, or solicit personal information from anyone who is a minor.
- 2.2. Proactive Measures:** In our booking process and at various points of interaction with our services, we take proactive steps to verify the age of our Users, ensuring compliance with our age policy.

- 2.3. Parental Control:** For Users who are under the age of Eighteen (18) years, we are committed to ensuring their privacy and safety online. Information from these Users is collected strictly in accordance with applicable parental consent mechanisms. If any parent or guardian discovers that personal information has been collected from an individual who is a minor without verifiable parental consent, please contact us at [Insert contact email], and we will take immediate steps to delete such information from our records and terminate the said account.

3. DATA COLLECTION

- 3.1.** We are committed to collecting only the information necessary to provide and improve our services while ensuring compliance with privacy regulations. We collect personal information about you in the following ways:

3.1.1. Information You Provide to Us:

- 3.1.1.1. Identity Data:** We collect personal identifiers, including but not limited to your first name, maiden name, last name, username or similar identifiers, marital status, title, date of birth, and gender.
- 3.1.1.2. Contact Data:** We collect contact information, including billing address, delivery address, email address, and telephone numbers at the time of registration.
- 3.1.1.3. Passport Details and Visa Information:** We may collect the passport details and visa information necessary for processing your travel bookings.
- 3.1.1.4. Travel Preferences:** We collect information regarding your travel preferences, such as specific package requests (e.g., honeymoon packages) and special requests.
- 3.1.1.5. Health Information:** We may collect health-related information, including dietary requirements and medical conditions, to ensure that your travel experience meets your needs.

3.1.1.6. Travel Documents and Itinerary Details: We collect details of your travel documents and itinerary information required to manage and fulfill your booking.

3.1.1.7. Financial Data: We collect financial information, including bank account details and payment card information when you register for any of our packages.

3.1.1.8. Transaction Data: We collect details regarding transactions, including payments made to and from you, as well as other information related to products and services you have purchased from us.

3.1.1.9. Technical Data: We collect technical information, including your internet protocol (IP) address, login data, browser type and version, time zone settings, geographic location, browser plug-in types and versions, operating system, Platform, and other technologies used on the devices you employ to access our Website.

3.1.1.10. Profile Data: We collect information regarding your profile, including your username and password, details of purchases or orders made, your preferences, interests, feedback, and responses to our services.

3.1.2. Information from Third Parties:

3.1.2.1. We may also obtain information about you from third-party sources, such as marketing data providers, to improve the services we offer and for advertising purposes.

3.1.3. Automatically Collected Information:

3.1.3.1. When you use our Website, we may automatically collect certain information to enhance your experience and improve our services. This includes:

3.1.3.1.1. Device Information: Details such as your device's IP address, operating system, browser type, and general device specifications.

3.1.3.1.2. Usage Patterns: Data on how you interact with our Platform, including pages visited, time spent on each page, and navigation behavior.

3.1.3.1.3. Geolocation Data: With your consent, we may collect precise location information to provide personalized, location-based offers and services.

3.1.4. Aggregated Data: We also collect, use and share Aggregated Data such as statistical or demographic data for any purpose. Aggregated Data could be derived from your personal data but is not considered personal data in law as this data will not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific Website feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data, which will be used in accordance with this Privacy Policy.

4. USE OF DATA

4.1. The information we collect is utilized for various purposes that are essential to the operation and enhancement of our services. The purposes for which we collect and process personal data are outlined as follows:

4.2. Improving Our Services

4.2.1. Service Enhancements: We use the personal information you provide to improve and enhance our Website and other digital services. This may involve analyzing how you interact with our Platform, identifying areas for improvement, and optimizing your experience. For example, we may analyze your behavior on our Website to make the interface more user-friendly or improve the booking process.

- 4.2.2. Feature Development:** By understanding how you use our services, we can develop new features and functionality that cater to your preferences and needs. This could include introducing new services, improving the efficiency of existing ones, and offering you a more personalized experience overall.
- 4.2.3. Feedback and Continuous Improvement:** We value your feedback and use it to continuously improve our products and services. By analyzing your feedback and the way you use our services, we can better tailor our offerings to meet your expectations.

4.3. Booking and Transaction Processing

- 4.3.1. Booking Confirmation and Updates:** When you make a booking, we may use your personal information, including payment details (e.g., cardholder name, credit/debit card number in encrypted form, expiration date, banking details, wallet details, etc.), as shared and allowed by you. We may also use the information from the list of travelers linked to your account to complete your bookings efficiently.
- 4.3.2. Transaction Status:** We use your personal information to confirm reservations with respective service providers, update you on transaction statuses, and send booking confirmations via SMS, WhatsApp, or other messaging services.
- 4.3.3. Booking Changes and Notifications:** We may send updates or changes to your bookings, along with any relevant details, and allow our customer service to contact you if necessary.
- 4.3.4. Account Authentication and Security:** Your personal information is used to validate and authenticate your account, preventing any misuse or abuse of our services.

4.4. Customer Engagement and Personalization

- 4.4.1. Customized Content:** We may use your personal information to personalize the content of our Website, tailoring your experience based on your preferences.

- 4.4.2. Reviews and Feedback:** We may use your personal information to request reviews of products or services or gather feedback to help us improve.

4.5. To Ensure Platform Security and Prevent Fraud

- 4.5.1.** We collect information to protect your data, maintain the security of our Website and services, and prevent fraudulent activities. By collecting and using information for security and fraud prevention, we aim to create a safe and secure environment for our Users.
- 4.5.2.** The data is also collected for internal business or technical operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes, and to maintain the security of our Website, network, and information systems.

4.6. Market Research

- 4.6.1. Marketing Promotions and Research:** We may conduct marketing promotions, research, and programs to help identify your preferences and enhance the user experience. This may include giving users the opportunity to win travel and travel-related prizes. We use the information you provide to notify winners and improve our products and services. As a registered user, you may occasionally receive updates about fare sales, special offers, new services, and other promotions.

4.7. Marketing Communications

- 4.7.1. Direct Marketing:** If you have opted-in, we may send you marketing communications, special offers, newsletters, and exclusive promotions related to deals, travel services, and other relevant items, such as discounts on airfares, hotel reservations, holiday packages, car rentals, and more.
- 4.7.2. Periodic Updates:** We may also send you updates and information about our services and new offerings that may interest you, based on your preferences.

4.8. Data Processing

- 4.8.1. Fraud Detection and Credit Verification:** For certain purposes, including fraud detection and offering bookings on credit, we may verify customer information on a selective basis, including credit-related data.

4.9. Third-Party Sharing

- 4.9.1. Third-Party Sharing:** We may share your personal information, anonymized and/or aggregated data, with third-party service providers, such as payment processors, data hosts, and credit assessment agencies, to help process payments, improve our services, or assess creditworthiness for offering bookings on credit. These third parties will handle your information in accordance with applicable privacy laws.
- 4.9.2. Service Providers:** To fulfill your booking, we may share your personal information with third-party service providers, including but not limited to accommodation providers (hotels, resorts), transportation companies (airport transfers, drivers), tour operators, and adventure service providers.

4.10. Customer Support

- 4.10.1.** To provide you with customer support and respond to your inquiries, requests, or complaints, we collect information to ensure that we can provide you with comprehensive and effective customer support.

4.11. To Comply with Legal Obligations

- 4.11.1.** We collect information to ensure compliance with various legal and regulatory requirements, which is crucial for maintaining the integrity and legality of our operations. This includes adhering to applicable data protection laws, financial regulations, and industry standards.
- 4.11.2.** We are required to maintain accurate records, process transactions lawfully, and safeguard User data as mandated by law. Compliance

involves cooperating with Law enforcement and regulatory authorities, responding to legal requests and court orders, and ensuring our business practices meet all applicable legal standards.

- 4.11.3. By collecting and managing information in accordance with these legal obligations, we protect both our Users and our Platform from potential legal risks and ensure that our operations remain transparent, accountable, and legally compliant.

4.12. Legal Basis for Processing Personal Data

- 4.12.1. We process your personal data under the following legal bases:

- 4.12.1.1. **Consent:** When you have given clear consent for us to process your data for a specific purpose.
- 4.12.1.2. **Contractual Necessity:** To fulfill contractual obligations or provide the services you requested.
- 4.12.1.3. **Legal Obligation:** When we are legally required to collect or process your information.
- 4.12.1.4. **Legitimate Interests:** For our legitimate business interests, provided that these are not overridden by your data protection rights.

- 4.13. We also use the information to communicate with you. This includes sending you updates, promotional materials, and other relevant information related to the Website.

5. SHARING YOUR INFORMATION

- 5.1. We deeply value the trust you place in us when you share your personal information. Our commitment to safeguarding that trust is unwavering, and as such, we adhere to strict principles when it comes to sharing your information. Here is how we ensure your data is handled with the utmost respect and care:

5.1.1. With Your Consent: We will only share your personal information with third parties after obtaining your clear and explicit consent, ensuring you remain in control.

5.1.2. Service Providers: We collaborate with trusted third-party service providers to support operations such as

5.1.2.1. Data hosting (e.g., AWS, Google Cloud),

5.1.2.2. Payment processing,

5.1.2.3. Digital advertising and analytics

5.1.2.4. Marketing and customer support - All providers are bound by confidentiality agreements and use your data exclusively for agreed purposes.

5.1.3. Legal Requirements: We may disclose your information to comply with legal obligations, such as court orders or governmental requests, or to protect our rights, Users, or the public from fraud or security threats.

5.1.4. Data Security: All shared data is managed under strict agreements to ensure confidentiality and security.

5.2. All third-party providers are contractually bound to maintain data security and confidentiality standards, ensuring your information is protected and used solely for its intended purpose.

6. DATA PROTECTION & SECURITY

6.1. We implement robust data security measures along with industry-standard security measures to protect your personal information from unauthorized access, alteration, disclosure, or destruction. Our security protocols include the following:

6.1.1. Encryption: We use encryption technology to protect sensitive data transmitted over the internet and stored in our systems. This ensures that your personal information remains confidential and secure.

- 6.1.2. Access Controls:** We restrict access to personal information to authorized personnel only. Our systems have role-based access controls to limit who can view or modify your data.
 - 6.1.3. Regular Audits:** We conduct regular security audits and assessments to identify and address potential vulnerabilities. This helps us maintain a high level of security and adapt to emerging threats.
 - 6.1.4. Integration with Third-Party Services:** We ensure that these third parties comply with our data protection standards and have their own security measures in place. We regularly review their practices to ensure alignment with our commitment to data security.
 - 6.1.5. Incident Response:** In the event of a data breach, we will notify affected Users promptly, following applicable legal requirements. We will provide information on the nature of the breach, the data affected, and the steps we are taking to mitigate the impact.
- 6.2.** We make every effort, using available resources, to ensure User information's confidentiality and prevent unauthorized access. However, it is not possible for us to completely and definitively block and/or prevent unauthorized access to the databases, and the User will waive any claim and/or demand against us in this regard, provided that we have taken reasonable measures to prevent such unauthorized access.

7. DATA RETENTION

- 7.1.** We may retain personal information to fulfill the purposes for which we collected it, including for the purposes of satisfying any legal, accounting, or reporting requirements, to establish or defend legal claims, or for fraud prevention purposes. To determine the appropriate retention period for personal information, we may consider factors such as the amount, nature, and sensitivity of the personal information, the potential risk of harm from unauthorized use or disclosure of your personal information, the purposes for which we process your personal information and whether we can achieve those purposes through other means, and the applicable legal requirements.

- 7.2. When we no longer require the personal information we have collected about you, we may either delete it, anonymize it, or isolate it from further processing.
- 7.3. Upon expiration of the applicable retention period, we destroy your personal data in accordance with applicable laws and regulations. In some circumstances, we may anonymize your personal data so that it can no longer be associated with you. In this case, such data is no longer considered personal.

8. YOUR LEGAL RIGHTS

- 8.1. We are committed to ensuring that your rights concerning data privacy are clearly articulated and easily accessible. As a User, you have the following rights:
 - 8.1.1. **Right to Access:** You can request access to the personal information we hold about you.
 - 8.1.2. **Right to Rectification:** If your personal information is inaccurate or incomplete, you have the right to request to correct or update it.
 - 8.1.3. **Right to Erasure:** You can request us to delete your personal information when it is no longer necessary for the purposes for which it was collected, or if you want, you can withdraw your consent.
 - 8.1.4. **Right to Restriction of Processing:** You have the right to request that we restrict the processing of your personal information under certain circumstances.
 - 8.1.5. **Right to Data Portability:** You have the right to receive your data in a structured, commonly used, and machine-readable format and transfer it to another service provider.
 - 8.1.6. **Right to Object:** You can object to the processing of your data based on legitimate interests or for direct marketing purposes.
 - 8.1.7. **Right to Non-Discrimination:** We will not discriminate against you for exercising your privacy rights.

- 8.1.8. Right to Withdraw Consent:** If we rely on your consent for processing your personal information, you can withdraw your consent at any time.
- 8.2.** To exercise any of these rights, please contact us using the contact details provided below.
- 8.3.** If you wish to close your account, you must contact our Support Team.
- 8.4.** We aim to delete all closed account information from our systems within [Insert Time Frame] days, except as otherwise stated in this Privacy Policy.
- 8.5.** We may retain your personal data following account closure if it is reasonably necessary to:
 - 8.5.1.** Comply with legal obligations, including Law enforcement requests and regulatory requirements;
 - 8.5.2.** Resolve disputes or enforce our agreements;
 - 8.5.3.** Prevent fraud, abuse, or security breaches;
 - 8.5.4.** Maintain the integrity and security of our Services; or
 - 8.5.5.** Fulfill your request to "unsubscribe" from further communications.
- 8.6.** Additionally, anonymized data may be retained for analytical and other lawful purposes.
- 8.7.** Please note that any information you share publicly, such as reviews, may remain visible on our Site after account closure and will be attributed to an "unknown user." Furthermore, your profile information may continue to appear in cached results on third-party Platforms until those Platforms update their systems.

9. COOKIES AND TRACKING TECHNOLOGIES

- 9.1.** We may use cookies and similar tracking technologies to collect and use personal data about you, including to serve interest-based advertising. Our use of cookies and tracking technologies includes:

- 9.1.1. Essential Cookies:** These cookies are necessary for the operation of our Website. They enable you to move around our Website and use its features.
- 9.1.2. Performance and Analytics Cookies:** These cookies collect information about how you use our Platform, allowing us to improve its functionality and user experience. For example, these cookies help us understand which pages are visited most frequently and how users navigate the site.
- 9.1.3. Functionality Cookies:** These cookies allow our Website to remember your choices (such as your username, language, or the region you are in) and provide enhanced, more personalized features.
- 9.1.4. Advertising Cookies:** These cookies are used to deliver advertisements more relevant to you and your interests. They also help limit the number of times you see an ad and measure the effectiveness of advertising campaigns.
- 9.2.** You have choices regarding the use of cookies and tracking technologies, including adjusting browser settings to refuse cookies, using opt-out mechanisms from industry-wide initiatives, and setting privacy preferences for specific tracking technologies.
- 9.3.** We are committed to implementing a robust cookie and consent mechanism to ensure transparency and user control.

10. COMPLIANCE

- 10.1.** We are committed to complying with all applicable international privacy and data protection laws and regulations to ensure the protection and confidentiality of your personal information, no matter where you are located. This includes, but is not limited to:
 - 10.1.1. Washington Privacy Act (WPA):** For Users in Washington, we adhere to the WPA, which sets strict guidelines for data collection, processing, storage, and transfer. This includes ensuring lawful bases for processing personal data, obtaining explicit consent where

necessary, and providing rights to access, rectify, and erase personal information.

10.1.2. Foundational Data Privacy Act (FDPA): We also comply with the FDPA. This ensures transparency in data processing, the establishment of lawful bases, and the enforcement of your rights, such as access, correction, and deletion of your personal information.

10.1.3. Other Jurisdictions: We also comply with any other relevant International Privacy Laws and regulations applicable to Users in different regions, ensuring compliance with local standards for the protection of personal data.

10.2. Cross-Border Data Transfer:

10.2.1. Your personal data may be processed, stored, or transferred to locations outside your country of residence, including the United States, where data protection laws may differ from those in your jurisdiction.

10.2.2. By using our Services and providing your personal data, you consent to such cross-border data transfers for the purposes outlined in this Privacy Policy.

10.2.3. When transferring personal data across borders, we ensure that appropriate safeguards are in place to protect your information, such as using Standard Contractual Clauses (SCCs) or relying on adequacy decisions by relevant data protection authorities.

10.2.4. Our unwavering commitment to compliance ensures your data is handled lawfully, securely, and transparently, irrespective of your geographic location.

11. GOVERNING LAW

This Privacy Policy, and any disputes related to it or to our services, shall be governed by and construed in accordance with the laws of the State of Washington, United States, without regard to its conflict of law principles.

12. JURISDICTION

Any disputes arising out of or relating to this Privacy Policy shall be exclusively submitted to the jurisdiction of the competent courts located in Seattle, Washington, United States. By using our Website, you consent to the personal jurisdiction of such courts for the purpose of resolving any such disputes.

13. DISPUTE RESOLUTION

We encourage you to first contact us at [Insert email address] to seek resolution of any issues before pursuing legal action. We are committed to resolving any concerns promptly and effectively. If a resolution cannot be reached through direct communication, the dispute will be handled in accordance with the dispute resolution provisions outlined in our Terms and Conditions.

14. POLICY UPDATES

- 14.1.** We are committed to regularly reviewing and updating this Privacy Policy. Our aim is to stay aligned with emerging legal standards, technological advancements, and shifts in our service offerings.
- 14.2.** Please ensure that you are always well-informed about how we handle your personal data, thereby empowering you to make choices that are best suited to your privacy preferences. Your continued use of our services following any updates to this Privacy Policy signifies your acceptance of those changes.

15. ACKNOWLEDGMENT

By accessing and utilizing our services, you affirm that you have thoroughly read, understood, and embraced the terms laid out in this Privacy Policy. This acknowledgment is crucial, as it forms the basis of our mutual understanding and agreement regarding your data and privacy.

CONTACT US

If you have any questions, concerns, or feedback regarding this Privacy Policy or any aspect of our Services, please feel free to reach out to us at:

- **Email:** [Insert Address]

- **Contact Number:** [Insert Number]

Note: Please ensure that all highlighted areas are filled with accurate details. Replace placeholders - highlighted sections with the appropriate information. Make sure all highlighted sections are completed with correct information before finalizing the document.