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Privacy Protection Policy

Your privacy is important to us. We know that you care about how information about you is used. We want to share with you the Internet policies and practices we have adopted to protect your privacy so that you feel confident about how we handle the personal information you entrust to us online. In order to create personalized travel experiences, we ask for a variety of information from our travelers prior to their trip, and in return we promise to protect the information and ensure that it stays confidential.

Pacific Gold Tours adheres to the principles of the laws for the protection of personal information as they apply in British Columbia, Canada. Please read this Privacy Protection Policy carefully. If you have any questions or concerns you should contact our Privacy Officer at the contact address set out below.

What is "personal information?"

The personal information that we are concerned with in this Privacy Protection Policy is the private information of individuals such as birth dates, passport numbers, travel dates and destinations, health information, travel and meal preferences, frequent flyer and other membership numbers, personal e-mail addresses and financial information related to personal credit cards, bank accounts and other payment methods.

Personal information is collected by Pacific Gold Tours only when you specifically and knowingly choose to provide it to us (either electronically or over the phone), such as when you request a brochure, book a trip, choose to receive information, products or services from Pacific Gold Tours. We may also receive personal information from our business partners and other third parties provided that such third parties confirm to us that they have obtained your consent to the disclosure of your personal information.

Publicly available information, such as a public directory listing of your name, address, telephone number and electronic address, is not considered personal information.

Collection

We collect relevant personal information when you ask us to provide you with information or travel related services (such as air, ground and sea transportation, hotel and other accommodation, tours, meals, services and insurance products) that are sold or reserved through us. We use and disclose the personal information in order to provide you with the requested information or travel services and for purposes ancillary and additional to that.

Use of Information & Disclosure

Providing personal information is up to you, our visitor. Your personal information is used to communicate with you about your account and to provide you with information related to other Pacific Gold Tours products and services.

If you indicated that you were interested in receiving offers your personal information would also be used to contact you or to send you e-mail or faxed materials and other mailings about products and services that might be of interest to you. You always have the option, however, to tell us not to share your personal information or to exclude you from offers for other products or services.

We may also contact you from time to time to conduct market research and surveys in an effort to continually improve our product and service offerings.

Unless you specifically authorize us to release your personal information, or release is required or permitted by law, Pacific Gold Tours will not sell, lease or trade your personal information to other third parties.

Anonymous or "non-personal" information gathered by Pacific Gold Tours through our website may be used for technical, research and analytical purposes. Information collected through surveys, existing files and public archives may be used by Pacific Gold Tours to analyze our markets and to develop or enhance service offerings.

We will seek your prior consent to the collection, use and disclosure of the information as required by applicable privacy legislation. Subject to legal and contractual requirements, you can refuse to consent to our collection, use or disclosure of information about you. You may also withdraw your consent to any further collection, use or disclosure of information about you at any time by giving us reasonable notice. If our intended disclosures or uses of information change, we will notify you accordingly.

Your personal information will not be used for any other purpose without your consent.

We extend these privacy principles to our business relationships. We expect our business partners to honor our privacy principles in the handling of customer information. Such third party service providers are provided only with such information as is necessary in the circumstances (i.e. your passport information and room preferences may be disclosed to our local operators and hotels for the purpose of speeding up the check in process, etc). Information provided to third parties may be used only for the purpose stipulated and is subject to strict terms of confidentiality.

Accuracy

We will try to ensure that information about you is accurate, complete and up-to-date. We rely on you however to advise us of any relevant changes to or errors in your personal information and shall have no responsibility for any personal information that is inaccurate. Please inform us of any change of name, address or other information. In the event you have questions about the accuracy of factual information we have collected about you, you will have access to that information in order to verify and update it. If we have disclosed inaccurate information about you to a third party, we will be pleased to contact the third party in order to correct the information. In addition, although we take reasonable steps to protect your personal information, we are not responsible for any improper use of your personal information that is beyond our reasonable control.

Security

We have instituted safeguards to check that our internal procedures meet our high policy standards. Our employees have been trained to respect your privacy at all times and those employees with access to your personal information shall use your personal information strictly in accordance with the Pacific Gold Tours Privacy Policy and the laws applicable to our business. Private financial and other sensitive personal information is stored by us in secure areas using physical measures such as filing cabinets that are secured after hours, alarm systems and, in the case of electronic data, in databases that are password protected. Third parties to whom such information is shared are also required to protect your personal information in a manner consistent with our policy.

Links To Other Sites

We rarely offer links to other sites, but when we do, we try to link only with partner sites that share our values. Nevertheless, we are not responsible for the content or information collection policies of other sites including any links from traveller homepages posted on the message boards. If you visit another site, you should review their privacy and other policies.

Accessing your personal information

You have a right to access the personal information that we have in our custody or under our control. If you have any questions about the collection, use or disclosure of your personal information by Pacific Gold Tours, or if you simply want to know whether we have any of your personal information on file, send us a letter at the address set out below. The request should contain sufficient information to enable us to identify you and should specify the particular information that is being sought. We will try to respond to your request as soon as possible but may require you to provide additional information as to your identity, right to receive the requested information or greater particularity as to the information sought.

We will only refuse access to information about you in those circumstances permitted or required by applicable privacy legislation. If we refuse access to you, we will provide you with the reasons

for our refusal upon request. Exceptions may include information that contains references to other individuals, information that cannot be disclosed for legal, security or commercial proprietary reasons, and information that is subject to solicitor-client or litigation privilege. Pacific Gold Tours will respond to your requests for access in accordance with applicable privacy legislation.

Other Information

We reserve the right to use or disclose any information as needed to satisfy any law, regulation or legal request, to protect the integrity of the site, to fulfil your requests, or to cooperate in any legal investigation.

Questions and Contact Information

If you would like us to update, change, or delete information we have about you (subject to any applicable legal exceptions) or have questions about our privacy policy, please send an e-mail to info@pacificgoldtours.com

For more information about our Privacy Protection Policy, to file a complaint, to make an enquiry or to opt out of all or parts of the Privacy Protection Policy, please contact us at:

Pacific Gold Tours

Century Square, #12 -1835 -56th Street
Delta, BC Canada V4L 2L8
Telephone: 604-943-3200
Email: info@pacificgoldtours.com

We reserve the right to amend this Privacy Protection Policy at any time. The updated Privacy Protection Policy will be posted on our website and amendments will take effect from the date of such posting.



Treasured holidays since 1977

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