



## Mindful Journeys Privacy Policy

**Effective date: January 1, 2020**

Mindful Journey Travel for the Soul LLC ("**us**", "**we**", or "**our**") operates the <http://mindfuljourneystravel.com/> website and offline services (collectively, the "**Services**"). This page informs you of our policies regarding the collection, use, and disclosure of personal data when you use our Services and the choices you have associated with that data. We use your data to provide and improve the Services. By using the Services, you agree to the collection and use of information in accordance with this policy. Unless otherwise defined in this Privacy Policy, terms used in this Privacy Policy have the same meanings as in our Terms and Conditions.

This Privacy Policy discusses rights that apply to certain Users (defined below) based on their residency or location, such as to California residents under the California Consumer Privacy Act or to data subjects located in the European Union under the General Data Protection Regulation. These rights apply only to those Users to whom the law or regulation grants such rights.

You agree to the practices regarding your Personal Data described in this Privacy Policy when you use our Services, whether online or offline, use or browse our sites, or otherwise provide Personal Data to use directly or indirectly.

### Definitions

#### **Personal Data**

Personal Data describes information that can be associated with you and can be used to identify you. Personal Data does not include information that does not identify a specific person.

#### **Usage Data**

Usage Data is data collected automatically either generated by the use of the Services or from the Services infrastructure itself (for example, the duration of a page visit).

#### **Data Controller**

Data Controller means a person who (either alone or jointly or in common with other persons) determines the purposes for which and the manner in which any personal data are, or are to be, processed. For the purpose of this Privacy Policy, we are a Data Controller of your data.

**Data Processor (or Service Provider)**

Data Processor (or Service Provider) means any person (other than an employee of the Data Controller) who processes the data on behalf of the Data Controller. We may use the services of various Service Providers in order to process your data more effectively.

**Data Subject**

Data Subject is any living individual who is the subject of Personal Data.

**User**

The User is the individual using our Services. The User corresponds to the Data Subject, who is the subject of Personal Data.

**Information Collection and Use**

When you use or inquire about our Services or use our sites, we may collect certain information relating to that use, some of which may be Personal Data. Personal Data we may collect includes your name, address, telephone number, email address, frequent flyer or related membership numbers, credit card or other payment instrument numbers.

To meet legal and regulatory requirements, to service accounts and process transactions, we will need to collect more Personal Data than for those who may simply inquire about our products and Services, but do not have an account with us. We use Personal Data for the purpose for which the data was collected, as well as for other legally-permitted purposes, such as to meet legal or regulatory obligations, to service accounts and process transactions, as part of litigation involving the Personal Data, to analyze and improve our products and Services, and to provide you with information regarding products and Services.

**Tracking Cookies Data**

We use cookies and similar tracking technologies to track the activity on our Service and hold certain information. Cookies are files with small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. Tracking technologies also used are beacons, tags, and scripts to collect and track information and to improve and analyze our Service. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Services.

Examples of Cookies we use:

- Session Cookies. We use Session Cookies to operate our Services.
- Preference Cookies. We use Preference Cookies to remember your preferences and various settings.
- Security Cookies. We use Security Cookies for security purposes.

At this time our site does not respond differently when receiving browser do not track or similar signals.

## Retention of Personal Data

We will retain your Personal Data for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

We will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of our Services, or we are legally obligated to retain this data for longer time periods.

## Disclosure of Personal Data

We disclose Personal Data for the same purposes for which we may use the data as well as for other legally-permitted purposes, such as to a Data Processor or Service Provider. We also may disclose Personal Data in other situations, including those described below.

### **Service Providers**

We may employ third party companies and individuals to facilitate our Services, to provide the Services on our behalf, to perform Services-related tasks or to assist us in analyzing how our Services are used.

These third parties have access to your Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

### **Analytics**

We may use third-party Service Providers to monitor and analyze the use of our Services.

#### *Google Analytics*

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Services. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network.

You can opt-out of having made your activity on the Services available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) from sharing information with Google Analytics about visits activity.

For more information on the privacy practices of Google, please visit the Google Privacy Terms web page: <http://www.google.com/intl/en/policies/privacy/>

### *Behavioral Remarketing*

We use remarketing services to advertise on third party websites to you after you visited our Services. We and our third-party vendors use cookies to inform, optimize and serve ads based on your past visits to our Services.

### *Google AdWords*

Google AdWords remarketing service is provided by Google Inc.

You can opt-out of Google Analytics for Display Advertising and customize the Google Display Network ads by visiting the Google Ads Settings page: <http://www.google.com/settings/ads>

Google also recommends installing the Google Analytics Opt-out Browser Add-on - <https://tools.google.com/dlpage/gaoptout> - for your web browser. Google Analytics Opt-out Browser Add-on provides visitors with the ability to prevent their data from being collected and used by Google Analytics.

For more information on the privacy practices of Google, please visit the Google Privacy Terms web page: <http://www.google.com/intl/en/policies/privacy/>

### *Facebook*

Facebook remarketing service is provided by Facebook Inc.

You can learn more about interest-based advertising from Facebook by visiting this page: <https://www.facebook.com/help/164968693837950>

To opt-out from Facebook's interest-based ads follow these instructions from Facebook: <https://www.facebook.com/help/568137493302217>

Facebook adheres to the Self-Regulatory Principles for Online Behavioral Advertising established by the Digital Advertising Alliance. You can also opt-out from Facebook and other participating companies through the Digital Advertising Alliance in the USA <http://www.aboutads.info/choices/>, the Digital Advertising Alliance of Canada in Canada <http://youradchoices.ca/> or the European Interactive Digital Advertising Alliance in Europe <http://www.youronlinechoices.eu/>, or opt-out using your mobile device settings.

For more information on the privacy practices of Facebook, please visit Facebook's Data Policy: <https://www.facebook.com/privacy/explanation>

### **Disclosure for Law Enforcement**

Under certain circumstances, we may be required to disclose your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).

## **Disclosure in Relation to Legal Requirements**

We may disclose your Personal Data in the good faith belief that such action is necessary to:

- To comply with a legal obligation
- To protect and defend our rights or property
- To prevent or investigate possible wrongdoing in connection with the Services
- To protect the personal safety of users of the Services or the public
- To protect against legal liability

## **Transfer of Personal Data**

Your information, including Personal Data, may be transferred to — and maintained on — computers located outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ than those from your jurisdiction. If you are located outside United States and choose to provide information to us, please note that we transfer the data, including Personal Data, to the United States and process it there. Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer. We will take steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy.

## **Security of Personal Data**

The security of your data is important to us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Personal Data, we cannot guarantee its absolute security.

## **Links to Other Sites**

Our Services may contain links to other sites that are not operated by us. If you click on a third party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit. We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

## **Children's Privacy**

Our Service does not address anyone under the age of 13 ("**Children**"). We do not knowingly collect Personal Data from Children. If you are a parent or guardian and you are aware that your child has provided us with Personal Data, please contact us. If we become aware that we have collected Personal Data from Children without verification of parental consent, we take steps to remove that information from our servers.

## Additional Privacy Rights

Residents of certain jurisdictions may have additional privacy rights. Subject to some limitations, if you are a resident of California, the California Consumer Privacy Act (**CCPA**) grants you the right to request that we disclose certain information to you about our collection and use of your Personal Data over the past 12 months. Once we receive and confirm your verifiable consumer request and confirm the legal rights, we will disclose to you, if requested:

- The categories of Personal Data we collected about you;
- The categories of sources for the Personal Data we collected about you;
- Our business or commercial purpose for collecting that Personal Data;
- The categories of third parties with whom we share that Personal Data;
- The specific pieces of Personal Data we collected about you; and
- If we disclosed your Personal Data for a business purpose, a list identifying the Personal Data categories that each category of recipient obtained.

You may also have the right to request that we delete any of your Personal Data that we collected from you and retained, subject to certain exceptions. Once we receive and confirm your verifiable consumer request, we will delete (and direct our service providers to delete) your Personal Data from our records, unless an exception applies.

To exercise your rights under the CCPA, please submit a request to us by one of the following methods:

- Sending a message through the web portal available here;
- Sending an email to [jodi@mindfuljourneysttravel.com](mailto:jodi@mindfuljourneysttravel.com)

If you have an authorized agent, that person also may submit requests relating to your CCPA rights. We will need to obtain verification of the agent's identity and their authority to act on your behalf.

We will not discriminate against you for exercising any of your CCPA rights.

## Sale of Personal Data

We do not sell Personal Data to third parties.

## Changes to This Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page with a revised effective date at the top. We may also let you know via email prior to the change becoming effective.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted

## Contact Us

If you have any questions about this Privacy Policy, please contact us: [jodi@mindfuljourneysttravel.com](mailto:jodi@mindfuljourneysttravel.com)

By phone number: [\(847\) 508-1417](tel:(847)508-1417)