

Daylight Holiday Homes AB Privacy Policy

This Privacy Policy describes how your personal information is collected, used, and shared when you visit or make a purchase from <http://www.villabalea.com/> (the "Site").

PERSONAL INFORMATION WE COLLECT

When you visit the Site, we may collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device to improve your browsing experience.

We collect Device Information using the following technologies:

- "Cookies" are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.

- "Log files" track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.

- "Web beacons," "tags," and "pixels" are electronic files used to record information about how you browse the Site.

These are collected and analysed by Google Analytics.

Additionally, your personal information, such as, your name, address, telephone number, and payment details will be used as a part of processing your booking. We refer to this information as "Booking Information."

When we talk about "Personal Information" in this Privacy Policy, we are talking both about Device Information and Booking Information.

HOW DO WE USE YOUR PERSONAL INFORMATION?

We use the Booking Information that we collect generally to fulfill any orders placed through the Site (including processing your payment information, arranging for transportation, and providing you with invoices and/or order confirmations). Additionally, we use this Booking Information to:

- Communicate with you;
- To process the booking;
- Screen our bookings for potential risk or fraud; and
- When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by

generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

SHARING YOUR PERSONAL INFORMATION

We share your Booking Information with our third-party payment processor, Stripe (<https://stripe.com/>), as described above. We also use Google Analytics and AdWords to help us understand how our customers use the Site--you can read more about how Google uses your Personal Information here: <https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

RELATED ADVERTISING

As described above, we may use your Personal Information to provide you with related advertisements or marketing communications we believe may be of interest to you. For more information about how related advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

You can opt out of related advertising by sending us an email at: eva.oscarsson@villabalea.com

DO NOT TRACK

Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

YOUR RIGHTS

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

eva.oscarsson@villabalea.com

Additionally, if you are a European resident we note that we are processing your information in order to fulfill contracts we might have with you (for example if you make a booking through the

Site), or otherwise to pursue our legitimate business interests listed above. Please note that your information may be transferred outside of Europe, including to Canada and the United States.

DATA RETENTION

When you make a booking through the Site, we will maintain your Booking Information for our records until either: At the of the Holiday Season if the booking is incomplete, 2 years after the last completed booking, or when you ask us to delete this information.

MINORS

The Site is not intended for individuals under the age of 18 to make a booking.

CHANGES

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

CONTACT US

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at eva.oscarsson@villabalea.com or by mail using the details provided below:

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