

ALMA

TRAVEL CO.

2026 Privacy Policy

At a Glance

What we collect: Travel, booking, payment, health (with consent), communication, website, and social media information.

How we use it: To deliver travel services, meet legal and safety requirements, improve operations, and (with your consent) send marketing.

Who we share with: Local partners, service providers, government authorities, and (with consent) social media.

Your rights: Access, correct, delete, restrict, and opt out of marketing.

Retention: Kept only as long as necessary (3 years for trips, 7 years for finance, etc.)

Complaints: Contact us first; if unresolved, escalate to the Office of the Australian Information Commissioner (OAIC).

About this Policy

Alma Travel Co Pty Ltd ("Alma", "we", "us" or "our") creates customized travel experiences to extraordinary destinations. We respect your privacy and handle your personal information in accordance with the Privacy Act 1988 (Cth) and Australian Privacy Principles (APPs).

Our Contact Details:

Email: hola@almatravelco.com.au

Phone: +61 421 421 730

Website: almatravelco.com.au

By using our services, you agree to this Privacy Policy. If you don't agree, please don't provide personal information, although this may limit your ability to book with us.

What Information We Collect

Travel and Booking Information:

- Identity details (name, date of birth, nationality, gender, title)
- Contact information (address, phone numbers, email)
- Travel documentation (passport details, visa information, place of birth)
- Travel preferences and special requirements
- Emergency contact details
- Dietary and accessibility needs

Payment Information:

- Credit card details (processed via secure third-party platforms only)
- Travel insurance policy details
- Health Information (with your consent):
- Medical conditions relevant to travel
- Medication requirements for remote destinations
- Mobility limitations or accessibility needs
- Dietary restrictions for health reasons
- Emergency medical information

Communication Information:

- Booking enquiries and trip planning discussions
- Feedback, reviews, and complaints
- Customer service interactions
- Marketing preference settings

Website and Technology Information:

- Device information (IP address, browser type, operating system, device identifiers)
- Usage data (pages visited, time spent, referring websites, search terms)
- General geographic location (if you consent)
- Cookies and tracking technologies

Social Media Information:

- Information from your interactions with our social media profiles
- Content you post, share, or tag us in
- Profile information when you connect with us on social platforms
- Photos and testimonials you share (with permission for marketing use)

Information from Third Parties:

- Travel companions who provide your details on bookings
- Travel agents acting on your behalf
- Our local partners during your trip
- Payment processors for transaction verification
- Travel insurance providers for coverage coordination
- Emergency services if assistance is required during travel

How We Collect Information

We collect information when you:

- Make travel enquiries via our website, phone, or email
- Book customized itineraries or travel services
- Subscribe to our newsletter or marketing communications
- Contact our customer service team
- Use our website or digital platforms
- Participate in surveys, competitions, or feedback requests
- Travel with us (information collected by our local partners)
- Interact with us on social media platforms
- Provide referrals or are referred by others

Why We Collect And Use Your Information

Legal Basis: We process your information based on contract performance, legitimate business interests, legal obligations, your consent, and vital interests in emergency situations.

To Provide Travel Services:

- Design and coordinate your customized itinerary
- Process bookings and payments
- Coordinate with our local partners and suppliers
- Provide detailed trip documentation and emergency contacts
- Deliver 24/7 support during your travels
- Show you how your trip supports local communities

For Legal and Safety Requirements:

- Comply with Australian and destination country laws
- Meet visa, immigration, and border control requirements
- Provide emergency assistance and medical support
- Share information with authorities when legally required
- Coordinate with local partners for your safety

For Business Operations:

- Maintain customer records and improve our services
- Process payments securely and manage supplier relationships
- Train our team and analyse travel trends
- Conduct quality assurance and service improvements

For Marketing (with consent):

- Send travel inspiration and destination information
- Inform you about relevant travel opportunities
- Conduct customer satisfaction surveys
- Respond to comments and messages on social platforms
- Share customer stories and photos (with your permission)
- Personalize recommendations based on your interests

You can opt out of marketing communications anytime.

How We Share Your Information

With Our Local Partners: We only share information necessary for service delivery and never share complete profiles or financial information. We share relevant booking details with our carefully selected local partners (accommodation providers, guides, activity operators) who deliver services during your trip.

With Service Providers:

- Payment processors for secure credit card transactions
- Cloud hosting and IT support providers
- Email platforms for trip updates and communications
- Customer relationship management systems
- Analytics tools for website usage and service improvement
- Insurance providers when you purchase coverage through us
- These providers have agreed to confidentiality restrictions and maintain their own data security standards.

With Government Authorities:

- Australian government agencies as required by law
- Destination country authorities for visa and border requirements
- Law enforcement when legally required
- Courts and regulatory bodies in response to legal proceedings
- Emergency services when traveller safety is at risk

Corporate Transactions: If Alma is sold or acquired, your information may be transferred. We'll notify you of such changes, protect your privacy rights, honour existing preferences, and provide opt-out options if policies significantly change.

With Social Media Platforms: We don't control how social media platforms handle your information when you interact with us. Each platform has its own privacy policy covering their data practices.

Data Protection: These providers have agreed to confidentiality restrictions and maintain their own data security standards. They are responsible for breaches of their own systems.

International Transfers

Your information may be transferred overseas to:

- Countries in your travel itinerary for local coordination
- Service providers in locations like the USA, EU, or Singapore for technology platforms
- Emergency assistance networks globally

We use contractual protections where possible and prefer partners in countries with adequate laws. However, we cannot guarantee equivalent protections in all jurisdictions. By booking with Alma, you consent to these transfers.

Cookies And Website Tracking

Our website uses cookies and similar technologies to:

- Remember your preferences and login status
- Improve website functionality and user experience
- Collect usage analytics to enhance our services
- Ensure website security and prevent fraud
- Deliver relevant marketing (with your consent)

Types of Cookies:

- Essential cookies: Required for website functionality
- Performance cookies: Help us understand how you use our site
- Functional cookies: Remember your preferences and settings
- Marketing cookies: Used for personalized advertising (with consent)

You can control cookies through your browser settings, though disabling certain cookies may affect website functionality.

Data Security

We protect your information through:

- SSL/TLS encryption for all data transmission
- Secure servers with restricted access controls
- Regular security assessments and system updates
- Staff training on data protection and confidentiality
- Secure destruction of data when no longer required

Data Breach Response: If a data breach occurs that may cause serious harm, we will notify the Office of the Australian Information Commissioner (OAIC) and affected individuals as required by law, investigate the breach, and take remedial action.

No system is 100% secure. We recommend travel insurance and safe personal practices.

Data Retention

We retain personal information only as long as necessary:

- **Active bookings:** Until trip completion plus 3 years
- **Completed trips:** 3 years for service improvement and quality assurance
- **Financial records:** 7 years as required by Australian tax law

- **Marketing preferences:** Until you unsubscribe
- **Website analytics:** 2 years from collection
- **Emergency contact information:** 2 years after last travel

In some cases, data may be kept longer for legal, regulatory, or dispute reasons. Data is securely deleted/de-identified when no longer required.

Your Privacy Rights

Access and Correction: You can request a copy of personal information we hold about you and ask us to correct any inaccuracies or incomplete information.

Marketing Opt-Out: Unsubscribe from marketing communications by:

- Clicking unsubscribe links in emails
- Replying STOP to SMS messages
- Contacting us directly at hola@almatransel.com.au

Other Rights:

- Object to certain uses of your information
- Request deletion in specific circumstances
- Limit processing while disputes are resolved

Note that restricting access or limiting use of some data may impact our ability to provide services.

Making Requests: Contact our Privacy Officer using the details in Section 1. We may verify your identity and will respond within reasonable timeframes. In limited circumstances, we may decline requests (e.g., if they impact another person's privacy) and will explain why.

Children's Policy

We don't knowingly collect information from children under 16 without parental consent. For travellers under 16:

- A parent/guardian must provide consent for information collection
- We may require verification of parental authority
- Parents can request access or deletion of their child's information

If you believe we've inadvertently collected information from a child without proper consent, contact us immediately.

Third Party Websites

Our website may contain links to third-party websites, social media platforms, or services. This Privacy Policy doesn't apply to external sites. We recommend reviewing the privacy policies of any third-party services you visit.

We're not responsible for the privacy practices of:

- Social media platforms where we maintain profiles
- Partner websites linked from our site
- Payment processors (though we choose reputable providers)
- Travel insurance providers you select independently

Complaints And Disputes

First Contact Us: If you have a privacy complaint, contact our Privacy Officer first. We take all complaints seriously and we aim to respond within 30 days.

External Complaints: If you're not satisfied with our response, contact the Office of the Australian Information Commissioner (OAIC):

- Website: www.oaic.gov.au
- Phone: 1300 363 992
- Email: enquiries@oaic.gov.au
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We will work in good faith to resolve issues quickly and fairly.

Changes To This Policy

We may update this Privacy Policy from time to time to reflect changes in our services, business practices, or legal requirements.

The latest version will always be available on our website with the effective date. Material changes will be communicated via email or prominent website notices. Your continued use of our services after updates indicates acceptance of the revised policy.

We maintain records of previous policy versions for reference.

Contact Us

Privacy Questions or Requests:

Privacy Officer
Alma Travel Co Pty Ltd
Email: hola@almatravel.com.au
Phone: +61 421 421 730
Website: almatravel.com.au

General Enquiries:

Email: hola@almatravel.com.au
Phone: +61 421 421 730

This Privacy Policy is governed by Australian privacy law and the Australian Privacy Principles. Your privacy rights under Australian law cannot be limited by this policy.