

PRIVACY POLICY

(Last Updated: 30/01/2025)

1. Introduction

Voyara ("we," "us," "our") is committed to protecting your privacy and ensuring the security of your personal information. This Privacy Policy explains how we collect, use, store, and protect your data when you use our website voyara.co.uk, subscribe to our services, or purchase travel consultancy offerings such as **The Itinerary Architect**.

By using our services, you agree to the collection and use of information in accordance with this policy. If you do not agree with any part of this Privacy Policy, please refrain from using our website or services.

2. Data We Collect

We may collect and process the following types of personal data:

2.1 Information You Provide to Us

- **Personal Identification Data:** Name, email address, phone number, billing information.
- **Travel Preferences:** Destinations, dates, accommodation preferences, and any other details you provide while using **The Itinerary Architect**.
- **Payment Details:** Processed securely via third-party payment providers; we do not store credit card information.
- **Communication Data:** Emails, messages, and customer support inquiries.

2.2 Information We Automatically Collect

- **Usage Data:** Pages visited, time spent on the website, interactions, and referral sources.
- **Cookies & Tracking Technologies:** We use cookies, pixels, and analytics tools (e.g., Google Analytics) to enhance user experience and gather insights into website traffic.

2.3 Information from Third Parties

- If you book a trip using affiliate links or external platforms, those third-party providers may share transaction details with us (excluding payment details).

3. How We Use Your Data

We use your personal data for the following purposes:

- **To Provide Our Services:** Processing itinerary requests, sending confirmations, and managing travel-related inquiries.
- **To Process Payments:** Handling transactions for travel consultancy services.
- **To Improve Our Services:** Analyzing user behavior to enhance website functionality and customer experience.
- **To Send Marketing Communications:** With your consent, we may send newsletters, travel deals, and exclusive offers.
- **To Comply with Legal Obligations:** Ensuring regulatory compliance, fraud prevention, and security monitoring.

4. Data Retention

We retain your personal data only for as long as necessary to fulfill the purposes outlined in this Privacy Policy. Retention periods are as follows:

- **Account & Transaction Data:** Retained for up to **6 years** for legal and tax purposes.
- **Marketing & Subscription Data:** Retained until you unsubscribe.
- **Customer Support Inquiries:** Retained for up to **2 years** to improve service.
- **Cookie & Tracking Data:** Retention periods vary (see our Cookie Policy for details).

5. How We Share Your Data

We do not sell your personal data. However, we may share it with trusted third parties when necessary:

- **Service Providers:** Payment processors, cloud storage, and analytics providers.
- **Marketing Platforms:** Email marketing and advertising partners (with consent).
- **Legal & Compliance:** If required by law, to protect against fraud or security threats.

All third parties are contractually required to safeguard your data and comply with applicable laws.

6. Your Rights Under UK GDPR

As a UK-based user, you have the following rights under the **UK General Data Protection Regulation (UK GDPR)**:

- **Right to Access:** Request a copy of the personal data we hold about you.
- **Right to Rectification:** Request correction of inaccurate or incomplete data.
- **Right to Erasure:** Request deletion of your personal data (subject to legal obligations).
- **Right to Restriction:** Request that we limit how we process your data.
- **Right to Data Portability:** Receive your data in a structured format.
- **Right to Object:** Opt out of marketing communications and certain processing activities.

To exercise any of these rights, contact us at admin@voyara.co.uk. We will respond within **one month** as required by law.

7. Cookies & Tracking Technologies

We use cookies and similar technologies to enhance user experience, analyze website traffic, and tailor marketing efforts. You can manage your cookie preferences via your browser settings. For detailed information, please refer to our **Cookie Policy**.

8. Data Security Measures

We implement the following measures to protect your personal data:

- **Encryption:** Secure storage and transmission of sensitive data.
- **Access Controls:** Restricted access to personal data within our organization.
- **Regular Security Audits:** Routine checks to identify and mitigate potential threats.

While we take reasonable precautions, no method of transmission over the Internet is 100% secure. We encourage users to adopt best security practices, such as using strong passwords.

9. Third-Party Links

Our website may contain links to third-party websites (e.g., airlines, hotel booking platforms, affiliate partners). We are not responsible for the privacy practices of external sites. We encourage you to review their privacy policies before providing personal information.

10. Changes to This Privacy Policy

We may update this Privacy Policy periodically. Any changes will be posted on this page with an updated "**Last Updated**" date. If significant changes occur, we will notify users via email or website announcement.

11. Contact Information

If you have any questions about this Privacy Policy or wish to exercise your data rights, please contact us at:

Email: admin@voyara.co.uk

Website: www.voyara.co.uk/contact/

By using Voyara's services, you acknowledge that you have read and understood this Privacy Policy.
