

## Privacy Policy

This Privacy Notice explains how we, ENTERTAINMENT TRAVEL GROUP, collect, use, share and store information about individuals (“you”) and your interactions with our website at [www.ETRAVELGROUPUSA.com](http://www.ETRAVELGROUPUSA.com) and our other websites (“Site”). It also explains your choices and rights, such as opting out of receiving newsletters and targeted advertising, with respect to other activities governed by this policy. This Privacy Notice was updated on May 10, 2023.

### → **About US.**

ENTERTAINMENT TRAVEL GROUP is an official tour operator of the State of Florida.

[www.etravelgroupusa.com](http://www.etravelgroupusa.com) is the official website of ENTERTAINMENT TRAVEL GROUP.

ENTERTAINMENT TRAVEL GROUP LLC contact details are:

Postal Address: 5950 Lakehurst Dr, Suite 217, Orlando, FL 32819, USA.

Email: [info@etravelgroupusa.com](mailto:info@etravelgroupusa.com)

Phone: (407) 214-6580

If you have questions, please contact our Data Protection Officer at:

Postal Address: 5950 Lakehurst Dr, Suite 217, Orlando, FL 32819, USA.

Email: [info@etravelgroupusa.com](mailto:info@etravelgroupusa.com)

Phone: (407) 214-6580

### → **Data Collection and Usage.**

We collect, store and use your personal information to allow you to use our Site, to communicate with us, and for the other purposes described in more detail below or as we may specify at the time of collection.

We collect and use information about you in several ways. We may receive information directly from you when you send us email, share a photo, complete a form on our Site (such as a survey or a request for a guide or a sweepstakes entry), sign up to receive email from

us, or call us with questions. We may receive your social media profile when you share articles on our Site using your social account. We also collect information electronically when you browse our Site. We do not store it longer than necessary.

There are two types of information we collect – anonymous and personal. Anonymous information is information that cannot be used to identify you individually. We collect anonymous information automatically. Personal information is information that can be used to identify you individually, such as your name, address, email address, or phone number. Except for your IP address, we collect personal information only when you give it to us. You may be asked to provide personal information anytime you are in contact with us. We may share your personal information with other tourism companies, as described in detail below. We and our tourism partners may combine your personal information with other information to provide and improve our products, services, and advertising. You are not required to provide any personal information that we request, but if you choose not to do so, in many cases we will not be able to provide you with our services or respond to any questions you might have.

The type of information we collect from you depends on how you interact with us. You can use our Site without providing us with any information other than anonymous information we collect automatically.

- Information you provide directly.

We obtain information that identifies you personally directly from you. We ask for your contact information (name, street address, email address, and phone numbers) when you request a guide, sign up for electronic newsletters, answer a survey, enter a sweepstakes or other game or contest, participate in other promotional activities, or share your photos with us. We may also ask for information that helps us understand more about your interest in tourism, such as demographic information like household information and age group, and information about your travel interests. By law we must ask prize winners for their social security numbers so that we can report their winnings to the IRS. When you share a photo

with us, we may obtain your credit line (an acknowledgement of who shot the photo), caption and date and place the photo was taken.

We use the information that you voluntarily provide to reply to your requests, to update and improve the content on our Site or in our electronic newsletters, and to assist with marketing research. We use photos you share with us to promote our travel packages.

- Information we collect electronically automatically.

Information about your visit and tour location. Our Site servers automatically record your visits to our Site. Like all other website servers, ours compiles a log that records the date, time, browser (i.e., Firefox), device type (i.e., iPhone), operating system (i.e. Android) and originating IP address of each Site page request. From your IP address, we can tell you generally where you are when you are accessing our Site, i.e., which city.

We use cookies that identify your browser or device. They collect and store information when you visit our Site.

#### → **Cookies.**

We use cookies and other automated tracking technologies to collect certain information from you, such as an IP address, location, page views, links clicked, browser type, device type, referring/exit URLs, operating system, language, and other usage information. Also, service providers like Google Analytics, Google Ads, Bing Ads, Facebook Ads, may use automated tracking technologies to tailor ads or deliver content when you are on our Site or on other sites. The information generated by the service providers will be stored by them, subject to their privacy policies and may be shared with us.

We use this information to:

- Improve your browsing experience, for example, to keep you signed in, to remember items in your shopping cart, and to save your preferences for future visits;
- Determine which areas and features are most popular and which may need to be improved;
- Keep track of advertisements, search engine results, and your behavior on our Site.

You can set your browser to block these cookies. But consider that you might not be able to take advantage of all the Site's features and your user experience might be limited. Also, our platform does not currently respond to a "Do Not Track" signal from your browser.

→ **Sharing of personal data.**

Your personal data may be shared with third parties for purposes consistent with this Privacy Policy:

- With affiliated companies which may process the data in countries other than the country in which the data was originally collected;
- With other users of the Site, for the purpose of providing and/or using the services required by you. For example, when we share personal data among the travelers, the guides and/or the travel agents for the purpose of delivering a booking and coordinating the tour. We are not responsible for the privacy practices of the users of the Site. The terms of the privacy policies of such users apply to the disclosure of any personal data provided to them;
- With data service providers, such as cloud, hosting, server maintenance, and backup services. Data service providers will have to maintain the confidentiality of your personal data;
- With other service providers to edit, adapt and/or modify the content you uploaded to the Site;
- When we are required to do so by law, including disclosure and use of your personal data as necessary or appropriate to comply with applicable laws and administrative or legal processes, such as to respond to requests from government authorities;
- To exercise and/or defend our legal rights, including providing information to governments and/or law enforcement officials;
- To marketing service providers to analyze and execute advertising activities, such as newsletters.
- You hereby agree to hold Entertainment Travel Group harmless for any damages that may result should any personal information about You be released by any third parties, including but not limited to, any user of the Site.
- We never sell or exchange your personal data for marketing purposes to third parties.

→ **YOUR RIGHTS.**

In some countries, applicable law may provide you with the following rights:

**Right to access:** You may request, at any time, information about your personal data stored by us. You can access most of your personal data by entering your account on our Site.

**Right to portability:** You may request a copy of your personal data stored by us to be sent to you or to another party.

**Right to rectification:** You may request to correct inaccurate or incomplete personal data about you and stored by us. If you have an account, you can edit and complete your personal data through your account on our Site.

**Right to erasure:** You may contact us to request to delete all your personal data. Your personal data will be erased, except in the following situations:

- a. When necessary for the performance of the contract: like when you have a pending booking;
- b. When necessary for our legitimate business interests: like if you have an open case with Customer Service, if you have a debt with us or with a user of the Site, if you are related to any kind of claim regarding our services or the services provided by a user of the Site and for safety reasons;
- c. When necessary to comply with legal obligations: like tax information;
- d. Your reviews may not be erased from the Site, but we will anonymize it and erase any information that may link to you.

**Withdraw Consent:** You may also withdraw your consent given to us to collect and process your personal data, at any time. In that case, we will no longer process your personal data, anonymize it or delete it, as appropriate.

When we ask you to provide personal data, you can decide not to provide it. In some situations, when you decide not to provide personal data to us, we may be unable to provide our services to you. For example, we may be unable to connect you with another user of the Site if you do not provide us with your full name. Also, for security reasons, you may be unable to open a guide's account on the Site if you do not provide us with your personal data for screening purposes.

To exercise your rights please contact at [info@etravelgroupusa.com](mailto:info@etravelgroupusa.com).

→ **Links to Outside Websites.**

The Site contains links to sites and those sites do not follow this Privacy Policy. If you visit other sites by clicking on a link from our Site, we recommend that you read their privacy

policies before using their information and/or services. Linked sites are not under our control nor we approve, or endorse any information, services or products available through any linked site. We accept no responsibility or liability for the content of these other sites or their privacy practices.

→ **Security of Information.**

No one can guarantee that transmission of data over the Internet is completely secure. It may be possible for third parties to unlawfully intercept or access transmissions or private communication. While we strive to protect your personal information, [etravelgroupusa.com](http://etravelgroupusa.com) cannot warrant the security of any information you transmit to us and we shall not be liable for any special, incidental or consequential damages you may suffer in the event that your transmission of data was intercepted.

→ **International Users.**

By visiting our website and providing data to us, you acknowledge and agree that due to the international dimension of TSG we may use data collected in the course of our relationship for the purposes identified in this policy or in our other communications with you, including the transmission of information outside of your jurisdiction of residence. In addition, you should understand that such data may be stored on servers located in the United States. By providing us with your data, you consent to the transfer of said data.

→ **Changes to Privacy Notice.**

We retain the right to change this Privacy Notice at any time to reflect changes in the law, our data collection and use practices, the features of our services, or advances in technology. Please check this page periodically for changes. Your continued use of the Site following the posting of changes will mean you accept those changes.

→ **Privacy Inquiries.**

If you have concerns or questions regarding our consumer privacy practices, please forward them to [info@etravelgroupusa.com](mailto:info@etravelgroupusa.com).

**Effective date May 10, 2013**