

# Privacy Policy

## Introduction

We take the protection of the data of users of our website very seriously and are committed to safeguarding the information that users provide to us in connection with their use of our website and/or mobile app (collectively: “digital assets”). Furthermore, we are committed to protecting and using your data in accordance with applicable law. This Privacy Policy explains our practices regarding the collection, use, and disclosure of your data through the use of our digital assets (the “Services”) when you access the Services via your devices. Please read the Privacy Policy carefully and make sure you fully understand our practices regarding your data before using our Services. If you have read, fully understand, and disagree with our practices, you must discontinue using our digital assets and Services. By using our Services, you acknowledge the terms of this Privacy Policy. Continued use of the Services constitutes your consent to this Privacy Policy and any changes thereto. In this Privacy Policy, you will learn about:

- How we collect data
- What data we collect
- Why we collect this data
- To whom we disclose the data
- Where the data is stored
- How long the data is retained
- How we protect the data
- How we handle minors
- Updates or changes to the Privacy Policy

**What data do we collect?** Category: Always Below is an overview of the data we may collect:

- Non-identifiable and non-identifiable information you provide during the registration process or collected through the use of our Services (“non-personal data”). Non-personal data cannot identify who it was collected from. The non-personal data we collect consists primarily of technical and aggregated usage information.
- Individually identifiable information, i.e., all information that can identify you or could reasonably be used to identify you (“personal data”). The personal data we collect through our Services may include information that is requested from time to time, such as names, email addresses, addresses, phone numbers, IP addresses, and more. If we combine personal data with non-personal data, we will treat it as personal data as long as it remains combined.

**How do we collect data?** Category: Always Below are the main methods we use to collect data:

- We collect data when you use our Services. So, when you visit our digital assets and use the Services, we can collect, gather, and store the usage, sessions, and related information.
- We collect data you provide to us yourself, for example, when you contact us directly via a communication channel (e.g., an email with a comment or feedback).
- We may collect data from third-party sources as described below.
- We collect data you provide to us when you log in to our Services via a third-party provider such as Facebook or Google.

**Why do we collect this data?** Category: Always We may use your data for the following purposes:

- To provide and operate our Services;
- To develop, customize, and improve our Services;
- To respond to your feedback, requests, and inquiries and offer help;
- To analyze demand and usage patterns;
- For other internal, statistical, and research purposes;
- To enhance our data security and fraud prevention capabilities;
- To investigate violations and enforce our terms and policies and comply with applicable laws, regulations, or government orders;
- To send you updates, news, promotional materials, and other information related to our Services. For promotional emails, you can decide whether you wish to continue receiving them. If not, simply click the unsubscribe link in those emails.

**To whom do we disclose this data?** Category: Always We may disclose your data to our service providers to operate our Services (e.g., storing data via third-party hosting services, providing technical support, etc.).

We may also disclose your data under the following circumstances: (i) to investigate, detect, prevent, or take action regarding illegal activities or other wrongdoing; (ii) to establish or exercise our rights of defense; (iii) to protect our rights, property, or personal safety and that of our users or the public; (iv) in the event of a change of control of us or one of our affiliates (via merger, acquisition, or sale of substantially all assets, etc.); (v) to collect, hold, and/or manage your data through authorized third-party providers (e.g., cloud service providers), as appropriate for business purposes; (vi) to work with third-party providers to improve your user experience. For the avoidance of doubt, we may transfer, share, or otherwise use non-personal data at our discretion. Category: User has a blog or forum Please note that our Services enable social interactions (e.g., posting content, information, and comments publicly and chatting with other users). We advise you that any content or data you provide in these areas can be read, collected, and used by others. We recommend not posting or sharing information you do not wish to make public. If you upload content to our digital assets or otherwise make it available while using any service, you do so at your own risk. We cannot control the actions of other users or members of the public with access to your data or content. You acknowledge and confirm that copies of your data may remain accessible even after deletion on cached and archived pages or after copying/storage of your content by third parties.

**Cookies and similar technologies** When you visit or access our Services, we authorize third parties to use web beacons, cookies, pixel tags, scripts, and other technologies and analytical services (“tracking technologies”). These tracking technologies may allow third parties to automatically collect your data to improve your navigation experience on our digital assets, optimize their performance, and provide a tailored user experience, as well as for security and fraud prevention purposes.

To learn more, please read our Cookie Policy. Category: The user is NOT affiliated with an advertising service We will not share your email address or other personal data with advertising companies or ad networks without your consent. Category: The user is affiliated with an advertising service, a campaign manager, or Facebook Ads We may provide advertising through our Services and digital assets (including websites and applications using our Services), which may also be tailored to you, such as ads based on your recent browsing behavior across websites, devices, or browsers.

To provide these ads, we may use cookies and/or JavaScript and/or web beacons (including clear GIFs) and/or HTML5 Local Storage and/or other technologies. We may also use third parties, such as network advertisers (i.e., third parties that display ads based on your website visits), to display targeted ads. External ad network providers, advertisers, sponsors, and/or traffic measurement services may also use cookies and/or JavaScript and/or web beacons (including clear GIFs) and/or Flash cookies and/or other technologies to measure the effectiveness of their ads and to personalize ad content for you. These third-party cookies and other technologies are subject to the specific privacy policy of the respective third-party provider and not this one.

**Where do we store the data?** Category: Always Non-personal data

Please note that our companies and trusted partners and service providers are located worldwide. For the purposes described in this Privacy Policy, we store and process all non-personal data we collect in various jurisdictions. Category: User collects personal data Personal data Personal data may be maintained, processed, and stored in the United States, Ireland, South Korea, Taiwan, Israel, and other jurisdictions as necessary for the proper provision of our Services and/or as required by law (as further described below).

**How long is the data retained?** Category: Always Please note that we retain the collected data as long as necessary to provide our Services, comply with our legal and contractual obligations to you, resolve disputes, and enforce our agreements. We may correct, supplement, or delete inaccurate or incomplete data at any time at our discretion.

**How do we protect the data?** Category: Always The hosting service for our digital assets provides us with the online platform through which we offer you our Services. Your data may be stored through the data storage, databases, and general applications of our hosting provider. It stores your data on secure servers behind a firewall and provides secure HTTPS access to most areas of its services. Category: User accepts payments/eCom All payment options offered by us and our hosting provider for our digital assets comply with the PCI-DSS (Payment Card Industry Data Security Standard) regulations of the PCI Security Standards Council (Payment Card

Industry Security Standards Council). This is the collaboration of brands like Visa, MasterCard, American Express, and Discover. PCI-DSS requirements help ensure the secure handling of credit card data (including physical, electronic, and procedural measures) by our shop and service providers. Category: Always Despite the measures and efforts we and our hosting provider have taken, we cannot and will not guarantee absolute protection and security of the data you upload, publish, or otherwise share with us or others. Therefore, we ask you to set strong passwords and avoid transmitting any confidential information that, in your opinion, could cause significant or lasting harm if disclosed to us or others. As email and instant messaging are not considered secure communication forms, we also request that you do not share confidential information through any of these communication channels.

**How do we handle minors?** Category: User does NOT collect data from minors The Services are not intended for users who have not reached the legal age of majority. We will not knowingly collect data from children. If you are not of legal age, you should not download or use the Services or provide us with any information. We reserve the right to request proof of age at any time to verify that minors are not using our Services. If we become aware that a minor is using our Services, we may prohibit and block such users from accessing our Services and delete any data stored with us about that user. If you have reason to believe that a minor has provided data to us, please contact us as described below. Category: User collects data from minors Children may use our Services. However, if they wish to access certain features, they may need to provide certain information. The collection of some data (including data collected through cookies, web beacons, and other similar technologies) may be automatic. If we knowingly collect, use, or disclose data collected from a child, we will provide notice and seek parental consent in accordance with applicable law. We do not condition a child's participation in an online activity on providing more contact information than reasonably necessary for participation in that activity. We use the data we collect only in connection with the Services requested by the child. We may also use a parent's contact information to communicate about the child's activities in the Services. Parents can view the data we have collected from their child, prohibit us from collecting further data from their child, and request that we delete the data we have collected from our records.

Please contact us to view, update, or delete your child's data. To protect your child, we may require proof of your identity. We may deny access to the data if we believe your identity is questionable. Please note that certain data may not be deleted due to other legal obligations. Category: Always We use your personal data only for the purposes set forth in this Privacy Policy and only when we are confident that:

- The use of your personal data is necessary to perform or enter into a contract (e.g., to provide you with the Services themselves or customer support or technical support);
- The use of your personal data is necessary to comply with applicable legal or regulatory obligations; or
- The use of your personal data is necessary to support our legitimate business interests (provided that this is done at all times in a manner that is proportionate and respects your privacy rights). As an EU resident, you may:

- Request confirmation as to whether personal data concerning you is being processed or not, and request access to your stored personal data along with certain additional information;
- Request receipt of the personal data you have provided to us in a structured, commonly used, and machine-readable format;
- Request correction of your personal data stored with us;
- Request deletion of your personal data;
- Object to the processing of your personal data by us;
- Request restriction of the processing of your personal data; or
- File a complaint with a supervisory authority. Please note, however, that these rights are not absolute and may be subject to our own legitimate interests and regulatory requirements. If you have general questions about the personal data we collect and how we use it, please contact us as specified below. In providing the Services, we may transfer data across borders to affiliates or other third parties and from your country/jurisdiction to other countries/jurisdictions worldwide. By using the Services, you consent to the transfer of your data outside the EEA.

If you reside in the EEA, your personal data will only be transferred to locations outside the EEA if we are confident that there is an adequate or comparable level of data protection. We will take appropriate steps to ensure that we have adequate contractual arrangements with our third parties to ensure that appropriate safeguards are in place, minimizing the risk of unauthorized use, alteration, deletion, loss, or theft of your personal data and that these third parties act in compliance with applicable laws at all times.

### **Rights under the California Consumer Privacy Act**

If you use the Services as a California resident, you may be entitled under the California Consumer Privacy Act (CCPA) to request access to and deletion of your data.

To exercise your right to access and delete your data, please see below for how to contact us. Category: The website does not sell user data We do not sell users' personal data for the purposes and intents of the CCPA. Category: Websites with a blog or forum Users of the Services who are California residents and under the age of 18 may request and obtain the removal of their posted content by emailing us at the address listed in the "Contact" section below. These requests must be labeled "California Removal Request." All requests must include a description of the content you want removed and sufficient information to locate the material. We do not accept communications that are not properly labeled or delivered, and we may not be able to respond if you do not provide sufficient information. Please note that your request does not guarantee complete or comprehensive removal of the material. For example, material you posted may be republished or reposted by other users or third parties.

**Updates or changes to the Privacy Policy** Category: Always We may revise this Privacy Policy at our discretion from time to time, and the version posted on the website is always current (see "Effective Date"). We ask you to review this Privacy Policy regularly for changes. If we make significant changes, we will post a notice on our website. If you continue to use the Services after being notified of changes on our

website, you acknowledge and agree to the changes to the Privacy Policy and agree to be bound by the terms of these changes.

**Contact** Category: Always If you have general questions about the Services or the data we collect about you and how we use it, please contact us at:

Name: Rui Abreu / Madeira Ocean Tours Address: Marina do Funchal Email address: [geral@madeiraoceantours.pt](mailto:geral@madeiraoceantours.pt)

**DISCLAIMER** The information contained herein does not constitute legal advice, and you should not rely solely on it. Specific requirements regarding legal terms and policies may vary from state to state and/or jurisdiction to jurisdiction. As set forth in our Terms of Use, you are responsible for ensuring that your services are permitted under applicable law and that you comply with them. To ensure that you fully comply with your legal obligations, we strongly recommend that you seek professional advice to better understand the specific requirements that apply to you.