**Serenity Travel Privacy and Cookie Notice**

**Introduction**

At Serenity Travel ("Serenity Travel," "we," "us"), we are committed to safeguarding your privacy. This Privacy and Cookie Notice outlines how we collect, use, protect, and share your personal information when you visit our website.

**1. Information We Collect**

* **Personal Information**: We collect personal details such as your name, email address, phone number, and payment information when you book travel services through us. This allows us to fulfill your requests and process bookings efficiently.
* **Non-Personal Information**: We may also collect non-personal data, including browser type, device information, operating system, and pages visited. This helps us improve website functionality and enhance your user experience.

**2. How We Use Your Information**

* **Providing Services**: Your personal information is used to deliver the travel planning and booking services you request, ensuring smooth processing of your travel arrangements.
* **Communication**: We may use your contact details to send you important updates, promotional offers, newsletters, and information relevant to our services.
* **Service Improvement**: Non-personal data is collected to analyze how users interact with our website, enabling us to enhance the performance and usability of our site.

**3. Sharing Your Information**

* **Third-Party Service Providers**: We may share your information with trusted third-party providers to facilitate services such as payment processing and bookings.
* **Legal Compliance**: We may disclose your personal information when required by law or in response to valid requests from public authorities, such as law enforcement or regulatory bodies.

**4. Cookies**

* **What Are Cookies?**: Cookies are small text files placed on your device by websites you visit. They are used to enhance the functionality and efficiency of the website, providing us with valuable insights into how users interact with our site.
* **Types of Cookies We Use**:
	+ **Essential Cookies**: These are necessary for the website to function properly and for you to access essential features.
	+ **Analytical Cookies**: These cookies help us gather anonymous data on how visitors interact with the website, which allows us to make improvements.
	+ **Marketing Cookies**: These cookies track user activity across websites and are used to show personalized advertisements to users based on their interests.
* **Managing Cookies**: You have the option to manage or disable cookies through your browser settings. However, please note that disabling cookies may affect the functionality and user experience of our website.

**5. Data Security**

We implement strict security measures to protect your personal information from unauthorized access, alteration, disclosure, or destruction. While we take reasonable precautions, no website or internet transmission is entirely secure.

**6. Your Rights**

* **Access and Correction**: You have the right to access and update your personal information. If any data is incorrect or incomplete, you can request corrections.
* **Deletion**: You have the right to request the deletion of your personal information, subject to applicable legal obligations.
* **Objection and Restriction**: You can object to or restrict the processing of your personal information in certain circumstances, in line with applicable data protection laws.

**7. Changes to This Notice**

We may update this Privacy and Cookie Notice from time to time to reflect changes in our practices or legal obligations. Any updates will be posted on this page and will take effect immediately. Your continued use of the website after any modifications indicates your acceptance of the revised notice.

**8. Contact Information**

For any inquiries regarding this Privacy and Cookie Notice or to exercise your data protection rights, please contact us:

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