

Villa Paradiso

Mammee Bay Estate

St. Ann, Jamaica

PRIVACY POLICY

Vernisse Holdings (Jamaica) Ltd.. (“Vernisse”) doing business as Villa Paradiso, believes in building relationships with our guests, based on trust and respect. To achieve this, we want to inform you exactly how we collect, use and disclose the Personal Information of our guests.

“**Personal Information**” is any information about an identifiable individual. This policy applies to Personal Information collected by Villa Paradiso through this website.

Information We Collect

1. Villa Paradiso collects Personal Information from its guests in order to set up a user account and facilitate your visit to Villa Paradiso. As a Villa Paradiso guest, we may collect the following Personal Information from you:

- Contact information such as your name, phone and fax numbers, address and e-mail address
- Billing information, such as the number, expiration date, CVV number, card type and billing address of your credit card
- Personal preferences and interests which you may provide in your information to us.

Consent

By submitting Personal Information to Villa Paradiso, you agree that Villa Paradiso may collect your Personal Information and you consent to the use and disclosure of your Personal Information as described in this Privacy Policy and as permitted or required by law. Subject to certain legal restrictions, you may refuse or withdraw your consent at any time by contacting Villa Paradiso at the address in the **Contact Us** section of our web site. If you do refuse or withdraw your consent, you acknowledge that Villa Paradiso may be unable to provide you with services, and/or information offered on our website.

How Your Personal Information is Used

Villa Paradiso may use this information to:

- Process your financial transactions
- Book your reservation into our booking system
- Respond to your requests, questions and concerns
- Administer your account
- Send you information relating to your stay at Villa Paradiso
- Keep you informed about special offers and services at Villa Paradiso and our partners or other third parties
- Investigate, prevent or take action regarding illegal activities or violation of any policies
- Improve the services offered at Villa Paradiso
- Customize the services offered to you

You may opt out of receiving any promotional or marketing communications at any time by contacting us directly or by following the “opt out” or “unsubscribe” links in such communications.

We may use the technical, non-Personal Information described above for any reason we deem appropriate including to improve, maintain and operate Villa Paradiso services.

How We Share and Disclose Information

We may share your Personal Information with third parties when we have your express consent to do so. We do not sell, rent or share your Personal Information with third parties in any way other than as described in this Privacy Policy. For example, we may share Personal Information with:

- Our Partners, payment processors, technical contractors, and other service providers who may or may not be required to keep the Personal Information confidential and are prohibited from using it other than to carry out their services on our behalf
- Our successors in the event of a sale, merger, acquisition, or similar transaction
- Governmental Authorities, where required by Applicable Law.

Data Retention

We will retain your Personal Information for as long as your Villa Paradiso account is active, or as needed to provide you Villa Paradiso services, or as required by Applicable Law.

Data Security

Villa Paradiso is committed to the security of your Personal Information. We use commercially reasonable technical measures to protect Personal Information in our possession, and our website uses secure socket layer (SSL) encryption technology to protect the privacy of sensitive information you provide to us.

Links to Third Party Websites

Our website may contain links to other third-party websites and social media features such as the “share” feature. Villa Paradiso is not responsible for the privacy practices of such third parties. You should check the applicable privacy policy of the third party websites to determine how they will handle any information they collect from you.

Your Privacy Rights

At your request, you may access and correct your Personal Information in our possession. To make a request to do so, or to have your Personal Information returned to you or removed, please contact us as set forth at the end of this Privacy Policy. We will respond to such request within 30 days.

Additional Rights for California Residents

California law entitles California residents to certain additional protections regarding Personal Information. California residents have the right to request:

- Information regarding your Personal Information we have collected (including the categories of Personal Information we have collected, the categories of sources of such information, and the purposes for which we have collected such information)
- Notice of whether we have disclosed your Personal Information to third parties (and if so, what categories of information we have disclosed, and what categories of third parties we have disclosed it to)
- A copy of your Personal Information collected by us in the previous 12 months
- That your Personal Information be deleted

We will not discriminate against you if you choose to exercise any of these rights. To do so, please contact us as set forth at the end of this Privacy Policy.

Children's Personal Information

The Villa Paradiso website is for those who are 16 years of age and older. We do not knowingly solicit or collect any Personal Information from children under the age of 16. If you are under the age of 16, please do not submit any Personal Information through the website. If we are notified or discover that a child under the age of 16 has submitted Personal Information to us, we will take reasonable steps to delete the information.

Changes to this Policy

We may update this Privacy Policy from time to time, and will provide notification by posting a notice, and a link to the updated Policy on our website prior to the change becoming effective.

Contact

If you have any questions, comments or concerns about this Privacy Policy or our privacy practices, please contact us at: 416-561-6664