



Salty Air Sunsets Travel, LLC

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414-710-6600

Privacy Policy

Effective Date: November 3, 2025

At **Salty Air Sunsets Travel, LLC** (“we,” “our,” or “us”), your privacy matters. This Privacy Policy describes how we collect, use, and safeguard your personal information when you visit our website www.saltyairsunsets.com, contact us, or use our services.

1. Information We Collect

We collect personal and technical information to provide you with the best possible travel experience, including:

- **Personal Information:** Your name, email, phone number, mailing address, and travel preferences.
 - **Travel Details:** Passport information or traveler details (only if provided for bookings).
 - **Payment Information:** Collected securely through third-party payment processors.
 - **Technical Data:** IP address, browser type, and basic analytics data to improve website performance.
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2. How We Use Your Information

We use your information to:

- Plan and book travel arrangements with our trusted suppliers.
- Communicate with you regarding inquiries, bookings, or trip updates.
- Send newsletters, promotions, or special offers (only if you’ve opted in).
- Improve our website, products, and customer experience.
- Comply with legal and accounting requirements.

We only collect and use your data when it’s necessary to fulfill your travel needs or when you’ve given your consent.

3. Sharing Your Information

We may share limited personal information with:

- **Travel partners** such as airlines, cruise lines, hotels, and tour operators to complete your bookings.
- **Payment processors** and reservation systems for secure transactions.
- **Legal or regulatory authorities** when required by law.

We **never sell, trade, or rent** your personal information to third parties.

4. Data Retention

We retain your information only as long as necessary to complete your bookings, manage ongoing client relationships, and comply with record-keeping or legal obligations.

5. Data Security

Your trust is important to us. We take reasonable precautions to protect your personal data through:

- Secure servers and encrypted connections (SSL).
- Password-protected systems and restricted data access.
- Secure third-party partners that meet industry standards for data protection.

While no online platform can guarantee 100% security, we continuously work to maintain strong safeguards for your information.

6. Cookies and Analytics

Our website may use cookies and basic analytics tools (such as Google Analytics) to understand visitor behavior and improve performance.

You can choose to disable cookies in your browser settings. Doing so will not prevent you from using most features on our site.

7. Your Rights

Depending on your location, you may have the right to:

- Access, correct, or delete your personal information.
- Withdraw consent for marketing communications.
- Request data portability or restriction of processing.

To exercise these rights, please contact us using the information below.

8. Changes to This Policy

We may update this Privacy Policy periodically to reflect changes in law or business practices. The latest version will always be available on our website, with the “Effective Date” shown at the top.

9. Contact Us

If you have any questions or requests regarding your personal data, please contact:

Salty Air Sunsets Travel, LLC

 shelly@saltyairsunsets.com

 **414-710-6600**

 www.saltyairsunsets.com

 Based in Southeast Wisconsin | Serving clients nationwide