

PRIVACY POLICY — PeruTourism.com

Last Updated: [insert date]

At **PeruTourism.com** (operated by **Go Latin Travel / PeruTourism**), we value and respect your privacy. This Privacy Policy explains how we collect, use, protect, and share your personal information when you browse our website, submit inquiry forms, or interact with our travel services.

1. Information We Collect

Information you provide

- Full name
- Email address
- Phone number
- Country of residence
- Travel preferences
- Information required for quotes or reservations

Information collected automatically

- IP address
 - Browser type
 - Cookies and tracking technologies
 - Pages visited on our website
 - Time spent on the site
 - Data from Google Analytics, Google Ads, and Meta Ads
-

2. How We Use Your Information

We use your data to:

- Send personalized travel quotes
- Provide travel assistance and communication
- Improve website performance and user experience
- Run advertising and remarketing campaigns
- Send travel updates, promotions, or relevant information
- Internal administrative purposes

We never sell your personal data to third parties.

3. Cookies and Tracking Technologies

We use cookies to:

- Enhance navigation
- Analyze user behavior
- Remember preferences
- Measure advertising conversions

You may disable cookies from your browser settings at any time.

4. Information Sharing

We may share your data only with:

- Service providers required to operate our business (hosting, CRM, email platforms)
- Advertising and analytics platforms (Google, Meta, etc.)

All partners follow data protection standards.

5. Data Security

We implement technical and organizational measures such as:

- SSL encryption
- Restricted access controls
- Regular system monitoring

However, no online platform can guarantee 100% security.

6. Data Retention

We store your information only as long as needed to:

- Fulfill legitimate business purposes
- Comply with legal requirements
- Manage travel inquiries or reservations

You may request deletion at any time.

7. Your Rights

You have the right to:

- Access your personal data
- Request corrections
- Request deletion (“right to be forgotten”)
- Withdraw consent
- Opt out of advertising use

To exercise your rights, contact us at:

Email: rchahud@golatintravel.com

9. Changes to this Policy

We may update this Privacy Policy periodically. The revision date will appear at the top.

10. Contact Us

For questions regarding this Privacy Policy:

PeruTourism / Go Latin Travel

Email: rchahud@golatintravel.com

Phone: +51 968 058 031

Website: www.perutourism.com