

## **PRIVACY POLICY**

Birding Texas & Beyond is a trusted leader in the field of organized birding and nature tours. We recognize that when you use our services, you are trusting us with your information. We understand this is a big responsibility and we work hard to protect your information.

This privacy policy is meant to help you understand what information we collect; how we collect it; how we use it; and your options for updating, managing, opting-out, and deleting your information.

In order to use our website and our services, you must affirmatively agree to the collection and use of information in accordance with this Policy. Your use of the website and services provided through this site indicates your continued acceptance of the terms of this Privacy Policy. You have the right to decline to accept the terms of this Privacy Policy by choosing not to further utilize this website or our services. If you make that choice, then we will not collect or retain any information about you, and you will not be able to utilize our website or any of the services provided by our company.

### **1. What Personal Information Do We Gather, and How Do We Gather It?**

The information we learn from you helps us personalize and improve your experience with Birding Texas & Beyond. Here are the types of information we gather:

#### Information You Give Us:

We receive and store any information you enter on our Website or give us in any other way. This includes all information you provide on your registration form, which is either (1) completed online or (2) printed and completed manually and returned to us by mailing the hardcopy form or scanning and sending an electronic copy via email.

Registration forms may contain, among other information: name, contact information, payment information, travel preferences, interests and activities, travel insurance details, details of the products and services purchased from us or inquired about, and any additional information necessary to deliver those products and services or to respond to inquiries.

We keep a digital copy of your registration form in our computer files. We keep a physical copy in your tour file. We enter the data from your registration form into an internal database program. We retain archived copies of all tour files after destroying any sensitive data such as a full copy of a passport or credit card information.

When you are travelling with us, our guides or other travelers may take video and images of you that may be used in brochures, in our advertising, or on our website. All participants in Birding Texas & Beyond trips authorize us to use their images (such as photograph, videotape, film, or recorded voice). If you do not wish to authorize such use, please notify us in writing using the contact details below.

Cookies: We receive and store certain types of information when you visit our website. Like many websites, we use “cookies,” and we obtain certain types of information when you access our website. Currently, we use cookies only to record the size of your device screen. We use this information to improve your browsing experience by providing you with optimized images and to reduce loading time for the website.

Google Analytics: We use Google Analytics to analyze your use of our website. For more information about Google Analytics, please visit: [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/). You can opt out of Google’s collection and processing of data generated by your use of our website by going to [tools.google.com/dlpage/gaoptout](http://tools.google.com/dlpage/gaoptout).

Pixel Tags/Web Beacons: Certain pages on our website use pixels. Third parties, including Facebook, may use cookies, web beacons, and other storage technologies to collect or receive information from the Birding Texas and Beyond website and elsewhere on the internet and use that information to provide measurement services and target ads.

## **2. How Do We Use Your information?**

The information we gather is used primarily to provide our services to you, to communicate with you, and to improve the services we can provide in the future. We also use the information to provide customer care and support, to monitor the usage of our services, and to detect and prevent technical issues.

### Does Birding Texas & Beyond Share the Information It Receives?

Information about our Clients is an important part of our business, and we are not in the business of selling it to others. We share your information only as described in this Privacy Policy, and only with third parties that follow practices at least as protective as those described in this Privacy Policy.

Third-Party Service Providers: We contract with other companies and individuals to perform functions on our behalf. Examples include but are not limited to: tour guides, lodging providers, food service providers, processing credit card payments. They have

access to our clients' personal information as necessary to perform their functions, but they may not use it for other purposes.

Protection of Birding Texas & Beyond and Others: We release account and other personal information when we believe release is appropriate to comply with the law; enforce our agreements; or protect the rights, property, or safety of Birding Texas and Beyond, our clients, or others. This includes exchanging information with other companies and organizations for fraud protection and credit risk reduction. Obviously, however, this does not include selling, renting, sharing, or otherwise disclosing personally identifiable information from Clients for commercial purposes in violation of the commitments set forth in this Privacy Policy.

New Owner: If the ownership or control of all or part of our products or their assets changes, we may transfer your information to the new owner.

### **3. Your Options For Updating, Managing, Opting-Out, And Deleting Your Information**

If at any time you need to update your information, you may do so in writing by emailing us at [birdingtexasandbeyond@gmail.com](mailto:birdingtexasandbeyond@gmail.com).

You can also manage some of the information gathering tools, such as revoking access to Google Analytics, disabling Cookies, and opting out of the collection and use of information related to Pixel Tags /Web Beacons, by following the procedures outlined below.

You can request a copy of the personal information we retain about you. We reserve the right to charge a fee for this, depending on the nature and frequency of your request(s) and our cost to provide the information.

You can opt-out of providing information and can opt-out of receiving marketing or promotional messages via the instructions in those messages, and you can withdraw consent to the processing of your personal information.

You can request that information be deleted, in writing by emailing us at [birdingtexasandbeyond@gmail.com](mailto:birdingtexasandbeyond@gmail.com).

#### How to Remove Google Analytics Permissions

You can remove our Google Analytics access by going to <https://myaccount.google.com/>: In the "Sign-in & security" section, choose Apps with account access. Choose Manage apps.

Choose the site or app you no longer want included and choose Remove.

To delete your data, send an email to [birdingtexasandbeyond@gmail.com](mailto:birdingtexasandbeyond@gmail.com) and request removal. Please note that this does not unsubscribe you from any emails.

#### How to Unsubscribe from Birding Texas & Beyond Emails

To unsubscribe from emails, you may click on the unsubscribe button in any email that is sent to you from Birding Texas & Beyond. The mail service we use will process your request within a reasonable time after receipt. If you receive emails from Birding Texas & Beyond at multiple email accounts, you will need to unsubscribe from each account. If you are not successful with unsubscribing using this method, please contact us by emailing us at [birdingtexasandbeyond@gmail.com](mailto:birdingtexasandbeyond@gmail.com).

#### How to Disable Cookies

The use of cookies is a standard practice on websites. Most Internet web browsers may be customized to reject cookies, to only accept or reject cookies by user intervention, or to delete cookies. Rejecting and/or removing cookies, however, may lead to loss of functionality on our website. The Help feature on most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. Additionally, you can disable or delete similar data used by browser add-ons, such as Flash cookies. To be clear, cookie-based opt-outs must be performed on each device and browser that you wish to have opted out. For example, if you have opted out on your computer browser, that opt out will not be effective on your mobile device. You must separately opt out on each device.

#### How to Opt-Out of Pixel Tags/Web Beacons Information Collection

You can opt-out of the collection and use of information for ad targeting by visiting the following links: <http://www.aboutads.info/choices> or <http://www.youronlinechoices.eu/> To be clear these opt-outs must be performed on each device and browser that you wish to have opted out. For example, if you have opted out on your computer browser, that opt out will not be effective on your mobile device. You must separately opt out on each device.

## Children's Privacy

We do not knowingly collect personally identifiable information from children under the age of 18. If you are under the age of 18, please do not provide your name and address or other contact details or any other personally identifiable information of any kind whatsoever. If you are a parent or guardian of someone under the age of 18, and your child has provided us information without your knowledge and consent, you may request that we remove this information by contacting us at in writing by emailing us at [birdingtexasandbeyond@gmail.com](mailto:birdingtexasandbeyond@gmail.com).

## How Do We Protect Your Information?

We are committed to taking reasonable and appropriate measures to protect the information we receive from you. We take reasonable and appropriate security measures to protect your information against unauthorized access to or unauthorized alteration, disclosure, or destruction of data. To prevent unauthorized access, maintain data accuracy, and ensure the correct use of information, we maintain reasonable and appropriate physical, electronic, and managerial procedures to safeguard and secure the information and data stored on our system. While no computer system is completely secure, we believe the measures we have implemented reduce the likelihood of security problems to a level appropriate to the type of data involved. However, since the internet is not a 100% secure environment, we cannot guarantee, ensure, or warrant the security of any information you transmit to us. There is no guarantee that information may not be accessed, disclosed, altered, or destroyed by breach of any of our physical, technical, or managerial safeguards. It is your responsibility to protect the security of your login information.

## Third Party Links

Birding Texas & Beyond's website may provide links to and may be linked from or to other websites. The existence and/or provision of those links neither constitutes nor implies endorsement of the destination or departure website(s) or of the content, viewpoint, accuracy, opinions, policy(ies), product(s), accessibility or privacy policy of said destination or departure website(s). Nor does any link between Birding Texas & Beyond's website and a third-party website imply sponsorship of such website, or the creator of such website.

## Terms of Use, Policies, and Revisions

If you choose to visit Birding Texas & Beyond's website, your visit and any dispute over privacy is subject to this Privacy Policy and Birding Texas & Beyond's Terms of Use, including warranty disclaimers, limitations on damages, resolution of disputes, and application of the law of the state of Texas. If you have any concern about privacy at Birding Texas & Beyond, please contact us with a thorough description, and we will try to resolve it. Our business changes over time, and therefore our Privacy Policy and Terms and Conditions will change also. We may e-mail periodic reminders of our notices and conditions, but you should check our Website frequently to see recent changes. We always indicate the date the last changes were published. We will not reduce your rights under this Privacy Policy without your explicit consent. Unless stated otherwise, our current Privacy Policy applies to all information that we have about you and your account.

## Compliance

We review this Privacy Policy regularly and make sure that we process your information in ways that comply with it.

## Contact Information

For questions regarding this Privacy Policy, please contact:

Birding Texas & Beyond, LLC

Email: [birdingtexasandbeyond@gmail.com](mailto:birdingtexasandbeyond@gmail.com)

Phone: (832) 534-2370

Address: 27115 Regal Scott Dr., Magnolia, TX 77354