

# PRIVACY POLICY

## **Introduction**

This Privacy Policy ("Policy") explains in general terms how Gravity Assisted Mountain Biking ("Gravity", "we" "our" or "us") protects the privacy of your personal information. We are firmly committed to protecting the privacy and confidentiality of personal information and maintain robust physical, electronic and procedural safeguards to protect personal information in our care. You are special to us, and we don't go around giving out information of people special to us.

## **What is personal information?**

Personal information is information or an opinion, in any form (whether true or not) about an individual whose identity is apparent or can reasonably be ascertained from the information or opinion.

## **How do we collect personal information?**

Where practical we will collect personal information directly from you. Generally this will be collected by us when you deal with us either in person, by telephone, letter, facsimile (I don't think we even still have a fax machine, but just in case...), email or when you visit our website. We may request information about you when you purchase or make enquires about our products and services; when you enter competitions, register for promotions or when you request brochures or other information. We may also collect information when we invite you to complete surveys or provide us with feedback.

## **What personal information do we collect?**

Generally, the type of personal information we collect about you is the information that is needed to facilitate your travel arrangements and bookings and to provide travel services and products to you. For example, we may collect details such as your name, mailing address, telephone number, email address, credit card number and expiry date, passport details, sizing information, dietary requirements (if any) and health issues relevant to your travel arrangements. We also collect information that is required for use in the business activities of Gravity, including for example, financial details necessary in order to process various transactions and any other information you may elect to provide to us. We are required by law to obtain your consent to the collection of sensitive information. We will assume that you have consented to the collection of all information which is provided to us for use in accordance with this Policy, unless you tell us otherwise.

## **How do we use personal information?**

We will use your personal information to provide you with travel and travel related products and services and pass you related material for your tour with us and upon its completion.

We may use and disclose your personal information for the purposes for which it was collected, or for a related or ancillary purpose such as any one or more of the following purposes:

- Identification of fraud or error;
- Regulatory reporting and compliance;
- Developing, improving and marketing our products and services;
- Servicing our relationship with you by, among other things, providing updates on promotions and services we think may interest you or to involve you in market research and
- Internal accounting and administration.

## **Is the information disclosed to third parties?**

We may disclose your personal information:

- as permitted or required by law;
- to various regulatory bodies and law enforcement officials and agencies to protect against fraud and for related security purposes;
- to our third party service providers as well as to our related entities;
- to third parties such as hotels, transfer companies and other service providers for the purpose for which the information was collected or for a related purpose, for example to facilitate and process your travel arrangements.

Where we engage third party contractors to perform services for us those third party contractors may be required to handle your personal information. Under these circumstances those third party contractors must safeguard this information and must only use it for the purposes for which it was supplied, although we are not responsible for ensuring this. Other than the above, we will not disclose your personal information without your consent unless disclosure is either necessary to prevent a threat to life or health, authorised or required by law, reasonably necessary to enforce the law or necessary to investigate a suspected unlawful activity. But you shouldn't have to worry about that. You're a good person. You ride bikes.

### **Trans-Border data flows**

In providing our services to you it may be necessary for us to forward personal information to relevant overseas third party service providers. Please let us know if you have any objections to such transfers.

### **Security of information**

Gravity has implemented appropriate physical, electronic and managerial security procedures in order to protect personal information from loss, misuse, alteration or destruction. We know you would do the same!

### **Use of Cookies**

A cookie is a small piece of text that is placed within the memory of a computer and can be later retrieved by web page servers. We use cookies to enhance your interaction and convenience with our website and do not use cookies to record any personal information.

### **Linked Sites**

Gravity has partnered with reputable third parties to offer our site visitors a variety of products and services. This means that our website may contain links to, or framing of, external web sites. Although we only work with reputable third parties, our business partners may have different privacy policies and practices than us. We are not responsible for the privacy practices or the content of such sites and therefore, make no warranties and accept no liability in relation to material contained on these. We encourage you to read the privacy statements of any linked or framed web site before submitting any personal information. We also suggest you join the activities we promote as they're awesome!

### **Feedback / Complaints**

We welcome your inquiries or comments about our Policy. Should you have any comments or complaints please contact us at [info@gravitybolivia.com](mailto:info@gravitybolivia.com). We want to make sure you're happy.

### **Changes to our Policy**

From time to time it may be necessary for us to review and revise this Policy. We reserve the right to change our Policy at any time, should this occur the amendment would be posted on our website.

## **Your consent**

By disclosing your data to Gravity Assisted Mountain Biking, without regard to the form of disclosing, you consent to our use of your information in accordance with our privacy policy as stated herein.

Thanks for reading this, it wasn't easy to make!

---

**Gravity Assisted Mountain Biking S.R.L.**

**La Paz - Bolivia**