

PERSONAL DATA PRIVACY AND SECURITY POLICY

Casa de San Pedro LLC has been a respected provider of quality lodging in Southeast Arizona since 2001. 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 or 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 and Store/Access It?

The information we learn from you helps us personalize and improve your experience with Casa de San Pedro B&B. 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) providing the information in person or on the telephone when you make your reservation or establish an account for the purchase of services or retail items.

Registration forms may contain, among other information: name, contact information, payment information, special needs / disabilities / dietary requirements, interests and activities, medical information, 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-based files maintained in ResNexus, our reservation and POS management application.

ResNexus: Data in the ResNexus application does not reside at our physical business location but is maintained in the ResNexus application servers housed at the ResNexus headquarters in North Salem, Utah. ResNexus has complied with the foundation principles of GDPR from at least 2010 onward and is proud to be GDPR compliant. ResNexus is reservation software that is used to collect your information as you make an online reservation or phone reservation with Casa de San Pedro. Your guest information is communicated with the ResNexus business by your efforts and with your permission and consent.

Casa de San Pedro uses this application and the files on our guests via a secure internet link. We do not keep physical paper copies of any of your information. We enter the data from your registration at the time that you make your lodging reservation into a form into a database program. We retain archived copies of all reservation files after destroying any sensitive data such as a full copy of credit card information.

ResNexus is PCI Compliant:

PCI is short for Payment Card Industry Data Security Standard. The full acronym is PCI DSS.

PCI DSS is a set of requirements designed to ensure that all companies that process, store or transmit credit card information, maintain a secure environment. Essentially, any business that processes credit cards should adhere to these security standards in order to protect cardholder data and fight against credit card theft. This means ResNexus, and all of its clients that process credit cards, should adhere to these security requirements.

Internal vs. External Audits

All reservation systems, especially those like ResNexus that store credit cards for their clients, are required to be PCI compliant by an external audit. In other words, a security company reviews their internal and external security extensively each

year to make sure they are following all security protocols. Each year there are new security protocols established for greater protection.

Most small businesses are fine to do an internal PCI audit because they only store credit cards for their own business. Reservation systems, however, are different. Regardless of size, or whether or not they save credit card information, every company does store sensitive data about clients.

ResNexus is PCI compliant through an external audit and is audited at the end of each year. Throughout the year ResNexus is constantly observing PCI security protocols, including constant scanning and security testing.

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/. 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.

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 Naturalist Journeys 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 to you in the future. For example, information regarding diet restrictions or medical conditions

is collected so that we and any of our caterers can prepare food that meets your dietary restrictions in order to provide service to you. Health data such as disabilities is collected so that we can advise you of ADA facilities we provide and to make reasonable accommodations to support you during your stay. 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 Casa de San Pedro 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' minimal personal information only as necessary to perform their functions, but they may not use it for other purposes.

Protection of Casa de San Pedro 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 Casa de San Pedro, 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 bedandbirds@gmail.com or by mailing us at Casa de San Pedro, 8933 S Yell Lane, Hereford, AZ 85615.

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 bedandbirds@gmail.com or by mailing us at Casa de San Pedro, 8933 S Yell Lane, Hereford, AZ 85615.

How to Remove Google Analytics Permissions:

You can remove our Google Analytics access by going to <https://myaccount.google.com/>:

1. In the “Sign-in & security” section, choose Apps with account access.
2. Choose Manage apps.
3. Choose the site or app you no longer want included and choose Remove.

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

How to Unsubscribe from Casa de San Pedro Emails:

To unsubscribe from emails, you may click on the unsubscribe button in any email that is sent to you from Casa de San Pedro. The mail service we use will process your request within a reasonable time after receipt. If you receive emails from Casa de San Pedro at multiple email accounts, you will need to unsubscribe from each account. If you are not successful with unsubscribing using this method, please contact our office in writing by emailing us bedandbirds@gmail.com or by mailing us at Casa de San Pedro, 8933 S Yell Lane, Hereford, AZ 85615.

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 only collect the names of persons who will be staying with Casa de San Pedro on reservations made by adults over the age of 18. If a child under the age of 18 will be staying with us we only collect their first name and age to ascertain whether they meet our minimum age requirements, or to have their parent or guardian accept responsibility for the child's use of Casa de San Pedro facilities. If you are a parent or guardian of someone under the age of 18, and you or your child has provided us information without about your child you may request that we remove this information by contacting us in writing by emailing us at bedandbirds@gmail.com or by mailing us at Casa de San Pedro, 8933 S Yell Lane, Hereford, AZ 85615.

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:

Casa de San Pedro'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 Casa de San Pedro'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 Casa de San Pedro's website, your visit and any dispute over privacy is subject to this Privacy Policy and Casa de San Pedro's Terms of Use, including warranty disclaimers, limitations on damages, resolution of disputes, and application of the law of the state of Arizona. If you have any concern about privacy at Casa de San Pedro, 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 of Use 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.

Last updated: 6/29/2019