

Privacy Policy

Last Updated: 7/18/2024

Zealandia Holding Company and its subsidiaries (“we,” “us,” or “our,”) respect the privacy of our users (“you” or “your”). This privacy policy (“Privacy Policy”) governs the websites we and our affiliates, subsidiaries, and related entities operate on which this Privacy Policy is provided. We have developed this Privacy Policy that describes our practices concerning the collection, use, disclosure, transfer, and storage of your personal information. Our website may contain links to third-party websites. This Privacy Policy will not apply to any information you may provide while on such third-party websites and we recommend you review and become familiar with their privacy policies as well.

California Notice at Collection

We collect personal information detailed in the “Information We Collect” section for business purposes and commercial purposes outlined in the “Purpose of Collection (including business purposes)” column in the table below. To learn more, including how you can opt-out of the sale or sharing of your personal information, please see the “Exercising Your Privacy Rights” section below.

This Privacy Policy includes the following sections:

1. Information We Collect
2. What about Cookies?
3. Managing Your Cookie Preferences
4. Sale/Sharing of Personal Information
5. Disclosure of Personal Information
6. Security of Personal Information
7. Retaining Personal Information
8. State Privacy Rights
9. Changes to Our Privacy Notice
10. Questions and Contact Information

Information We Collect

We collect information that identifies, relates to, describes, references, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular individual. In particular, we have collected, disclosed, and sold the following categories of personal information:

Category	Example(s)	Source(s)	Purpose of Collection
Identifiers	Name, email address, physical address, phone number, driver’s license number, passport number, social security number, etc.	Directly from the individual	Maintaining and servicing your account, providing customer service, processing transactions, providing you with marketing communications, managing your email preferences, providing updates on your reservations or properties, responding to inquiries

Customer records	Name, signature, credit card number, bank account number, other financial information, etc.	Directly from the individual	Maintaining and servicing your account, providing customer service, processing transactions, managing incident responses
Commercial Information	Purchase/reservation history	Directly from the consumer	Maintaining and servicing your account, providing customer service, processing transactions, providing you with marketing communications
Protected Classification	Gender	Directly from the consumer	Maintaining and servicing your account
Internet/ Network Activity	Information regarding your interaction with our websites, IP address, web session data	Directly from the consumer, indirectly from service providers	Providing advertising or marketing services, providing analytic services
Geolocation Data	IP address	Directly from the consumer, indirectly from service providers	Providing advertising or marketing services, providing analytic services
Audio, electronic, visual, etc. information	Video recordings, audio recordings	Directly from the consumer, indirectly from service providers	Providing customer service, monitoring the security of our properties

We have collected the following categories of sensitive personal information about you:

Category	Example(s)	Source(s)	Purpose of Collection
Identifiers	Name, email address, physical address, phone number, social security number, etc.	Directly from the individual	Processing transactions, providing you with marketing communications, providing updates on your reservations or properties, responding to inquiries

What About Cookies?

We, our service providers, and certain third parties use cookies, pixels, tags, or similar tracking technologies (“Collection Technologies”) to gather certain information when you use, access, or otherwise interact with our Services. Below we have described how we use Collection Technologies.

Our use of Collection Technologies generally falls into the following categories:

Category	Description
Advertising	These cookies help serve advertising content that is relevant to you.
Essential	These cookies are essential to support core site functionality such as providing secure log-in.
Analytics & Customization	These cookies analyze usage for site optimization.

Performance & Functionality	These cookies facilitate measurement and analytics for improved browsing experience.
Social Networking	These cookies allow social interactions such as posting comments on our site

Managing Your Cookie Preferences

You can choose how web browser cookies are handled by your device via your browser settings. Some devices allow you to control this through your device settings. If you choose not to receive cookies at any time, websites may not function properly, and certain services will not be provided. Each browser and device are different, so check the settings menu of the browser or device to learn how to change your settings and cookie preferences. You can find information on how to manage cookie settings on certain browsers via the following links:

- [Cookie settings in Chrome](#)
- [Cookie settings in Firefox](#)
- [Cookie settings in Internet Explorer](#)
- [Cookie settings in Safari](#)

The online advertising industry also provides websites from which you may opt out of receiving targeted ads from data partners and other advertising partners that participate in self-regulatory programs. You can access these and learn more about targeted advertising and consumer choice and privacy by visiting the [Network Advertising Initiative](#) and [the Digital Advertising Alliance](#).


To the extent that our Collection Technologies is considered a “sale/”share” or where we conduct targeted advertising as defined by applicable state privacy laws (listed in the “State Privacy Rights” section), you may exercise your right to opt out by doing either of the following:

Sale/Sharing of Personal Information

While Zealandia Holding Company does not currently sell personal information as traditionally defined, Zealandia Holding Company sells and shares personal information as these terms are defined under the applicable state privacy laws to our cookie and tracker providers:

- Internet/Network activity; and
- Geolocation data.

If you would like to opt out of the sale and/or sharing of your personal information as described above, please do either of the following:

- Click on the “Your Privacy Choices ” link in the footer of our website and adjust your preferences. Please note that your request to opt-out will be linked to your browser identifier only. If you use a different computer or browser to access our website, you will need to adjust your preferences on those sites.
- Broadcast an opt-out preference signal, such as by enabling Global Privacy Control (GPC) where supported by your browsers. To download and use a browser supporting GPC signals, visit <https://globalprivacycontrol.org/orgs>. You will need to implement this for each supported browser or browser extension you use.

We do not knowingly sell personal information of consumers under the age of sixteen (16) years.

Disclosure of Personal Information

We have disclosed the following categories of personal information to our service providers for the business purpose of performing services on our behalf such as maintaining or servicing accounts, providing customer service, processing transactions, verifying customer information, processing payments, providing advertising or marketing services, providing analytic services, or providing similar services on our behalf.

- Identifiers;
- Customer Records;
- Commercial Information;
- Protected Classifications;
- Internet/Network Activity;
- Geolocation Data; and
- Audio, electronic, visual, information.

We may also disclose personal information for the following purposes:

- **Fraud Prevention:** We may disclose your personal information when we believe disclosure is necessary to investigate, prevent, or respond to suspected illegal or fraudulent activity or to protect the safety, rights, or property of us, our users, or others.
- **Law enforcement or legal requests:** We may disclose your personal information with government authorities, such as law enforcement authorities, courts, or regulators to comply with the law.
- **Corporate Restructuring:** We may transfer your information to a third party if we or any of our affiliates are involved in a corporate restructuring, including a sale, merger, or other transfer of some or all of our assets.

Security of Personal Information

We take the security of your personal information seriously. To protect the privacy and security of your personal information, we maintain physical, technical, and administrative safeguards. We update and test our security technology on an ongoing basis. Additionally, we train our employees about the importance of confidentiality and maintaining the privacy and security of your information. We commit to taking appropriate disciplinary measures to enforce our employees' privacy responsibilities.

Retaining Personal Information

We keep your personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy, as may be required by law (e.g., for tax and accounting purposes), or as otherwise communicated to you. This is based on the nature of the data, why the data was collected and processed, and additional applicable legal retention requirements.

State Privacy Rights

Residents of California, Virginia, Colorado, Connecticut, Texas, Oregon, Montana, Delaware, Tennessee, and Indiana are provided with the following privacy rights:

The Right to Know and Access

You have the right to request that we disclose to you the categories of personal information we have collected, used, disclosed, or sold about you. You may also request a copy of the personal information we have collected about you.

The Right to Deletion

You have the right to request that we delete any of your personal information that we collected from you and retained, subject to certain exceptions.

The Right to Correct

You have the right to request that we correct any inaccurate personal information that we have collected from you and maintain.

The Right to Opt-Out

You have the right to opt out of the sale and/or sharing of your personal information with third parties as well as the right to opt out of targeted advertising. If you would like to opt out, please see the “Managing Your Cookie Preferences” section above.

Residents of Utah and Iowa are provided with the **Right to Know and Access, Right to Deletion, and Right to Opt Out** listed above.

Please see the “Exercising Your Privacy Rights” section below for details on how to submit a **Right to Know and Access, Right to Deletion, and Right to Correct** request.

We will not discriminate against you for exercising any of your privacy rights listed above. Unless permitted, we will not:

- Deny you goods or services;
- Charge you different prices or rates for goods or services, including granting discounts or other benefits, or imposing penalties;
- Provide you a different level or quality of goods and services; or
- Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

Right to Appeal

Residents of Colorado, Connecticut, Delaware, Indiana, Iowa, Montana, Oregon, Tennessee, Texas, and Virginia have the right to appeal our decision if we deny one of your requests listed above. Please see the “Exercising Your Privacy Rights” section listed below for details on how to submit this request.

Exercising Your Privacy Rights

If you are a resident of the applicable states listed above and would like to exercise your rights as outlined, please contact us through either of the following options. Before we can process your request, we will ask you a series of questions in order to attempt to verify your identity. If you use an authorized agent to make a request on your behalf, we may ask the agent to verify their own identity and confirm with you that you provided the authorized agent permission to submit the request.

Calling us at **855-822-3996**

Emailing us at privacy@zhcompany.com

Changes to Our Privacy Notice

We reserve the right to amend the Privacy Policy at any time and for any reason, without notice to you, other than the posting of the amended Privacy Policy. Users should check our site to see the current Privacy Policy that is in effect and any changes that may have been made to it. The provisions contained herein supersede all previous notices or statements regarding our privacy practices and the terms and conditions that govern them.

Questions and Contact Information

If you have questions regarding our Privacy Policy or your privacy rights as described above, please contact us at:

Zealandia Holding Company
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privacy@zhcompany.com