

Privacy Policy Recruiting

Description



Travel Masters Privacy Policy

Last updated: September 18, 2025

Our Commitment to Your Privacy

At Travel Masters, we value your trust. Protecting your personal information is a responsibility we take seriously. We collect, use, and share only what’s needed to provide our travel services, and we do so in compliance with British Columbia’s **Personal Information Protection Act (PIPA)**, Canada’s **Personal Information Protection and Electronic Documents Act (PIPEDA)**, and other applicable privacy laws.

This policy explains what information we collect, why we collect it, how we protect it, and your rights regarding your data.

Who We Are & Who We Work With

Travel Masters is a full-service Canadian travel agency. We arrange a wide range of travel products and services for our clients, including flights, cruises, tours, accommodations, insurance, and more.

To deliver these services, we work with a network of trusted industry partners and suppliers, such as:

- Airlines and rail carriers
- Cruise lines and tour operators
- Hotel and resort companies
- Insurance providers
- Computer reservation system providers and booking platforms

These third parties may require access to some of your personal information in order to fulfill your travel arrangements. We share only what is necessary and take reasonable steps to ensure that suppliers safeguard your information in line with privacy principles.

Some suppliers may be located outside of Canada, which means your personal information may be subject to the laws of those jurisdictions.

What Personal Information We Collect

“Personal information” means details that identify you as an individual. Depending on the services you request, we may collect:

- Contact details (name, address, phone number, email)
- Travel documents (passport, visa details, frequent flyer numbers)
- Payment information (credit card details, billing address)
- Demographic information (date of birth, nationality, gender)
- Special requirements (dietary needs, mobility requests, medical details relevant to travel)
- Online information (website cookies, IP address, booking preferences)

We do **not** collect sensitive information such as race, religion, or biometric identifiers (e.g., DNA, fingerprints) unless required by law or travel regulations.

How We Use Your Information

We use your personal information only for purposes that a reasonable person would expect, including:

- **Booking travel services** (flights, cruises, hotels, tours, insurance, etc.)
- Processing payments and issuing travel documents
- **Communicating with you** about your reservations and travel needs

- **Meeting legal and regulatory requirements** (e.g., tax reporting, government travel security)
- **Improving our services** (e.g., tracking booking trends, website usage)
- **Marketing (with consent):** If you opt in, we may send you travel offers, newsletters, and promotions.

Email Marketing and Mailchimp

We use **Mailchimp** to send marketing emails. This means your email address and related information may be stored on Mailchimp's servers in the **United States**. Mailchimp has its own privacy safeguards in place, and by subscribing to our marketing communications, you consent to this transfer.

You can unsubscribe from marketing emails **at any time** by clicking the "unsubscribe" link in the email or contacting us directly.

We will never sell, rent, or trade your personal information to third parties.

Cookies & Tracking Tools

Like many businesses, Travel Masters uses cookies and similar technologies to understand how visitors use our website, improve performance, and deliver relevant advertising. Cookies are small text files placed on your device when you visit our site. Some cookies are essential to make the site work properly, while others help us improve your experience.

Tools We Use

We may use the following services:

- **Google Analytics** to collect information about how visitors interact with our site (such as pages viewed, time spent, and referring websites). This helps us understand trends and improve our services.
- **Google Tag Manager** to manage and deploy tracking tools on our website. Tag Manager itself does not collect personal information but may load other tools that do.
- **Google Search Console** to monitor and improve our website's performance and search visibility.
- **Meta (Facebook) Pixel** to measure the effectiveness of our Facebook and Instagram advertising campaigns and to deliver ads that are more relevant to you.

What Information is Collected

These tools may collect details such as:

- Your IP address
- Browser type and version
- Device information (desktop, tablet, mobile)
- Pages you visit and actions you take on our site

- General location (city, country)

This data is generally aggregated and anonymized, but in some cases, it may be considered personal information under privacy laws.

International Transfers

The data collected through these tools may be processed by service providers located outside of Canada, including the **United States**, and may be subject to the laws of those jurisdictions.

Your Choices

You can control cookies and tracking in several ways:

- Adjust your browser settings to block or delete cookies.
- Opt out of Google Analytics by installing the Google Analytics Opt-Out Browser Add-On.
- Manage how Facebook shows you ads through [Facebook Ad Preferences](#).

Please note that disabling cookies may affect how our website functions and limit your ability to use some features.

Who We Share Your Information With

To fulfill your travel arrangements, we may share limited information with:

- Airlines, cruise lines, hotels, and tour operators
- Insurance providers and visa services
- Global distribution systems and booking platforms
- Government agencies, when required by law

We share only the information necessary for your booking. Some of these third parties are located outside Canada, meaning your information may be subject to foreign privacy laws.

Protecting Your Information

We take steps to safeguard your personal data:

- **Physical security:** Paper files are stored in locked or restricted areas.
- **Electronic security:** Passwords, firewalls, and encryption protect our systems.
- **Training:** Employees and contractors are trained on privacy responsibilities.
- **Third-party agreements:** Vendors and consultants must follow privacy obligations consistent with Canadian law.

Data Retention and Destruction

We keep your personal information only as long as necessary to:

- Provide the travel services you requested
- Meet legal, regulatory, or accounting obligations
- Resolve potential disputes

Typical retention periods:

- **Travel bookings:** About 2 years after completion of service
- **Marketing lists:** Until you unsubscribe or request deletion
- **General inquiries/newsletters:** About 6 months after last contact

When no longer required, data is securely destroyed: paper records are shredded, electronic files are deleted, and hard drives are wiped or physically destroyed.

Your Rights

You have the right to:

- Access the personal information we hold about you
- Request corrections if your information is inaccurate or incomplete
- Withdraw consent to marketing communications
- Request deletion of personal information (subject to legal requirements)

To protect your privacy, we may ask you to verify your identity before fulfilling your request. We will respond within **30 days** whenever possible.

Contact Us

If you have questions about this policy or want to exercise your privacy rights, please contact:

Travel Masters
✉ info@travelmasters.ca
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BC REG #3256

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Contact Us

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