

## Data Retention Policy

### Prospective Customer

Definition	Those who have expressed an interest for our products and service but have not booked or confirmed
Communication Route	Travel Advisors, Request A Quote Form, Direct Email, Telephone
Types of Business records	Establishment, Name, Email, Telephone
Where is the data is stored	Website, CRM System
Period retained	8 Years
IP Address	Google Analytics Tracking, Lead Forensic Tag

### Customer

Definition	Those who have or will have travelled with ‘us’ the operator
Communication Route	Travel Advisors, Request A Quote Form, Direct Email, Telephone
Types of Business records	Establishment, Name, Email, Telephone, Address, Medical Records, Measurements, Sex
Where is the data is stored	Website, CRM System, Reservation System, Accounting Software
Period retained	8 Years
IP Address	Google Analytics Tracking, Lead Forensic Tag

### Lapsed Customer

Definition	Is when a customer is deemed not active and period of time has lapsed since their last trip/departure
Communication Route	Travel Advisors, Request A Quote Form, Direct Email, Telephone
Types of Business records	Establishment, Name, Email, Telephone, Address, Medical Records, Measurements, Sex, Allergies, Dietary Requirement
Where is the data is stored	Website, CRM System, Reservation system, Accounting Software
Period retained	8 Years
IP Address	Google Analytics Tracking, Lead Forensic Tag