

## **PRIVACY POLICY:**

This Privacy Policy sets forth the information gathering, use, and dissemination practices of Villas in Vallarta in connection with the World Wide Web site located at [www.villasinvallarta.com](http://www.villasinvallarta.com). This Privacy Policy addresses Villas in Vallarta practices regarding information collected only directly through or from the Site - it does not address or govern any information gathering, use, or dissemination practices related to information collected other than directly through or from the Site, including, without limitation, from or via telephone, facsimile, postal mail, personal delivery, or other or additional offline means or media. Villas in Vallarta can be contacted by email at [info@villasinvallarta.com](mailto:info@villasinvallarta.com) or by phone at (801) 263-9500 or (888) 640-8100.

### **1. Collection of Personal Information from Site Visitors**

Villas In Vallarta may collect or track (1) the home server domain names, e-mail addresses, type of client computer, files downloaded, search engine used, operating system, and type of Web browser of visitors to the Site, (2) the e-mail addresses of visitors that communicate with Villas In Vallarta via e-mail, (3) information knowingly provided by the visitor in online forms, registration forms, surveys, e-mail, contest entries, and other online avenues (including, without limitation, demographic and personal profile data), and (4) aggregate and user-specific information regarding which pages Site visitors access.

Villas in Vallarta may place Internet cookies on visitor's hard drives. Internet cookies save data about individual visitors, such as the visitors name, password, username, shopping cart, screen preferences, and the pages of a site viewed by the visitor. When the visitor revisits the Site, Villas in Vallarta may recognize the visitor by the Internet cookie and customize the visitors experience accordingly. Visitors may decline Internet cookies, if any, by using the appropriate feature o their Web client software, if available.

Villas in Vallarta also may use Web bugs to gather, store, and track certain information related to your visit to and activity on the Site. A Web bug is a file object, which can be a graphic image such as a transparent one pixel-by-one pixel graphics file, which is placed on a Web page or in an e-mail message to monitor user activity. A Web bug can gather, for example, the IP address of your computer, the time the Web page was viewed, and the type of browser used.

When a visitor performs a search with the Site, Villas in Vallarta may record information identifying the visitor or linking the visitor to the search performed. Villas in Vallarta may also record limited information for every search request and use that information to solve technical problems with the services available directly or indirectly in connection with the Site and to calculate overall usage statistics.

### **2. Use of Personal Data Collected**

Personal data collected by Villas in Vallarta may be used by Villas in Vallarta for many reasons, for example, for editorial and feedback purposes, for marketing and promotional purposes, for a statistical analysis of users behavior, for product development, for content improvement, for fulfillment of a requested transaction or record keeping, or to customize the content and layout of the Site. Aggregate data on visitor's home servers may be used for internal purposes, and individually identifying information, such as names, postal and e-mail addresses, phone numbers, and other personal information which visitors voluntarily provide to Villas in Vallarta may be added to Villas in Vallarta databases and used for future calls and mailings regarding Site updates, new products and services, and upcoming events.

Villas in Vallarta also may use Site visitor data to contact the Site visitors regarding account status and changes to the subscriber agreement, privacy policy, and any other policies or agreements relevant to Site visitors.

### **3. Disclosure of Personal Data to Third Parties**

Aggregate data on visitors' home servers WILL NOT be provided to third parties such as marketing firms, and individually identifying information, such as names, postal and e-mail addresses, phone numbers.

### **4. Security Measures**

Villas in Vallarta has implemented numerous security features to prevent the unauthorized release of or access to personal information. Please be advised, however, that the confidentiality of any communication or material transmitted to or from Villas in Vallarta via this Site or e-mail cannot be guaranteed.

Accordingly, Villas in Vallarta is not responsible for the security of information transmitted via the Internet. Instead of communicating with Villas in Vallarta via e-mail or the Internet, visitors can contact Villas in Vallarta via postal mail, email, or telephone at the addresses or numbers above.

### **5. Opt-Out Right**

Except as necessary for Villas In Vallarta to provide the services, information, or products requested by a visitor, the visitor may opt out of having his or her personally identifiable information, which has been voluntarily provided to Villas In Vallarta through an account registration, customer order, or electronic news or information subscription, prospectively retained by Villas In Vallarta, used by Villas In Vallarta for secondary purposes, or disclosed by Villas In Vallarta to third parties by contacting Villas In Vallarta via postal mail, e-mail, or telephone at the addresses set out above. (This does not apply to collection of the type of Web browser of the visitor to the Site or to information provided or collected that does not meet the above description.)

### **6. Access to and Ability to Correct Personal Data**

Upon a visitors request via postal mail, e-mail, or phone, Villas in Vallarta will provide to the visitor a summary of any personally identifiable information retained by Villas in Vallarta regarding the visitor, which information has been voluntarily provided to Villas in Vallarta through an account registration, customer order, or electronic news or information subscription. A visitor may modify, correct, change or update their personally identifiable information by contacting Villas in Vallarta via postal mail, email, or telephone at the addresses or numbers above.

### **7. Right to Change Privacy Policy**

Villas in Vallarta may change this Privacy Policy at any time. Notice of any new or revised Privacy Policy, as well as the location of the new or revised policy, will be posted on the Site for at least 60 days after the change. It is the obligation of users visiting the Site before the change to learn of changes to the Privacy Policy since their last visit. Any change to this Privacy Policy shall be effective as to any visitor who has visited the Site before the change was made.