

Information and privacy policies Mexico

Amazing & Unforgettable

About us

Mexico Amazing & Unforgettable It is a company dedicated to show international tourists the best of Mexico in a natural, friendly, fun and safe environment. We know that you may be a frequent visitor to our website to book and travel to the different destinations we offer. We understand that you need peace of mind knowing how and for what your data is used. Don't forget that you always have the right to decide.

Our commitment

This privacy policy tells you how we use personal information collected on this site. Please read this privacy policy before using the site or submitting any personal information. By using the site, you agree to the privacy policies.

These policies may be changed, but any changes will be posted and changes will only apply to future activities and information, not retroactively. We encourage you to review the privacy policy each time you visit the site to ensure that you understand how any personal information you provide will be used.

We clarify that the privacy policies established on this site are only for this site. If you link to other sites, we recommend that you review the privacy policies posted on those sites.

Your personal information is kept secure. Only our employees and authorized agents (who have signed the pledge to keep information secure and confidential) have access to the information. Emails and newsletters on this site allow you to opt out of receiving them.

We are committed to implementing and maintaining reasonable and appropriate digital, technical, physical and administrative security measures to protect your personal data. However, no company can guarantee the absolute security of Internet communications.

Personal data we collect

We may collect personal data (such as names, postal addresses, email addresses, etc.), directly from you, from third parties or publicly available data, or when you use the Site and voluntarily submit it.

The information you provide is used solely to fulfill your specific request, unless you give us permission to use it in another way, for example, to add you to one of our mailing lists. Information is stored indefinitely unless you request deletion.

Cookie technology

The Site may use cookies and tracking technology (such as electronic communication protocols, cookies, widget buttons or tools), depending on the features offered.

Cookies and tracking technology are useful for collecting information such as browser type and operating system, tracking the number of visitors to the Site, and understanding how visitors use the Site.

They can also help personalize the site for visitors. Personal information cannot be collected through cookies and other tracking technologies, but if you previously provided personally identifiable information, cookies may be linked to that information.

Information Distribution

The information is not provided to other companies for marketing purposes, but we may share information with government agencies or other companies that assist us in fraud prevention or investigation. We can do it in the following cases:

- A. When permitted or required by law.
- B. To protect against or prevent actual or potential fraud or unauthorized transactions.
- C. To investigate fraud that has already occurred.
- D. At requests from public authorities, national security or law enforcement.

Cómo usamos los datos personales

We will only use your personal data if we have a legal basis to do so. Specifically, we use your personal data based on your instructions or as follows:

Provide and personalize our site. To operate and administer the Site and provide you with content that you choose to access or request; to tailor the web content we display to you in order to offer location customization (for example, setting a default language) and personalize your experience using the Site. We may use cookies and similar tracking technologies to automatically collect your personal data for this purpose (see our Cookie Notice).

Event customization. To personalize event invitations that we host or display to you in order to personalize location (eg, local event offers). We may use cookies and similar tracking technologies to automatically collect your personal data for this purpose (see our Cookie Notice).

Identification of customer opportunities. To identify and evaluate new potential users through tools such as Facebook, Youtube, Instagram, Tik Tok, LinkedIn, etc. and to interact with people who respond to web content produced by Mexico Amazing & Unforgettable.

Sending marketing communications. For direct marketing, promotions, and other non-transactional communications such as newsletters, calls, or push notifications to share information about special offers, promotions, and events, or to contact you about information we think may be of interest to you, based on your preferences.

Event and contest registration management. To plan and organize events or seminars that you have registered for or attended (including sending related communications), and to provide promotions in which you have chosen to participate.

Analytical Research and Improvement. To better understand how you access and use the Site in order to assess the quality of our services, optimize them and develop new services.

Protection of legal rights and avoid misuse. To protect the Site, the Offerings, and the rights of users and others; to prevent unauthorized access and other misuse; and when we believe it is necessary to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person, or violations of our terms of use or this notice. We may use machine or deep learning technologies for these purposes (for example, for fraud prevention or detection).

Personal data we do NOT collect

We do not collect sensitive personal data such as social security numbers, driver's license numbers, state identification cards, passport numbers, your precise geographic location, racial or ethnic origins, religious or philosophical beliefs, union memberships, the content of your mail or genetic data. If we have any reason to collect Sensitive Personal Data, we will do so in accordance with your rights and choices, as described in the Your Rights section, and for a clearly defined business purpose.

We do not collect account logins, financial information, credit or debit card numbers in combination with your security codes or passwords. If we have any reason to collect Sensitive Personal Data, we will do so in accordance with your rights and choices, as described in the "your rights" section, and for a clearly defined business purpose.

Retention of personal data

We will retain your personal data for the purposes set out in our notices for 7 years from the last date of communication with you or longer if necessary for tax or accounting purposes, to ensure that we can defend ourselves or make a claim, resolve disputes, make enforce our contractual rights or where we have a legitimate need, although we generally will not. When personal data is no longer required, we anonymize or securely delete it.

Children's personal data

Our Site is not directed to children under the age of 15 and we do not knowingly collect personal data from minors. We encourage parents and guardians to observe, participate, monitor, and guide their online activity.

If you believe that your child provided this type of information on our site, we encourage you to contact us immediately to have such information removed from our records.

If you are under the age of 15, we advise you not to use the Site or promotions or share personal data with us.

Your rights

The rights related to your personal data under data protection laws include:

Access. You can ask us to confirm whether we are processing your personal data, provide you with details about that processing and give you a copy of your personal data. There is no charge for the copy request.

Eliminate. You can ask us to delete your personal data if the conditions are met. We are not required to comply with your request to erase your personal data if the processing of your personal data is necessary for compliance with a legal obligation (see Information Sharing point) or for the establishment, exercise or defense of legal claims .

Objection. You may object in writing to any processing of your personal data, which is carried out on the basis of our legitimate interests, if you believe that your fundamental rights and freedoms outweigh our legitimate interests.

If you object in writing to our processing of your personal data, we will have the opportunity to demonstrate that we have compelling legitimate interests that override your request (such as any of the items listed under Information Sharing).

You may object to the processing of your personal data for direct marketing purposes, including profiling to the extent it is related to such direct marketing. We will then stop processing your personal data for direct marketing purposes.

Portability. You can ask us to provide your personal data in a structured, commonly used and machine-readable format, or you can request that it be transferred directly to another data controller, but only where our processing is based on your consent. The processing is carried out by automated means. It cannot be done if any of the subparagraphs indicated in the Information Distribution point is in process.

Rectification. You may ask us to update or correct information that you believe is inaccurate or incomplete; We can verify the accuracy of the data before rectifying it.

Restriction. You can ask us to restrict (ie keep but not use) your personal data except where it involves the application of the Information Sharing point.

Withdrawal of Consent. You can withdraw your consent where the processing is based on a consent you have previously provided. Your withdrawal of consent will not affect the lawfulness of the processing carried out before your withdrawal of consent became effective.

Exercise of Rights

To exercise your rights, please contact us using the México Amazing & Unforgettable email address. We do not discriminate based on whether you choose to exercise your options and rights, and based on your exercise of rights, we will not deny you Offers; charge you different rates (including through penalties or discounts/benefits); provide a different level or quality of Offerings; or suggest that you may be treated so differently. We will process any request in accordance with applicable laws within a reasonable period of time. In order to properly process a request, we may need to verify your identity before taking any action related to the request.

If you have any questions, concerns, or comments about our privacy policy, you may contact us using the contact information for México Amazing & Unforgettable.

We reserve the right to make changes to these policies. Any changes to these policies will be posted.