Privacy Policy Analysis- Sandals Resorts

**Service:** Sandals and Beaches Resorts

**Category:** Hospitality/Travel

**Policy URL:** <https://www.sandals.com/privacy-policy>

**Date Accessed:** April 10, 2025

**Date App Downloaded:** July 2017

## 1. Data Collection

* **What personal data is collected?** Collects personal details (name, address, email), travel details, payment info, IP address, and health/dietary information.
* **Is location, device, or behavioral data included?** Location and behavioral data (e.g., browsing activity) included.
* **Are cookies or trackers used?** Yes, cookies and web trackers are used, including Google Analytics.

## 2. Data Sharing

* **Who is data shared with (advertisers, partners)?** Data is shared with resorts, airlines, booking systems, IT providers, and occasionally governments.
* **Is there international data transfer?** Yes, international data transfers to Canada, Islands in the Caribbean, India and Honduras.
* **Does the company use third-party processors?** Third-party processors are used for services like marketing and database maintenance.

## 3. User Rights

* **Can users access their data?** Access, deletion, and correction rights acknowledged (varies by jurisdiction).
* **Can users delete or correct their info?** Deletion is allowable unless necessary for transactional/contractual purposes. Data correction is not mentioned.
* **Is data portability supported?** Data portability is not clearly addressed.

## 4. Opt-Out Options

* **Can users opt out of tracking, marketing, or data sales?** Opt-out available via email or form submission.
* **How easy is the opt-out process?** Requires identity verification; some data sharing may still occur due to contractual/legal reasons.

## 5. Update Procedures

* **How are users notified of policy changes?** Via Sandals website
* **Are there version histories or changelogs?** No version history; consent is implied by continued use.

## 6. Clarity & Readability

* **What grade level is the text?** Unclear. It is detailed, comprehensive and long.
* **Is the policy long or hard to follow?** The policy is long, approximately 28 pages when copied and pasted onto a word document. The formatting of clearly defined sections is helpful when searching for specific pieces of information.
* **Are there user-friendly summaries or visuals?** Regional supplements available (e.g., CCPA, GDPR). There is a matrix provided summarizing the categories of data collected , how it is collected and how it is used.

## Summary Matrix

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| --- | --- | --- |
| **Feature** | **Yes/No** | **Notes** |
| Access Rights | Yes | Via request form; varies by state (e.g., CCPA) |
| Correction Rights | No | Not mentioned |
| Deletion Rights | Yes | Users can request deletion of their personal data, subject to legal exceptions. |
| Data Portability | No | Not mentioned |
| Data Sharing Stated | Yes | With affiliates, IT providers, resorts, and under legal obligation |
| Opt-Out Available | Yes | Users can opt out of marketing communications but not those required for operational communications. |
| GDPR/CCPA Mentioned | Yes | Mentions CCPA, CPRA, GDPR, and multiple U.S. state privacy laws including CPA and VCDPA |