Privacy Policy Analysis- Sandals

\*\*Service:\*\* Sandals Resorts International

\*\*Category:\*\* [Insert Category]

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

<https://www.sandals.com/eu-privacy-policy/>-EU

<https://www.sandals.com/canada-privacy-policy/> -Canada

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## 1. Data Collection

- What personal data is collected?

- Is location, device, or behavioral data included?

* Yes

- Are cookies or trackers used?

* Yes
  + Strictly Necessary, Performance, Functionality and Targeting Cookies are used
  + The Site may also use third-party analytic tools such as Google Analytics
  + **Other trackers are not specifically listed**

## 2. Data Sharing

- Who is data shared with (advertisers, partners)?

* The resort at which you are staying;
* The airline providing your flights;
* Other entities or the affiliates within our group who participate in the booking process for the services provided
* Our booking system provider
* Our tour provide if you choose to book a tour;
* The Sandals Foundation if you choose to make a donation;
* Third party service providers we are using to provide services that involve data processing such as IT and system administration services;
* Third parties we have engaged to run customer surveys on our behalf;
* Professional advisers including our legal teams (both internal and also external law firms), bankers, auditors and insurers to the extent such information is relevant to the performance

- Is there international data transfer?  
- Does the company use third-party processors?

## 3. User Rights

- Can users access their data?  
- Can users delete or correct their info?  
- Is data portability supported?

## 4. Opt-Out Options

- Can users opt out of tracking, marketing, or data sales?

* You may choose not to receive direct marketing communications from Unique by notifying Unique via email
* Opt out of tracking- Visit Google Analytics Website
* - How easy is the opt-out process?

## 5. Update Procedures

- How are users notified of policy changes?  
- Are there version histories or changelogs?

## 6. Clarity & Readability

- What grade level is the text?  
- Is the policy long or hard to follow?  
- Are there user-friendly summaries or visuals?

## Summary Matrix

|  |  |  |
| --- | --- | --- |
| Feature | Yes/No | Notes |
| Access Rights |  |  |
| Deletion Rights |  |  |
| Data Sharing Stated |  |  |
| Opt-Out Available |  |  |
| GDPR/CCPA Mentioned |  |  |