**1. Introduction**

Welcome to **Destination Vista**, a platform operated and maintained by **[Your Company Name]**, registered under the applicable laws of India.

Your privacy is of utmost importance to us. We are deeply committed to ensuring the confidentiality, integrity, and lawful handling of your personal and sensitive personal data. Whether you are a user exploring or booking travel packages, or a vendor listing your offerings on our platform, this Privacy Policy governs your data relationship with us.

This document is framed in strict accordance with:

* The **Information Technology Act, 2000**,
* The **Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011** ("SPDI Rules"),
* The **IT (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021**, and
* In anticipation of the **Digital Personal Data Protection (DPDP) Act, 2023**.

This Privacy Policy aims to clearly outline:

1. **What types of information** we collect from users and vendors,
2. The **lawful basis and purposes** for collecting and processing such data,
3. How we **store, protect, and handle** your information securely,
4. With whom your data may be **shared or disclosed**, and under what conditions,
5. Your **rights and controls** as a data principal, including how to access, correct, or delete your personal data,
6. The **grievance redressal mechanism** available to you in case of data-related concerns.

We believe in **transparency, accountability, and user empowerment** when it comes to personal information. By accessing or using the Destination Vista platform, you agree to the terms outlined in this policy. If you do not agree, we advise you to refrain from using our services.

This policy is applicable to:

* All **users**, **visitors**, and **customers** using Destination Vista’s services,
* All **vendors**, **travel partners**, and **third-party providers** engaging with our platform,
* All persons whose data is collected, stored, or processed as part of our operations.

We encourage you to read this Privacy Policy in full to understand how your data is managed and what rights you have under Indian law.

**2. Applicability**

This Privacy Policy applies to **all individuals and entities** who interact with **Destination Vista**, whether directly through our platform or indirectly through affiliated services. It governs the collection, use, processing, disclosure, and retention of personal and sensitive personal data as per Indian data protection laws.

**a) Visitors and Browsers**

Individuals who access the **Destination Vista** website or mobile application without registering an account. This includes:

* People browsing destinations, offers, and blogs,
* Users exploring travel content or general platform features,
* Individuals interacting with our promotional materials or newsletters.

Even if you do not create an account, certain non-personally identifiable information such as cookies, device details, and IP addresses may still be collected during your visit.

**b) Registered Users (Customers)**

Individuals who register, log in, and use the Destination Vista platform to:

* Explore, book, and manage travel packages,
* Make payments via Payment gateway or other supported gateways,
* Interact with support, leave feedback, or subscribe to updates,
* Use wallets, generate invoices, or receive digital tickets.

All data provided during signup, booking, transactions, or user activity is subject to this Privacy Policy.

**c) Vendors, Service Providers & Travel Partners**

This includes all **third-party vendors**, **travel agencies**, or **individual professionals** who:

* Create an admin/vendor account on the platform,
* Submit travel packages or blog content for listing,
* Manage bookings, customer feedback, and wallet transactions,
* Request payouts or interact with the Super Admin.

Vendor-specific data such as wallet balances, payout requests, package performance, and communication history will be collected and used within the limits of this policy.

**d) Users of Integrated Services**

This policy also applies to those interacting through **integrated platforms**, such as:

* Payment gateway users,
* Social login,
* Maps, OTP verification, and newsletter signup forms.

**e) Grievance Submitters & Legal Authorities**

Any individual who:

* Submits a data access, correction, or deletion request,
* Files a privacy complaint or grievance,
* Contacts Destination Vista under rights provided by law.

Their data (email, phone, identity proof if required) is stored solely for the purpose of resolution and legal documentation.

**f) Scope of Channels**

This policy is applicable across all access channels:

* Official website (desktop and mobile versions)
* Mobile applications (iOS/Android) – if available
* Embedded widgets, emails, chatbot, and any digital media interaction

If you interact with **Destination Vista** in any of the above capacities, this Privacy Policy is binding on you and governs how your personal data is treated.

**3. Legal Basis for Data Collection and Processing**

At **Destination Vista**, the collection and processing of personal and sensitive personal data is conducted only when there is a **valid legal basis**, as required under Indian law, including the **Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011**, and in anticipation of the **Digital Personal Data Protection (DPDP) Act, 2023**.

We rely on the following lawful bases:

**a) Consent (Explicit or Implied)**

We collect and process your data with your **explicit consent** when required by law. For example:

* When you register an account or subscribe to our newsletter.
* When you voluntarily provide personal details during package bookings.
* When you accept our cookie banner or agree to marketing communications.

In some cases, **implied consent** may be inferred from your actions—such as browsing the platform while logged in or continuing to use a feature after being notified of data usage.

You have the right to withdraw consent at any time by contacting us at [**privacy@destinationvista.in**](mailto:privacy@destinationvista.in), without affecting the legality of processing prior to withdrawal.

**b) Contractual Necessity**

We may process your information where it is essential to fulfil a **contractual obligation** between you and Destination Vista. This includes:

* Booking and confirming travel packages,
* Generating invoices and processing payments,
* Enabling wallet transactions and vendor payouts,
* Communicating trip details and alerts.

Without this data, we would not be able to deliver our core services effectively.

**c) Legal Obligation**

In certain cases, we are required to collect and retain specific personal data to comply with **legal and regulatory obligations** under Indian laws. For instance:

* Verifying user identities under KYC guidelines (if applicable),
* Storing transaction details and invoices for tax purposes,
* Providing data to law enforcement agencies under lawful directives,
* Complying with IT Act 2000 and related amendments or future data protection legislation.

Such processing is mandatory and does not require consent.

**d) Legitimate Interest**

We may process certain personal data to fulfil our **legitimate interests**, provided such processing does not override your fundamental rights and freedoms. This includes:

* Improving platform performance and user experience,
* Analysing booking trends and user behaviour for business intelligence,
* Preventing fraud, abuse, and unauthorized access,
* Enforcing our terms, detecting system misuse, and securing the platform.

Wherever legitimate interest is used as a legal basis, we conduct internal assessments to ensure fairness and necessity.

**4. What We Collect**

To provide our services effectively, Destination Vista collects various types of information from users, vendors, and visitors. All data collected is done so **lawfully, transparently, and solely for the purposes outlined in this Privacy Policy**.

The types of information we collect fall into three broad categories:

**A. Personal Information (PI)**

As defined under the **Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011**, "personal information" refers to any data that relates to a natural person and helps identify them either directly or indirectly.

We may collect the following **Personal Information** from users and vendors:

* **Full Name**: Required for identification, booking records, and communications.
* **Phone Number**: Used for OTP verifications, trip alerts, and support.
* **Email Address**: Used for confirmations, newsletters, receipts, and dispute handling.
* **Date of Birth** *(if required)*: May be used for age-specific travel offers, identity verification, or travel insurance options.
* **Gender** *(optional)*: Used for personalization or analytics but never mandatory.
* **Address and Pin Code**: Essential for invoicing, geo-based package suggestions, and pickup/delivery logistics where applicable.

This data is collected when you register, make a booking, subscribe to communications, or update your profile.

**B. Sensitive Personal Data or Information (SPDI)**

As per the **SPDI Rules, 2011**, certain types of information are considered *sensitive* and are subject to enhanced protection.

Destination Vista only collects SPDI when **necessary for service delivery**, and ensures **explicit consent** wherever required.

The SPDI we may collect includes:

* **Passwords**: Stored in hashed/encrypted format and never shared.
* **Financial Data**: Includes partial card details, UPI IDs, Payment gateway reference numbers, or wallet transaction logs. This is used for payment verification, refunds, and audit trails.
* **Location Data**: May be collected when planning pickup/drop points, showing nearby destinations, or tailoring services geographically.
* **Booking History**: All previous and current bookings linked to your account. This is used for trip planning, rebooking, and personalized offers.
* **Health-Related Information** *(only if voluntarily provided)*: e.g., wheelchair accessibility, dietary preferences. This is only used to customize the travel experience.

We do **not** collect biometric data, sexual orientation, religious beliefs, or other categories of sensitive data unless explicitly disclosed and required for a service.

**C. System and Technical Information**

To improve security, performance, and personalization, we collect technical metadata during your use of the website or app.

This includes:

* **IP Address**: Used for location inference, fraud detection, and security alerts.
* **Device ID**: Helps manage sessions and track logins.
* **Session Activity Logs**: Includes clicks, time spent on pages, user flow, and form interactions.
* **Cookies**: Used for remembering preferences, maintaining sessions, and conducting analytics.
* **Browser and Operating System Metadata**: Helps optimize platform performance across devices and troubleshoot user issues.

**5. How We Collect Your Data**

At **Destination Vista**, we collect your personal and sensitive personal data through a combination of **direct user interaction**, **automated systems**, and **third-party integrations**. All methods of collection are guided by principles of transparency, user consent, and necessity.

The following channels and mechanisms are used to gather your data:

**A. Direct Input (Manual Submission)**

This refers to data you voluntarily provide when interacting with our platform.

**Examples include:**

* **Account Registration**: Name, email, phone number, and password are collected during sign-up.
* **Booking Forms**: Travel preferences, location, date selection, passenger count, and package selection.
* **Payment Forms**: Financial details (entered on Payment gateway), billing address, and promotional code usage.
* **Feedback and Contact Forms**: When you submit queries, complaints, or reviews.
* **Profile Editing**: Updating personal details, wallet preferences, or notification settings.

This data is inputted knowingly by you and often captured through secure HTTPS forms.

**B. Automated Tracking (Background Collection)**

When you use our website or mobile app, we automatically collect certain non-personal and behavioural data to optimize your experience, secure the system, and generate insights.

**This includes:**

* **Cookies**: Small data files stored in your browser to remember session preferences, language settings, and login states.
* **Session Logs**: Track navigation behaviour like pages visited, buttons clicked, and time spent.
* **Device and Browser Metadata**: Collected to ensure compatibility, load speed optimization, and layout accuracy.
* **Usage Analytics**: Tools like Google Analytics or Hotjar may track aggregated user journeys, heatmaps, and referral sources.

You will always be informed about cookie use via a banner/pop-up, with the ability to manage your preferences.

**C. Third-Party Integrations (APIs & SDKs)**

To deliver certain core functionalities, we integrate with verified third-party services that may also collect or process limited user data, as per their respective privacy policies.

**Key integrations include:**

* **Payment gateway** (Payment Gateway): Handles card/UPI payments, captures payment metadata, and stores transaction IDs.
* **Google Maps API**: Used for destination selection, pickup/drop locations, and map-based browsing.
* **OTP Verification APIs** (e.g., Msg91, Twilio): Used to verify user identity securely during sign-up or password reset.
* **Mailing Platforms** (e.g., SendGrid, Mailchimp): Used for automated emails like confirmation, promotions, or newsletters.

Wherever these services are involved, only **the minimum necessary data** is shared, and the third parties are contractually bound to maintain confidentiality and data protection.

In all cases, Destination Vista ensures that data collection is:

* **Proportionate to purpose** (we never collect unnecessary data),
* **Legally justifiable** (with appropriate consent where needed), and
* **Technically secure** (collected via encrypted channels and protected storage).

**6. How We Use Your Data**

The personal and sensitive personal data collected through Destination Vista is processed **strictly for legitimate, contractual, and consent-driven purposes**. We maintain a principle of **purpose limitation**, ensuring that your data is used **only for the reasons it was collected**, and not for any unrelated or undisclosed activities.

Below are the key purposes for which your data may be used:

**A. For Booking, Payment, and Customer Support**

* To allow users to **browse, select, and book travel packages** across various destinations.
* To process secure **online payments via Payment gateway or wallet transactions**, including handling refunds where applicable.
* To **generate digital invoices, booking confirmations, and travel summaries**.
* To resolve queries and issues submitted via our **customer support channels**, email, or chat, ensuring you receive a seamless service experience.

**B. For Vendor Coordination and Trip Scheduling**

* Your booking details (limited to what's necessary) may be **shared with the relevant vendor** or service provider to coordinate travel logistics, pickup/drop arrangements, or special requests (e.g., dietary or mobility needs).
* Vendors use this data to **schedule trip components**, assign resources (vehicles, guides, etc.), and prepare tailored itineraries.
* We also use user insights to **track vendor performance, feedback, and transaction reliability**.

**C. To Send Transactional & Promotional Communications**

* You may receive **transactional communications**, such as:
  + Booking confirmations,
  + Payment success/failure alerts,
  + Itinerary updates, and
  + Cancellation/refund notifications.
* With your consent (or under implied usage scenarios), you may also receive **marketing communications**, such as:
  + New package announcements,
  + Exclusive seasonal offers,
  + Destination tips and blog digests,
  + Travel reminders and wallet usage alerts.

You can opt-out of promotional emails or SMS anytime using the unsubscribe link or by emailing us at: [**privacy@destinationvista.in**](mailto:privacy@destinationvista.in)

**D. To Monitor Fraud, Abuse, and Misuse**

* We analyse usage patterns to detect and prevent:
  + Unauthorized access or account compromise,
  + Suspicious transactions or fake booking attempts,
  + Multiple account abuse or spamming.
* Our systems may temporarily **flag or restrict accounts** demonstrating irregular behaviour until verified.
* We may retain logs and IP information to **assist law enforcement** in the event of cybercrime or fraud investigations.

**E. For Personalization and Recommendations**

* We use your past bookings, browsing history, and location data to:
  + Show relevant travel suggestions,
  + Display nearby or trending packages,
  + Offer personalized discounts based on wallet activity or loyalty,
  + Re-target you with relevant ads (if permitted).

This ensures a **custom-tailored experience**, making trip planning more intuitive and enjoyable.

**F. For Compliance with Legal, Tax, and Regulatory Obligations**

* We store your **booking records, wallet usage, and payment invoices** in compliance with:
  + **Indian tax regulations** (e.g., GST invoicing),
  + **Digital payments monitoring**, and
  + **Audits and inspections** by regulators or authorized personnel.
* Your data may also be disclosed to **government bodies** under lawful instructions (e.g., cybercrime units, GST departments, IT authorities), as per the **Information Technology Act, 2000** and related rules.

All data usage practices at Destination Vista are **documented, regularly reviewed, and guided by Indian law** and the emerging standards of **user data sovereignty and protection**.

**7. Data Sharing & Disclosure**

At **Destination Vista**, we follow a strict policy of **non-commercialization of user or vendor data**. We **do not sell, rent, or trade** your personal or sensitive personal data to third parties for profit or unsolicited marketing purposes.

However, to **deliver core services, maintain compliance, and ensure operational integrity**, your data may be shared **under specific, controlled, and legally permitted circumstances** as outlined below:

**No Selling of Personal Data**

We reiterate that your information:

* Is **never sold to advertisers, marketing companies, or data brokers**,
* Is **not shared for third-party marketing purposes** without your explicit opt-in consent,
* Is used **only for Destination Vista’s own service and platform operations**.

**A. With Payment gateway and Verified Payment Gateways**

When you make a payment for a travel package or request a refund, limited personal data is securely shared with **Payment gateway or other integrated payment service providers** to:

* Initiate, verify, and confirm transactions,
* Detect payment fraud or misuse,
* Generate transaction IDs, billing references, and tax-compliant invoices.

**Data shared may include:**

* Your name and email,
* Phone number,
* IP address,
* Transaction metadata,
* UPI/card identifiers (as applicable).

All payment data exchange is protected under **PCI-DSS standards** and handled by the gateway’s own privacy and security frameworks.

**B. With Vendors and Service Providers (for Booking Fulfilment)**

For packages you book through Destination Vista, we may share **only the necessary and relevant user information** with the corresponding **vendor or travel service provider**, such as:

* Name of the traveller(s),
* Contact details (email or phone),
* Selected travel preferences (e.g., pickup point, dietary notes),
* Booking ID and dates of travel.

This information allows vendors to **prepare for your arrival, deliver the agreed service, and contact you for trip-related updates**. Vendors are bound by our internal **Vendor Agreement** which includes confidentiality clauses and data handling standards.

**C. With Government or Law Enforcement Agencies (upon Lawful Request)**

Destination Vista may disclose personal or sensitive data:

* When required to comply with **legal processes, judicial proceedings, or statutory mandates**,
* Upon receiving a **written request from a competent government authority**, including but not limited to:
  + Law enforcement (cybercrime units),
  + Tax authorities (for GST-related audits),
  + Regulatory agencies (IT Act compliance).

All such disclosures are made **after verifying the legitimacy of the request** and are **limited to what is specifically asked for**.

**D. With Auditors, Legal Advisors, and Professional Consultants**

To maintain platform transparency and comply with Indian corporate governance norms, we may provide **controlled and access-restricted data** to:

* Internal or external auditors during financial or compliance audits,
* Legal counsel for the purposes of dispute resolution or platform defence,
* Compliance officers reviewing adherence to DPDP, SPDI, or IT Rules.

All such parties are **legally bound by NDAs (Non-Disclosure Agreements)** or service contracts that restrict any unauthorized data usage or further sharing.

**Security Assurances on Sharing**

Before sharing any data with third parties:

* We conduct a **vendor security assessment**,
* Use **end-to-end encryption** or secured APIs,
* Impose **role-based access restrictions**,
* Ensure compliance with **ISO/IEC 27001** and other applicable standards where possible.

**8. Your Rights (as per Indian Data Protection Norms)**

At **Destination Vista**, we believe in empowering our users and vendors with control over their personal information. In accordance with the applicable Indian laws and upcoming Digital Personal Data Protection regime, you have several important rights regarding the data we collect and hold about you.

These rights help ensure that your data is handled **fairly, transparently, and lawfully**.

**A. Right to Access Your Data**

You have the right to **request access** to the personal and sensitive personal data that we hold about you. Upon verification of your identity, we will provide:

* A summary of your personal profile information,
* Your booking and transaction history,
* Associated communication preferences.

**Use case example:** You want to check what data we have stored under your email ID or phone number.

**B. Right to Rectify/Correct Inaccuracies**

If you believe that any information we hold is **inaccurate, outdated, or incomplete**, you may request us to correct or update it.

You can:

* Edit most profile data through your dashboard, or
* Request manual updates by contacting our privacy team.

**Note:** We may ask for identity verification to protect your account from unauthorized changes.

**C. Right to Withdraw Consent**

You may **withdraw your consent** for any data processing that was based on your prior agreement—such as marketing emails or certain optional profiling.

* Withdrawing consent **does not affect the legality of previous data use**, but will halt further processing.
* This withdrawal **may restrict your access to certain features** (e.g., personalized recommendations or wallet services).

Some data (like invoices or legal identifiers) may still be retained as per tax or contractual obligations.

**D. Right to Request Deletion (Right to Be Forgotten)**

You may request the **erasure of your data** from our records if:

* You no longer wish to use our services,
* You believe we no longer need your data for the purposes collected.

We will review your request and, where operationally feasible, delete the data—unless we are required to retain it by law (e.g., for taxation, accounting, fraud prevention, or audits).

For example: Booking records may be retained for 5 years due to GST compliance norms.

**E. Right to Opt-out of Promotional Communications**

You have the right to **unsubscribe from promotional messages** at any time.

Options to do so include:

* Clicking the **“unsubscribe”** link in any promotional email or SMS,
* Logging in to your account and adjusting **communication preferences**,
* Emailing us at: [**privacy@destinationvista.in**](mailto:privacy@destinationvista.in)

You will **still receive transactional communications**, such as booking confirmations, invoices, or password resets.

**How to Exercise These Rights**

To raise a privacy-related request or complaint, simply:

Email us at: [**privacy@destinationvista.in**](mailto:privacy@destinationvista.in)  
Include: your full name, registered email/phone number, and a brief description of your request.  
We will acknowledge your request within **7 days** and resolve it within **15 working days**, as per the **IT Rules (2021)** grievance redressal timelines.

We respect your right to control your data and are committed to ensuring that your privacy choices are honoured promptly and respectfully.

**9. Data Retention**

At **Destination Vista**, we retain personal and sensitive personal data only for as long as necessary to fulfill the purposes for which it was collected, or as required by applicable laws and regulatory frameworks.

Our **data retention practices** are designed to balance user convenience, business continuity, and legal compliance.

**A. Active User/Vendor Data**

We retain personal data of **active users and vendors** for as long as:

* Their account remains open and in regular use,
* They continue to engage with bookings, wallet usage, support, or platform communication,
* The data is necessary for customer support, service enhancements, or billing references.

Your data is actively maintained in our primary databases and accessible for account management, trip planning, and transaction tracking.

**B. Inactive or Dormant Accounts**

If an account becomes **inactive** (i.e., no login, no transaction, or no platform engagement for over 12 months), it is marked as **dormant**. Data from such accounts is:

* **Archived securely** after a 12-month inactivity period,
* Retained in backup servers or cold storage for an additional **12 months**, i.e., a total of **24 months from inactivity**,
* Reviewed periodically for anonymization or safe deletion unless a user reactivates their account.

Archived data is **not actively used for personalization or communication** but may be referenced for legal, fraud, or audit purposes.

**C. Legal & Regulatory Data Retention**

Certain categories of data are required by Indian law to be retained for a **minimum of 5 years**, regardless of user status.

These include:

* **Invoices and tax-related documents** (e.g., GST records, payment receipts),
* **Transaction logs** for financial auditing and reconciliation,
* **Wallet and payout records** of vendors and users,
* **Records of complaints or legal communications** submitted via the grievance officer.

We retain such data to comply with:

* The **Income Tax Act**,
* **Goods and Services Tax (GST) rules**,
* The **Information Technology Act, 2000**,
* Any instructions from a **judicial or regulatory body**.

**Data Deletion & Anonymization**

Once the retention period ends:

* Personal data may be **safely deleted** from our systems (if legally allowed), or
* **Anonymized and converted into statistical or historical datasets** for performance analytics.

User requests for early deletion are honored **subject to legal retention obligations** and will be documented for compliance.

**Compliance Logs**

We maintain internal logs of:

* Data access events (who accessed what and when),
* Data modification or deletion events,
* Archive and restoration events.

These logs are **encrypted, access-restricted**, and retained for **audit purposes**.

Destination Vista’s data retention policies are **audited annually** and updated to reflect changes in legal, technical, or operational needs. Our goal is to ensure that **no data is stored longer than necessary**, while still fulfilling our legal and service obligations.

**10. Data Security Measures**

At **Destination Vista**, we are committed to maintaining the **confidentiality, integrity, and availability** of the personal and sensitive personal data we process. We implement a layered and proactive **information security strategy** that combines technical, administrative, and procedural safeguards to protect data against unauthorized access, loss, misuse, and alteration.

Here are the key measures in place to secure your data:

**A. SSL Encryption on All Pages**

All communication between your browser or mobile device and our servers is secured using **HTTPS with SSL/TLS encryption**.

* This ensures that your data, including login credentials and payment details, is **encrypted in transit** and cannot be intercepted by attackers.
* Our certificates are issued by trusted Certificate Authorities (CA) and automatically renewed to ensure uninterrupted secure sessions.

**B. Secure Password Hashing**

User and vendor passwords are never stored in plain text.

* We use **industry-standard hashing algorithms**, such as **bcrypt** or **Argon2**, to store passwords securely.
* These algorithms are designed to be **computationally expensive**, making brute-force and rainbow-table attacks practically infeasible.
* Passwords are salted and hashed individually to further enhance protection.

**C. Two-Factor Authentication (2FA) for Vendor/Admin Access**

For sensitive areas of the platform (e.g., vendor dashboards, admin panels), we enforce **Two-Factor Authentication (2FA)**.

* Users must enter a **secondary verification code** (e.g., OTP sent to email or phone) in addition to their password.
* This drastically reduces the risk of account takeover, even if passwords are compromised.
* All super admin and high-privilege accounts are **mandatorily protected** with 2FA.

**D. Role-Based Access Control (RBAC)**

We implement **Role-Based Access Control (RBAC)** to ensure that only authorized users can access specific parts of the platform.

* **Vendors** can access and modify only their own packages and transaction history.
* **Admins and super admins** have tiered access levels based on their operational role.
* **Regular users** can only view and update their own bookings, profiles, and wallet data.

This prevents data leakage and accidental exposure across different user categories.

**E. Regular Vulnerability Assessments**

We regularly conduct internal and external **vulnerability assessments** and **penetration testing (VAPT)** to detect potential security flaws in our systems.

* These tests cover web application vulnerabilities (e.g., XSS, SQL injection, CSRF),
* Server and network-level vulnerabilities,
* API security audits for third-party integrations (e.g., Razorpay, Maps API).

All identified issues are patched promptly based on severity, and **security patches are applied routinely**.

**Other Notable Security Practices**

* **Audit Logs**: All access and modification events are logged, timestamped, and reviewed periodically.
* **Data Backups**: Encrypted backups are maintained to prevent loss during system failure.
* **Firewall & DDoS Protection**: Our infrastructure is protected by WAF (Web Application Firewalls) and anti-DDoS layers.
* **Session Expiry**: Inactive user sessions are auto-terminated to prevent hijacking.

We are also prepared to follow **CERT-In advisories** in the event of a cybersecurity incident and are committed to reporting any **data breaches or compromises** to authorities and affected users in accordance with Indian law.

**11. Cookies & Tracking Technologies**

To enhance user experience, monitor performance, and deliver personalized services, **Destination Vista** uses various types of **cookies and tracking technologies** on its website and web-based applications.

Cookies are small text files stored on your device when you visit a website. They help us **remember your actions, preferences, and settings**, and allow the platform to function efficiently and securely.

**Types of Cookies We Use**

**A. Session Cookies**

* These are **temporary cookies** that are created when you log in and are automatically deleted when you close your browser.
* Purpose:
  + Maintain your logged-in session,
  + Enable secure user authentication,
  + Prevent the need to re-enter credentials on every page.

Without session cookies, certain functionality such as booking management, wallet access, or profile updates would not work correctly.

**B. Analytical Cookies**

* These cookies collect **aggregated, anonymous data** on how visitors use the site.
* Purpose:
  + Measure user behaviour (e.g., clicks, bounce rate, scroll depth),
  + Identify website issues or navigation difficulties,
  + Understand usage trends to improve design and functionality.

**No personally identifiable data** is collected through these cookies unless explicitly permitted by the user.

**C. Functional Cookies**

* These cookies help store your platform-specific preferences to offer a **customized experience** each time you return.
* Purpose:
  + Remember preferred language, destination filters, or sort order,
  + Retain wallet choices and user display settings,
  + Enable or disable certain UI features based on your preferences.

Functional cookies improve usability and reduce the need to reset preferences manually.

**D. Advertising & Retargeting Cookies *(if applicable)***

* These cookies are used to track browsing behaviour for **advertising purposes**, such as:
  + Showing relevant travel offers on other websites or apps,
  + Retargeting users with previous interests,
  + Measuring the effectiveness of marketing campaigns.

They may be set by third-party platforms (e.g., **Facebook Pixel**, **Google Ads**, **LinkedIn Insight Tag**).

**Important:** These cookies are only deployed **after obtaining explicit opt-in consent** via a cookie banner or pop-up in compliance with ethical and emerging data protection standards.

**Your Rights & Cookie Management Options**

You have full control over how cookies are stored and used on your device.

**You can:**

* **Accept or reject** non-essential cookies via our **cookie consent banner**,
* **Delete or block** cookies entirely through your browser settings,
* Use **browser extensions or privacy tools** to manage cookie behaviours.

**Please Note:** Disabling cookies may impact the availability or functionality of some features, such as keeping you signed in, accessing your wallet, or viewing personalized content.

**Security & Data Handling**

All cookies used by Destination Vista:

* Are **secure**,
* Contain **no harmful code**,
* Are not used to **extract personal files or information** from your system.

Data collected via cookies is processed in accordance with our **Privacy Policy** and never sold to third parties.

Destination Vista periodically reviews its cookie policy to ensure compliance with both Indian privacy standards and global data ethics. We aim to be transparent and respectful of user consent at every step.

**12. Children’s Privacy**

At **Destination Vista**, we take the privacy and protection of children’s personal data very seriously. Our platform is designed primarily for use by individuals who are **18 years of age or older**. We do **not knowingly solicit, collect, process, or store** any personal or sensitive personal data from individuals under the age of 18, without the verifiable consent and supervision of a parent or legal guardian.

**No Direct Use by Minors (Under 18)**

* Users must be **at least 18 years old** to create an account, make bookings, register as a vendor, or access wallet services.
* During account creation, users may be asked to confirm that they meet this age requirement.
* If we become aware that a user is under 18 and has provided personal data **without parental authorization**, we will take steps to **terminate the account** and securely **delete any associated data**.

**Supervised Access Exception**

In rare cases where a travel package or booking includes minors (e.g., family vacations), their participation must be **registered under the parent or guardian's account**, and:

* Only the **adult user is permitted to make the booking**,
* The minor’s data (e.g., name, age) is collected **only as part of the travel manifest**, and
* Such data is used solely to fulfil the service (e.g., ticketing, accommodation arrangements) and is **deleted after the trip concludes**, unless retention is legally required.

**Compliance with Indian Laws on Children’s Data**

Under the upcoming **Digital Personal Data Protection (DPDP) Act, 2023**, processing personal data of children (defined as those below 18 years) requires:

* **Explicit consent from a parent or guardian**, and
* **Prohibition on behavioural tracking or targeted advertising** for minors.

While the Act is yet to be fully enforced, **Destination Vista proactively adheres to its principles** by:

* Avoiding the profiling or marketing of travel packages directly to children,
* Ensuring any child-related data is processed **only in relation to adult-supervised services**.

**Reporting and Removal of Child Accounts**

If you believe that a child under 18 has registered or is using the platform **without appropriate consent**, please contact us immediately at:

[**privacy@destinationvista.in**](mailto:privacy@destinationvista.in)  
+91-XXXXXXXXXX

Upon verification, we will:

* Suspend or terminate the account,
* Notify the parent/guardian (if known),
* Erase all stored data, unless legal or transactional requirements apply.

Destination Vista is committed to protecting the rights of minors and ensuring that our platform remains a **safe and responsible space for adults and families** planning travel.

**13. Grievance Redressal Mechanism**

At **Destination Vista**, we are committed to ensuring that your rights as a user, vendor, or visitor are respected at all times. To facilitate accountability, transparency, and quick resolution of issues, we have implemented a formal **Grievance Redressal Mechanism** as required by the **Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021**, issued under the **Information Technology Act, 2000**.

This mechanism provides you with a **structured process to raise complaints** regarding misuse of data, security breaches, content issues, or violations of your rights under this Privacy Policy.

**Grievance Officer Details**

As mandated by Rule 3(2)(a) of the IT Rules, 2021, we have designated a **Grievance Officer** to address complaints related to:

* Data protection and privacy issues,
* Platform misuse or abuse,
* Inaccurate or harmful content (blogs, listings),
* Delay in response or inaction on platform features,
* Account-related grievances (suspension, access, deletion),
* Any breach of this Privacy Policy or Terms & Conditions.

**Grievance Officer**  
**Email:** [grievance@destinationvista.in](mailto:grievance@destinationvista.in)  
**Phone:** +91-XXXXXXXXXX  
**Working Hours:** Monday to Friday, 10:00 AM – 6:00 PM IST

**How to File a Grievance**

If you wish to lodge a grievance, please include the following details in your communication:

1. **Your full name** and registered contact details (email/phone),
2. **Exact nature of the grievance** (with context or screenshots if possible),
3. **Date and time** of the incident or platform interaction,
4. **Relief sought** or action expected from Destination Vista.

You can send your grievance via email to [**grievance@destinationvista.in**](mailto:grievance@destinationvista.in) or submit it through any official support channel mentioned on our website.

**Resolution Timeline**

* All grievances will be acknowledged **within 24–72 hours** of receipt.
* A formal response and resolution will be provided **within 15 business days**, in line with Rule 3(2)(a) of the IT Rules, 2021.
* In cases requiring investigation or third-party coordination (e.g., vendors, legal), the timeline may extend with written intimation to the complainant.

**Escalation**

If you are unsatisfied with the resolution provided by our Grievance Officer, you may escalate the issue to:

* **Senior Compliance Officer** (if applicable), or
* Lodge a complaint with the **appropriate regulatory authority**, including CERT-In or any authority notified under the upcoming **Digital Personal Data Protection (DPDP) Act, 2023**.

**Our Commitment**

Destination Vista strives to build a trustworthy and legally compliant platform. We are fully committed to resolving user and vendor issues in a **respectful, timely, and fair manner**, in accordance with applicable Indian laws and global data governance norms.

**14. Data Transfer Outside India**

At **Destination Vista**, we prioritize **data localization** and strive to ensure that all user and vendor data is stored, processed, and retained within the geographical boundaries of **India**, wherever possible. Our primary servers and databases are hosted within India to comply with the principles of **data sovereignty** and national jurisdiction.

However, in the course of delivering specific platform services—especially those involving third-party tools, integrations, or APIs—**some limited data may be transferred to or processed in foreign jurisdictions**. These transfers are made under strict security conditions and only when absolutely necessary.

**A. Default Data Hosting – India**

* All core platform infrastructure, user databases, transaction records, and personal profile information are **hosted on servers located within India**.
* Our cloud service providers and data centres are compliant with **ISO/IEC 27001**, **SOC 2**, and other globally recognized standards.
* Wherever possible, we use **Indian data centres of global service providers** (e.g., AWS India, Azure India) to meet domestic storage requirements.

**B. Cross-Border Data Flow (When Necessary)**

Certain platform functionalities rely on third-party service providers whose infrastructure may reside outside India. These may include:

* **Payment processing APIs** (e.g., Razorpay, which may route international traffic),
* **Email delivery systems** (e.g., Mailchimp, SendGrid, which may use global routing),
* **Analytics & behaviour tracking tools** (e.g., Google Analytics, Hotjar),
* **Map APIs or geolocation services** (e.g., Google Maps, which may cache global location data).

In such cases:

* Only **the minimum required data** is transmitted for the function to work,
* Data is encrypted both **in transit** and **at rest**,
* The third parties involved are **bound by contractual clauses** ensuring data confidentiality, integrity, and non-disclosure.

**C. Protection Measures for International Transfers**

When data is processed or temporarily stored outside India, we ensure that:

1. **Adequate safeguards** are in place, including:
   * Data Processing Agreements (DPAs),
   * Standard Contractual Clauses (SCCs),
   * Vendor audits and security disclosures.
2. **Explicit user consent** is taken wherever required, especially if:
   * The data is sensitive personal information,
   * The service involves marketing, behavioural profiling, or identity matching.
3. **Jurisdictional restrictions** are respected. Data is **not transferred to countries restricted or blacklisted** by Indian cyber laws or government notifications.

**Compliance with Indian Data Laws**

While the **DPDP Act, 2023** is expected to formalize India's cross-border data transfer rules, Destination Vista already adheres to the following best practices:

* Data localization for critical personal information (as recommended by CERT-In and MeitY),
* Restriction on international profiling without user opt-in,
* Transparent disclosures in this Privacy Policy.

As and when the DPDP rules are notified, we will **update this policy and infrastructure** to reflect the latest legal position, including any **whitelisting of countries** or **central government permissions** required for data export.

**Your Rights & Control**

You may request to:

* Know whether your data is being transferred outside India,
* Revoke consent for international data processing (where not contractually required),
* Ask for details of the safeguards in place for such transfers.

Contact us at 📧 [**privacy@destinationvista.in**](mailto:privacy@destinationvista.in) for such requests.

Destination Vista’s global service integrations are **carefully selected, contractually secured, and technically vetted** to ensure your data is **protected at the same level abroad as it is within India**.

Certainly! Here's a fully expanded and professionally worded version of **Section 15: Updates to This Policy**, ensuring transparency and legal accountability, especially in light of evolving data protection regulations like the **Digital Personal Data Protection (DPDP) Act, 2023**.

**15. Updates to This Privacy Policy**

At **Destination Vista**, we recognize the importance of keeping our privacy practices aligned with **emerging legal requirements, technological advancements, and industry best practices**. This Privacy Policy is a living document that may be **updated from time to time** to reflect changes in applicable Indian laws, regulatory guidelines, or operational procedures.

**A. Legal and Regulatory Changes**

We continuously monitor developments in Indian data governance, including:

* The **Digital Personal Data Protection (DPDP) Act, 2023**,
* Amendments to the **Information Technology Act, 2000**,
* Notifications from **CERT-In**, **MeitY**, or relevant regulatory authorities.

When such changes impact how we collect, process, or store personal data, we **revise this policy** to ensure continued compliance and transparency.

**B. Operational or Service-Based Revisions**

Policy updates may also be prompted by:

* The introduction of new platform features (e.g., chatbots, AI recommendations),
* Integration of third-party APIs,
* Expansion of service regions or vendor partnerships,
* Change in data retention timelines or processing purposes.

We aim to ensure that **our data practices remain clear and accountable** throughout any such changes.

**C. How We Notify You**

When we make material changes to this Privacy Policy, we will:

1. **Publish the updated version** on our official website (typically on the Privacy Policy page),
2. **Indicate the date of the latest revision** at the top of the document,
3. **Notify all active users and vendors** via email or platform notification, especially if the changes:
   * Affect how your data is used or stored,
   * Introduce new third-party sharing, or
   * Alter your rights or consent conditions.

**D. Your Responsibility**

We encourage you to **periodically review this Privacy Policy** to stay informed about how we protect your information.

* Continued use of our services after changes have been notified or published will be deemed as your **acceptance of the revised policy**.
* If you **disagree with any changes**, you may choose to modify your preferences or discontinue use of the platform by contacting: 📧 [**privacy@destinationvista.in**](mailto:privacy@destinationvista.in)

Destination Vista is committed to maintaining an **open, honest, and legally compliant approach** to data privacy. We value your trust and are dedicated to upholding your rights as our platform grows and evolves.