**Data Retention & Deletion Policy – Destination Vista**

**Purpose of the Policy**

The **Data Retention & Deletion Policy** outlines how **Destination Vista** collects, stores, retains, and deletes user, vendor, booking, and administrative data in compliance with applicable laws, including the **Information Technology Act, 2000**, and **Digital Personal Data Protection Act, 2023**.

We ensure that all collected data is retained only as long as necessary for its original purpose and deleted securely when no longer needed.

**Types of Data We Retain**

We retain the following categories of data:

**1. User Registration Data**

* Full name, email ID, mobile number, date of account creation
* Stored securely to provide continuous access, booking records, and customer support
* Retention: **Until user requests deletion or account is inactive for 5 years**

**2. Vendor Data**

* Business name, contact details, GST information
* Package listing details and descriptions
* Retention: **While vendor account is active or for 7 years post-deactivation for audit & legal purposes**

**3. Tour & Package Booking Data**

* Destination details, dates, selected packages, booking history
* Useful for support, refunds, and historical preference tracking
* Retention: **7 years post-booking for compliance, taxation, and customer claims**

**4. Payment History**

* Transaction IDs, payment gateway status, refund requests
* We do **not store card details or bank account numbers**
* Retention: **7 years (as per Indian tax law and accounting requirements)**

**5. Communication Logs**

* Customer support chats, complaint forms, feedback, and email records
* Helps us improve support quality and resolve disputes
* Retention: **3 years or until issue resolution, whichever is longer**

**6. Admin and Super Admin Activity Logs**

* Login times, dashboard changes, package approvals, data updates
* Critical for audit trail, system integrity, and accountability
* Retention: **Permanently or until legal audit period ends**

**Data Deletion Policy**

**A. User-Initiated Deletion**

* Users can request deletion of their account from profile settings or by contacting support
* Upon verification, data will be anonymized or deleted within **30 days**
* Booking and payment history may be retained in anonymized form for auditing

**B. Vendor-Initiated Deletion**

* Vendors may request closure of their business account
* Listing data and GST details are retained for **7 years** post-deactivation

**C. System-Based Auto Deletion**

* Dormant accounts (no login/activity for 5 years) are flagged for auto-deletion
* Inactive communication logs older than 3 years are auto-deleted

**Secure Deletion Practices**

* All deletions follow secure data disposal methods (wiping/encryption-based destruction)
* We ensure compliance with **ISO 27001** and **CERT-IN** recommended practices

**Policy Review Cycle**

* This policy is reviewed **annually**
* Major changes will be communicated to users and vendors via email

**Contact for Data Deletion Requests**

To delete your data or inquire about retention:  
📧 **privacy@destinationvista.com**  
📞 **+91-XXXXXXXXXX**  
(Requests are processed within 7–30 business days.)