**Newsletter / Marketing Policy – Destination Vista**

**Purpose of the Policy**

This **Newsletter/Marketing Policy** explains how **Destination Vista** collects, uses, and manages user information for promotional activities, newsletters, and marketing campaigns. It ensures compliance with data privacy laws, promotes transparency, and respects the communication preferences of our users and vendors.

**1. User Consent & Opt-In Approach**

* Users **must explicitly opt-in** to receive marketing communications by:
  + Checking a consent box during sign-up
  + Subscribing via newsletter pop-ups or footer forms
  + Participating in promotional campaigns or giveaways
* All opt-ins are **voluntary** and include clear language explaining what types of communications users will receive.

**2. Types of Communications Sent**

Users may receive the following types of marketing content:

* **Newsletters** – Monthly updates, destination highlights, travel blogs
* **Exclusive Offers** – Limited-time discounts, package deals, promo codes
* **Tour Recommendations** – Based on search or booking behavior (personalized)
* **New Package Alerts** – When vendors list popular or trending tours
* **Vendor-Sponsored Ads** – Disguised vendor promotions under Destination Vista branding (no vendor name shown as per policy)

**Note:** No sensitive or financial data is shared in marketing messages.

**3. Frequency of Communication**

* Regular newsletters: **Once or twice a month**
* Special offers/promotions: **Up to 2 emails per week**
* Transactional messages (not marketing): Sent as required (e.g., booking confirmation)

Destination Vista ensures no **spamming** or over-communication. Frequency is monitored based on user feedback.

**4. Opt-Out / Unsubscribe Policy**

* Every email or SMS contains a visible **"Unsubscribe"** or **"Manage Preferences"** link.
* Users can also unsubscribe via their account settings.
* Once unsubscribed, users will stop receiving marketing communications within **72 hours**, but will still get **transactional and account-related emails**.

**5. Marketing Channels Used**

Destination Vista may use the following channels for promotional communication:

* **Email marketing** (primary)
* **SMS** (for limited-time offers and booking-related deals)
* **Push Notifications** (web & mobile app, only if opted in)
* **In-app Messages** (contextual messages within dashboard or booking flow)
* **Social Media Ads** (using hashed emails, with user consent)

**6. Third-Party Marketing & Ad Services**

* Destination Vista **does not sell or share** user contact information with external vendors or agencies.
* All external email or ad campaign tools used (e.g., Mailchimp, Sendinblue, Meta Ads) are **GDPR-compliant** and **integrated securely** with internal data systems.
* Anonymous behavior data may be used for targeted marketing, but without linking to identifiable user information.

**7. Data Protection & Compliance**

All marketing data is handled under:

* **India’s Digital Personal Data Protection Act, 2023**
* **Information Technology (Reasonable Security Practices) Rules, 2011**
* **GDPR (where applicable for international users)**

User data is encrypted, access-controlled, and **never used without clear permission**.

**8. Contact for Marketing Preferences**

For opt-out help, communication preferences, or questions about marketing emails:  
📧 **marketing@destinationvista.in**  
📞 **+91-XXXXXXXXXX** (Weekdays: 10 AM – 6 PM)