

Privacy Policy

Destination Panama City is committed to protecting the privacy of users of the Destination Panama City Website. The information we collect is used exclusively to facilitate services that we provide to you. We value your privacy and will take all necessary steps to protect it and maintain your trust.

This Privacy Policy explains the types of personal information we collect through our website, www.destinationpanamacity.com, how we use it, what we do not do with it, how you can view your information and update it, and how we keep it safe.

Our Promise

We will not communicate with you unless you expressly request it. We are committed to your privacy and will not share your personal information to any third-party that is not a trusted partner of Destination Panama City.

Our Commitment to Privacy

To make sure your personal information remains confidential, we communicate the privacy guidelines to every Destination Panama City employee, vendor and partner.

Destination Panama City does not knowingly solicit personal information from children or send them requests for personal information.

Destination Panama City and all program websites or email correspondence may contain links to other sites. Destination Panama City does not share your personal information with those sites and is not responsible for their privacy practices. We encourage you to learn about the privacy policies of those companies.

If we are going to use your personal information differently from that stated at the time we collect it, we will try to contact you via email using the most recent information we have. If you have not given us permission to communicate with you, you will not be contacted nor will we use your personal information in a new manner.

Destination Panama City's Privacy Policy is subject to change at any time. We encourage you to review the privacy policy regularly for any changes.

How to Contact Destination Panama City

Destination Panama City
1000 Beck Avenue
Panama City, Florida 32401
(850) 215-1700

For questions about privacy and data collection through www.destinationpanamacity.com, contact info@destinationpanamacity.com

Information We Collect

To better serve site visitors and customers, Destination Panama City collects two basic types of information from our customers:

Personally Identifiable Information: This is information that can be used to distinguish or trace an individual's identity, either alone or when combined with other personal or identifying information, that is linked or linkable to a specific individual. This information is voluntarily provided to us by our customers and is used by us for the purpose of fulfilling requests, inquiries or travel service orders. Destination Panama City does not rent or sell any of this information to anyone.

Aggregate User and Tracking Information: This information gives us insights on how our customers and site visitors use our site and our other products. This data is anonymous in nature and does not contain/is not linked with any personally identifiable information. We use this information to ensure that our website, e-mails and marketing efforts continue to appeal to our customers.

Information We Collect About You

Destination Panama City only collects personally identifiable information that you voluntarily provide to us. Examples of such personally identifiable information that you provide to us includes your:

- First and last name
- Physical address or postal address
- Phone number
- E-mail address
- Company name (when applicable)

Destination Panama City only requires personally identifiable information from you when it's needed to complete your purchase, fulfil your order or request, or when you voluntarily decide to register as a partner independent of a transaction.

Other Information We Collect

When you visit Destination Panama City web sites, we automatically collect some information about your visit using cookies, web beacons, log analysis software and other aggregate tracking technologies.

Navigation Information

Each time you visit Destination Panama City's website, anonymous navigation information is collected by our servers. This information includes:

- The type of browser and operating system you are using;
- The address of the referring site (i.e. the previous site you had visited) and the Web site you leave our site to visit;
- The date and time of your visit;
- Your server's IP address (a number which is unique to the machine); and
- The address of the pages you accessed.

This provides Destination Panama City with information about how the Website is used and navigated, including the number of hits, the frequency of visits and the duration of visits to each Web page on the site. It does not personally identify individual users.

User Data/Data Collection: Social Media (Features) and Widgets

Our Website includes social media programs and features, such as widgets and share buttons. If you choose to use these features, they may collect your IP address, which page you are visiting on our site, and may set a cookie to enable the feature to function properly. The social media programs, features and widgets we use are either hosted by a third-party or hosted directly on our site. Your interactions with these features are governed by the Privacy Policy of the company providing the feature(s).

Cookies

Cookies are files that contain small amounts of data. If your browser is configured to accept these files, they are stored on your computer's hard drive. Destination Panama City uses these data files when you visit our site to anonymously identify you. By using cookies, Destination Panama City is able to:

- Completely support and enhance your visit to our site;
- Better measure how many users view and navigate our site; and
- Better measure how effective our online marketing campaigns are performing.

If you wish, you may set your browser to refuse cookies. However, by refusing to accept a cookie, you will not be able to access some pages on www.destinationpanamacity.com. Since many Websites use some form of cookie technology, setting your browser to refuse cookies may restrict your access to certain information or product offerings on those Websites. Some Destination Panama City files remain on your computer's hard drive, unless you manually delete the file. Destination Panama City cookie files do not contain personally identifiable information or track an individual users' movement through our site.

A Destination Panama City third-party advertiser cookie file may also be placed on your hard drive during your visit to our website. The purpose of these types of cookies is to collect aggregate statistics about your visit to our website. These companies may use information (not including your name, address, email address, or telephone number) about your visits to this and other websites in order to provide advertisement about goods and services of interest to you. These cookies do not contain personally identifiable information.

For example, Google, as a third-party vendor, uses cookies to serve ads on www.destinationpanamacity.com. Google's use of the DoubleClick DART cookie enables it to serve ads to Destination Panama City users based on their visit to www.destinationpanamacity.com and other sites on the Internet. Users may opt out of the DART cookie by visiting the [Google ad and content network privacy policy](#).

Tracking Pixels

As a means of measuring the efficacy of the online advertising and marketing campaigns that Destination Panama City employs, Destination Panama City allows third-part advertising companies to use a single-pixel image file on our site to collect information about your visit. This information is anonymous in nature. It only identifies actions being performed on our website. It does not tie actions back to any individual user of our website. No personally identifiable information is collected during this process.

Certain Destination Panama City marketing and confirmation e-mails may also contain a single-pixel image file to detect when and whether you've opened the e-mail. Destination Panama City may also track clicks from e-mail communications using an internal or third-party tracking system. Destination Panama City uses this personal information to continually assess and improve the products and services we offer. Destination Panama City also uses this information to inform you of products and services, sales and special offers that might benefit you.

These tracking mechanisms are used to ensure that Destination Panama City Web sites and e-mails continue to provide relevant content that is interesting and useful to our customers.

Information from Third-Party Sources

Destination Panama City may periodically add or update information about you obtained from third-party sources. Examples include updated address or e-mail address information from

such sources as co-branded businesses, business partners or other third parties. This information can help us accurately fulfill orders or deliver purchase confirmation messages. We also receive aggregate information such as page views, search terms and click-through information from sources, such as companies we advertise with.

How We Use the Information We Collect

Destination Panama City may use your information, including personally identifiable information, for business purposes including, without limitation, for the following business purposes:

- To improve the quality of your www.destinationpanamacity.com visit;
- To complete your partnership or event purchase;
- To bill your credit card when you make a purchase or register for an event;
- To credit your credit card in the event that we issue you a refund;
- To notify you of any changes to your purchase;
- To send marketing communications and purchase confirmations that you have opted 0in to or otherwise agreed to receive; and
- To send surveys to you.

Additionally, Destination Panama City may use your non-personally identifiable information it collects during you site visit, during your interaction with our e-mails or during your interaction with our third-party marketing efforts for other purposes including, without limitation, the following:

- To better monitor in aggregate the effectiveness of our advertising and marketing campaigns;
- To better monitor in aggregate how visitors and customers are using our site;
- To ensure that our Web site and e-mails continue to provide relevant content that is interesting and useful to our customers;
- To uncover and diagnose problems with our servers; and
- For day-to-day system administration needs.

Special note: *Information we collect on how you use our site does not include personally identifiable information unless you choose to specifically provide us with such information.*

This information can be used to display targeted advertising. We do not use personally identifiable information to deliver such targeted advertising.

Additionally, Destination Panama City may use your information, including personally identifiable information for special purposes. Below are a few examples of special purposes:

- In disclosures to law-enforcement agencies when required by law;
- In disclosures to law-enforcement agencies and/or credit card companies in cases of partner fraud or in other cases where an individual poses a threat to the interests of Destination Panama City; and
- To resolve customer or credit card company disputes.

In some cases, we may choose to buy or sell assets. In these business transfers, partner information, including personally identifiable information, is typically one of the business assets that is transferred. Moreover, if Destination Panama City, or substantially all of its assets were acquired, or in the unlikely event that Destination Panama City goes out of business or enters bankruptcy, partner information, including personally identifiable information, would be one of the assets that is transferred or acquired by a third-party. You acknowledge that such transfers may occur, and that any acquirer of Destination Panama City may continue to use your personally identifiable information as set forth in this policy.

From time to time, Destination Panama City may enter into agreements with third-party providers for web analytic and other similar services. If Destination Panama City enters into such an agreement, Destination Panama City may share your information, including personally identifiable information, with the provider or such provider may have access to and collect your information on behalf of Destination Panama City. Your information, including personally identifiable information, may be stored with the provider. Before sharing or storing any customer information with a third-party provider, Destination Panama City shall ensure that any provider agrees to comply with the terms and conditions of this privacy policy. Additionally, Destination Panama City requires any third-party provider of web analytic or other similar services to maintain industry security standards to protect your information.

If you prefer your web browsing patterns on www.destinationpanamacity.com or our program sites to be tracked anonymously or if you prefer for you web browsing patterns to not be tracked in this way, please [click here](#) for opt-out options.

What You'll Receive from Destination Panama City

Destination Panama City believes that honest and clear communications with our partners is a key part of a great user experience. We only want to send you e-mails that you expect to receive or that you have requested. All of our e-mail contains clear information on how to unsubscribe, and we honor all requests as quickly as possible. Below are examples of types of communications you may receive from us.

Marketing or Promotional E-mails

If you sign up for one of our marketing e-mails either directly, at a live event, during a contest sign-up, or by any other means, we will send you the marketing e-mail that you have requested.

We only send these e-mails to site visitors and partners who sign up for one of our mailing lists or who agree to future contact regarding special promotions and offers from Destination Panama City. These mailing contain clear information on how to unsubscribe, and we honor all requests as quickly as possible.

If you are receiving e-mail from us and wish to unsubscribe, either follow the unsubscribe instructions in the e-mail, e-mail us, call us or send us a note via postal mail to inform us that you do not want to receive e-mail from our company.

Postal Mail

Upon order request, Destination Panama City will utilize your postal address to fulfill your order/request.

How to Opt-Out for Future Communications

In order to opt-out of future communications please [click here](#).

Answering Your Inquiries

When contacted either in person, via phone or email, we will use your email address, telephone number or postal address to respond to you.

Security

We make our best efforts to ensure that our systems are secure. Destination Panama City safeguards the security of the data you provide to us with physical, electronic and managerial procedures.

Your Right to Update Your Information

If you wish to update information held about you or your company by Destination Panama City, please email your new details to info@destinationpanamacity.com

About This Policy

The Destination Panama City Privacy Policy was posted on June 24, 2018. Destination Panama City reserves the right to change, alter or modify this policy for any reason at any time. In cases where there are substantial material changes to our policy with regard to the manner in which Destination Panama City handles personally identifiable information, we will provide prominent notice of the changes on our website. By submitting information to Destination Panama City, consent to its collection and use by us in accordance with this Privacy Policy.