



# Brighter Latitude

SEEK THE HORIZON

BRIGHTER LATITUDE - DATA PROTECTION

## Data Policy & Privacy Promise

How we use traveller information to shape, book, manage, and support Costa Rica journeys.

Last updated: 27 June 2026

**Our simple promise: we use your data only to create and manage your Costa Rica journey. We do not sell it, rent it, use it for unrelated advertising, or use your conversations or booking details to train AI models by default.**

This policy applies to Brighter Latitude website visitors, travellers, prospects, customers, and travel companions whose information is shared with us through the website, AI Journey Assistant, email, messaging, proposal, booking, payment, or trip-support process.

# 1. Our core commitment

Brighter Latitude helps travellers turn curiosity about Costa Rica into a personalised journey, then supports the practical steps required to propose, book, manage, and deliver that journey. To do this responsibly, we collect only the information each stage genuinely needs.

**We use your information to:**

- understand what you want to discover in Costa Rica;
- shape a first route idea and a formal proposal;
- tailor accommodations, activities, transfers, flights, pace, and budget fit;
- book and manage hotels, flights, tours, transfers, activities, confirmations, payments, changes, and refunds once you approve the proposal;
- support you before and during your trip;
- protect the service from spam, fraud, operational mistakes, or disputes connected to the journey.

**We do not:**

- sell, rent, or trade your data;
- use your travel conversation for unrelated advertising or profiling;
- publish your trip details or full AI conversation;
- train AI models on your messages or booking details by default;
- ask for passport, medical, emergency, or detailed child information during the first conversation;
- share more with suppliers than they need to quote, reserve, book, confirm, or support your trip.

# 2. What we collect and why

We collect less at the beginning and more only when your journey requires it. At the first stage, we focus on curiosity, travel style, timing, budget comfort, and contact details. If you approve a booking, extra details may be needed by hotels, airlines, tour operators, transfer providers, payment processors, or safety requirements.

Category	Examples	Why we use it
<b>Contact details</b>	Name, email, phone or messaging handle, country.	To respond, send route ideas and proposals, confirm bookings, and support your trip.
<b>Journey preferences</b>	Interests, pace, dates, trip length, traveller type, budget comfort, room style, activity preferences, and notes.	To shape the journey around you rather than a fixed package.
<b>Travel-party details</b>	Number of adults and children, ages where a hotel or activity requires them, broad comfort or mobility needs if you volunteer them.	To build a suitable route and avoid unsuitable activities or logistics.
<b>AI assistant conversation</b>	Your messages, preferences, clarifying answers, and route notes.	To understand your needs and prepare a route idea and proposal.
<b>Booking details</b>	Names as suppliers require; dates of birth, passport details, or ID details only where an airline, hotel, operator, or official process requires them for a confirmed booking.	To book, confirm, and manage your accepted journey.

Category	Examples	Why we use it
Payment and billing	Payment status, invoice details, payment-provider reference, billing contact, deposit/balance/refund status. We do not store card numbers.	To take deposits and balances, process refunds, pay suppliers, and keep booking records.
Website and security	Basic analytics, device or browser information, timestamps, anti-spam and security logs.	To keep the site working, understand demand, and prevent misuse.

**Budget information.** If you share a target budget, we use it to adjust accommodations, experiences, transfers, and trip pace so the journey fits what you are comfortable spending.

### 3. How we use your data

Your information is used for one connected purpose: to create and manage a better Costa Rica journey for you. This includes understanding your interests, creating a first route idea, preparing a formal proposal, confirming supplier availability, booking and managing hotels, flights, tours, transfers, activities and payments, supporting you before and during travel, and handling journey-related accounting, security, refund, or dispute needs.

We may study genuinely anonymous, aggregated patterns to improve our service, such as which types of travellers combine wildlife, volcanoes, and beach time. If information is not truly anonymous, we continue to treat it as protected customer data.

### 4. The AI Journey Assistant

The AI Journey Assistant helps make the first conversation easier. It asks clarifying questions, summarises your preferences, and helps prepare a high-level route direction. Important customer-facing details are human-reviewed before they are proposed, booked, paid, changed, or confirmed.

Safeguard	What it means
Human review	A person reviews proposals, supplier commitments, flight guidance, pricing, payments, refunds, and final booking instructions before they are confirmed.
No AI training by default	Your messages and booking details are not used to train AI models unless you separately and clearly agree.
Low-data first conversation	The assistant does not ask for passports, health details, emergency contacts, or detailed child information during the first conversation.
No sole decisions	The assistant does not make binding booking, payment, cancellation, refund, safety, medical, accessibility, or legal decisions by itself.
Transparency	You are told when you are using an AI-assisted experience, and important travel outputs are reviewed before action is taken.

### 5. Who we share data with

Because Brighter Latitude designs and manages real travel, some information must be shared with carefully chosen travel partners and service tools. We share only what each recipient needs to quote, reserve, book, confirm, deliver, or support the relevant part of your trip.

Recipient	What may be shared	Why
Hotels and lodges	Guest names, dates, room or family needs, traveller count, relevant preferences, and specific requests.	Reserve and confirm stays.

Recipient	What may be shared	Why
<b>Tour and activity operators</b>	Names, dates, group size, ages where relevant, pickup details, and safety-relevant needs if volunteered and necessary.	Quote, book, and deliver activities.
<b>Transfer providers</b>	Pickup/dropoff locations, dates and times, flight numbers, passenger names, luggage needs, and car-seat needs where relevant.	Arrange transport.
<b>Airlines and booking platforms</b>	Legal names, dates of birth, passport or ID details where required, ticketing details, and payment references.	Book and manage flights after approval.
<b>Payment processors</b>	Amount, billing details, payment status, invoice reference, and refund reference. Card data stays with the processor.	Take payments and process refunds.
<b>Technology tools</b>	Website, database, email, storage, AI assistant, analytics, and security data needed to run the service.	Operate and protect the service.
<b>Authorities, tax, accounting, safety, or dispute support</b>	Only what is reasonably required for the specific issue.	Handle journey-related obligations and protect travellers and the business.

**Supplier discipline: we do not forward full AI conversations to suppliers. We translate your preferences into only the booking facts each supplier needs.**

## 6. Sensitive details and family trips

Some information deserves extra care. We do not ask for sensitive details at the first conversation stage. If they become genuinely necessary for a confirmed booking, supplier requirement, accessibility need, dietary need, safety consideration, or flight/ticketing process, we collect the minimum amount and share it only with the specific recipient that needs it.

Data type	How we handle it
<b>Passport or ID details</b>	Collected only if required for a confirmed flight, hotel, operator, or official booking process. Not requested in the first conversation.
<b>Health, accessibility, mobility, dietary, or safety needs</b>	Collected only when volunteered by you or needed to make the journey suitable and safe. Shared only with the supplier that needs to know.
<b>Children and family details</b>	We may need child ages for hotels, tickets, activities, safety rules, or rooming. We do not market to children or create child profiles.
<b>Emergency contacts</b>	Requested only if needed for a confirmed journey or specific supplier/safety process.
<b>Tickets, confirmations, and travel documents</b>	Stored only where useful for booking management, customer support, supplier questions, or trip delivery.

## 7. Payments and booking records

When you approve a journey, Brighter Latitude may collect deposits or balances and use those funds to pay hotels, airlines, tours, transfers, activities, or other suppliers. Payment details are handled carefully.

- Card numbers are handled by the payment processor and are not stored in Brighter Latitude systems.
- We do not ask you to send card details through chat, email, WhatsApp, or the AI Journey Assistant.

- We keep invoice, payment, supplier-payment, refund, and confirmation records so we can manage the journey and answer reasonable questions later.
- We make the proposal and booking documents clear about what is included, what is pending, what has been paid, and what cancellation or refund terms apply.

## 8. Cookies and analytics

We use essential cookies needed to run the website. We use non-essential analytics only with your consent, where required, and our default is to keep analytics privacy-friendly. We do not use advertising pixels or unrelated retargeting unless we clearly tell you and give you the relevant choices.

## 9. International sharing

Your data may travel because your journey does. Delivering a Costa Rica trip may require sharing booking details with suppliers in Costa Rica. Running the website, payment process, email, AI assistant, database, or storage tools may also involve technology providers located outside your country. We keep this sharing tied to the journey and use only the information needed for the relevant purpose.

## 10. How long we keep data

We keep information only as long as it serves a journey, customer-support, accounting, supplier, refund, security, or dispute reason. Then we delete it, minimise it, or anonymise it where practical.

Data type	Typical retention approach
<b>Unconverted enquiries and AI conversations</b>	Usually reviewed or deleted within 6 months from the last meaningful contact if you do not continue.
<b>Route ideas and proposals</b>	Usually kept for up to 24 months from last contact unless you book, so we can continue the conversation if you return.
<b>Active trip records</b>	Kept while the journey is being proposed, booked, managed, travelled, and supported.
<b>Completed trip records</b>	Kept where needed for accounting, supplier questions, refunds, disputes, repeat customer service, or legal requirements.
<b>Passport, ID, health, emergency, or highly sensitive details</b>	Deleted or stripped out within 30-90 days after the trip where practical, unless an unresolved issue requires a temporary hold.
<b>Payment, invoice, refund, and supplier settlement records</b>	Kept as long as reasonably needed for accounting, refunds, chargebacks, disputes, and business records.
<b>Marketing consent records</b>	Kept until you unsubscribe or withdraw, plus a minimal suppression record where needed to avoid re-contacting you.
<b>Anonymous patterns</b>	Genuinely anonymous patterns may be kept for service learning, such as common route combinations or supplier response times.

## 11. Security

We use practical safeguards to protect traveller data. Access is limited to the people and systems that need it to operate the journey. We use reputable technology providers, strong passwords, two-factor authentication where available, and organised records for bookings and payments. If a data mistake or security incident creates meaningful risk, we work to contain it, understand what happened, notify affected travellers where appropriate, and improve the process.

## 12. Your choices

You can ask Brighter Latitude to update, correct, summarise, or delete information that is no longer needed. You can also ask us to stop using the AI assistant for your request where practical, or opt out of non-journey marketing.

Some information may need to remain because it is connected to an active booking, payment, refund, supplier issue, cancellation, chargeback, accounting record, safety matter, or dispute. Also, some hotels, airlines, tour operators, payment processors, messaging apps, or booking platforms may keep their own records under their own practices.

**Contact.** For privacy or data requests, contact Brighter Latitude at [privacy@brighterlatitude.com](mailto:privacy@brighterlatitude.com) or through the contact address shown on the website.

## 13. Updates to this policy

We may update this policy as the service, supplier network, technology tools, or booking process changes. The version on the Brighter Latitude website is the current version.

**Brighter Latitude uses data to shape the journey - not to exploit the traveller.**

End of policy.