



Brighter Latitude

SEEK THE HORIZON

Data Policy & Privacy Promise

How we use traveller information to understand, shape, coordinate, book, and support personalised Costa Rica land journeys.

WEBSITE VERSION 2.0 - LAST UPDATED 19 JULY 2026

Our promise	We collect only what we need to respond to your request and coordinate your journey. We do not sell or rent personal data.
Founder-led MVP	Information submitted through the AI-assisted discovery experience is sent to the founder for manual review and follow-up. No automated booking occurs.
Flights	You book flights directly. We use flight numbers and timing only where needed to coordinate transfers or land arrangements.
Website analytics	Google Analytics helps us understand website use and marketing sources. We do not intentionally send names, emails, discovery answers, or booking details to Analytics.

1. SCOPE AND COMMITMENT

Your journey data should have a clear purpose

Brighter Latitude helps travellers turn curiosity about Costa Rica into a practical land journey. This policy explains what we collect through **brighterlatitude.com**, our AI-assisted discovery experience, email, proposals, payments, and booking support.

Who this policy covers

It applies to website visitors, prospects, customers, and travel companions whose information is shared with us. When one traveller provides information about others, that traveller should have permission to do so.

Our simple promise

We use personal information to understand, propose, coordinate, book, and support the journey you ask us to help with. We do not sell or rent personal data, publish private trip details, or use booking information to train AI models by default.

What we use information for

- Understand what you want to discover, your dates, pace, comfort level, travel party, and budget.
- Prepare a free first route idea and, where appropriate, a detailed formal proposal.
- Request quotes and availability from selected accommodation, activity, guide, and transfer partners.
- Coordinate agreed land bookings, payments, confirmations, changes, and final trip guidance.
- Respond to questions before and during the journey about the components we coordinate.
- Operate and improve the website, understand demand, and measure marketing sources.
- Prevent spam, fraud, security incidents, operational mistakes, or disputes.
- Meet accounting, tax, recordkeeping, safety, or other lawful obligations that apply to the service.

What we do not do

We do not ask for card numbers, passport details, medical histories, or emergency contacts during initial discovery. We do not forward full discovery conversations to partners. We do not book flights as part of the MVP.

2. INFORMATION WE COLLECT

Less at discovery, more only when needed

The first interaction should stay light. Additional information is requested only when it is needed to quote, reserve, deliver, pay for, or support an agreed journey component.

Category	Examples	Why we use it
Contact details	Name, email, telephone or messaging handle, country, and preferred contact method.	To respond, send route ideas and proposals, confirm next steps, and support the journey.
Journey preferences	Interests, pace, dates or travel month, trip length, traveller type, budget comfort, room style, activity preferences, and notes.	To shape a journey around you rather than offer a fixed package.
Travel-party details	Number of adults and children, approximate ages where needed, room needs, and high-level mobility, dietary, or comfort needs you choose to share.	To check suitability and ask partners the right questions.
Discovery conversation	Your answers, messages, preferences, clarifications, and a summary generated by the discovery tool.	To understand the request and create a founder-reviewed route direction.
Partner booking details	Guest names, dates, pickup points, relevant ages, rooming details, and specific requests required by a partner.	To quote, reserve, confirm, and deliver agreed land services.
Flight logistics	Arrival or departure airport, flight number, and scheduled time where needed for an airport transfer or route timing.	To coordinate land logistics. We do not use this information to ticket or manage flights.
Payment and billing	Invoice details, billing contact, amount, payment-provider reference, and deposit, balance, refund, or credit status.	To take payment, pay partners where applicable, issue records, and process recoverable refunds.
Website and analytics	Page views, referral source, campaign tags, interaction events, device or browser data, approximate location, and security logs.	To keep the site working, understand demand, measure marketing, and prevent misuse.
Marketing preferences	Whether you asked for updates, the source of consent, and unsubscribe status.	To send optional marketing only when permitted and requested.

Budget information

If you share a target budget, we use it to adjust accommodation, activities, transfers, trip length, and pace. We do not use budget information to decide whether you deserve support or to make unrelated advertising profiles.

3. AI-ASSISTED DISCOVERY

AI helps collect the brief; a person runs the journey

During the MVP, the discovery experience helps organise your interests and questions. It does not make a binding decision, contact partners, take payment, or complete a booking by itself.

What happens now

- You answer guided questions about your Costa Rica interests, timing, party, pace, and budget.
- A summary and your contact details are sent by email to the Brighter Latitude founder.
- The founder reviews the information, asks follow-up questions where needed, and prepares the first route direction.
- Partner outreach, quoting, recommendations, booking decisions, payment steps, and confirmations are handled manually and reviewed by a person.

Safeguards

- Do not submit card numbers, passport numbers, detailed medical information, or emergency data in the discovery tool.
- Your messages and booking details are not used to train AI models by default.
- The tool does not make sole decisions about bookings, prices, refunds, safety, accessibility, or legal matters.
- If specialist agents are introduced after the model is validated, we will update this policy before using them for material automated actions.

Email handoff

Email is currently part of the founder-led operating process. We use practical security controls, but email is not the right place for payment card data, passport scans, or unnecessary sensitive information.

Human review

Important customer-facing outputs are reviewed before they are proposed, priced, sent to a partner, paid, changed, or confirmed. A route idea is not a confirmed booking, and supplier availability is not final until a partner accepts the request and the required payment steps are complete.

How we improve the service

We may study anonymous or aggregated patterns, such as common combinations of wildlife, volcanoes, and beach time, supplier response times, or where visitors stop in the discovery flow. If data is not genuinely anonymous, it remains protected under this policy.

4. SHARING AND PARTNERS

Only the information each recipient needs

Brighter Latitude coordinates land services delivered by selected local partners. We translate your preferences into practical booking facts rather than forwarding full conversations.

Recipient	What may be shared	Purpose
Hotels and lodges	Guest names, dates, traveller count, room or family needs, relevant preferences, and specific requests.	Quote, reserve, and confirm accommodation.
Tour, activity, and guide partners	Names where required, dates, group size, ages where relevant, pickup details, and necessary safety or suitability information you have chosen to share.	Quote, reserve, and deliver activities or guiding.
Transfer and transport partners	Pickup and drop-off points, dates, times, flight number where relevant, passenger count, luggage, and car-seat needs.	Arrange and deliver transport.
Payment processors and banks	Amount, billing details, payment status, invoice or refund reference. Card data remains with the processor.	Take payments and return recoverable funds.
Technology providers	Website, email, database, hosting, storage, AI-assistance, analytics, and security information needed to run the service.	Operate, protect, and measure the service.
Professional advisers and authorities	Only information reasonably required for accounting, tax, legal, safety, insurance, fraud, or dispute matters.	Meet obligations and protect travellers and the business.

Partner discipline

We do not send a partner your full AI-assisted discovery conversation. We send only the details relevant to the component that partner is quoting, booking, or delivering.

Flights are booked directly by you

Brighter Latitude may ask for arrival or departure details so a transfer or itinerary can be timed correctly. We do not send passport or ticketing data to airlines, because flight booking and airline account management are outside the MVP service.

Independent partner records

Hotels, activity operators, transfer providers, payment processors, email platforms, and other recipients may keep their own records under their own privacy practices. We encourage you to review any partner notice that is provided for a booking.

5. ANALYTICS, COOKIES, AND MARKETING

Measuring the website without turning the traveller into the product

Google Analytics

We use Google Analytics 4 to understand how people reach and use brighterlatitude.com, including page views, referral source, campaign tags, device or browser information, approximate location, and selected interaction events such as starting or completing discovery.

Google states that Analytics may use first-party cookies, device or browser data, IP address at collection, and on-site activity for measurement, and that GA4 does not log or store individual IP addresses. We do not intentionally send names, email addresses, telephone numbers, full discovery answers, or booking details to Google Analytics.

Consent and control

Where required, non-essential analytics is controlled through a cookie or consent choice. You can reject or withdraw analytics consent without losing access to the core website or enquiry service.

No advertising profile by default

At the date of this policy, our main use of Analytics is service and marketing measurement. We do not intentionally use discovery or booking data for behavioural advertising. If this changes, we will update the policy and provide any required choices.

Essential technology

Some cookies, storage, and logs may be necessary for security, anti-spam, form operation, session continuity, and basic website functions. These are used to operate and protect the service rather than for unrelated advertising.

Marketing communications

Operational messages about an enquiry, proposal, payment, booking, change, or trip are part of the service you requested. Optional destination inspiration, company news, or promotional messages are sent only where we have an appropriate basis, such as your consent. You can unsubscribe at any time without affecting an active booking.

Implementation reminder

Google Analytics should be configured so that form fields, email addresses, telephone numbers, and other personally identifying information are not included in page URLs, event names, event parameters, or reports.

6. SENSITIVE INFORMATION, PAYMENTS, AND RETENTION

Extra care for details that carry extra risk

Sensitive and family information

We do not request sensitive details during initial discovery. If a confirmed partner needs information to assess suitability or deliver a service, we ask for the minimum necessary.

Data type	How we handle it
Passport or ID	Generally not collected because you book flights directly. If a specific land partner lawfully requires identification, we explain why and use the minimum necessary.
Health, mobility, dietary, or safety needs	Collected only when you volunteer them or they are necessary to assess suitability. Shared only with the partner that needs to know.
Children	Approximate ages may be needed for rooms, transfers, tickets, safety rules, or activity suitability. We do not market directly to children or create child advertising profiles.
Emergency contacts	Requested only where a confirmed journey or specific partner genuinely requires them.

Payments and booking records

- Card numbers are handled by the payment processor and are not stored in Brighter Latitude systems.
- Do not send card details through email, chat, messaging, or the discovery experience.
- We keep invoice, payment, partner-settlement, refund, credit, and confirmation records needed to manage the journey and answer reasonable questions.
- Proposals and booking records identify what is included, paid, pending, or subject to partner cancellation terms.

Journey Management Fee

Payment records may show the separate 10% Journey Management Fee and partner-delivered land services. The fee and supplier amounts may be treated differently if you cancel, as described in the Cancellation & Refund Policy.

Typical retention approach

Data type	Typical approach
Unconverted enquiries and discovery conversations	Usually reviewed, minimised, or deleted within 6 months of the last meaningful contact if you do not continue.
Route ideas and proposals	Usually kept for up to 24 months from last contact so the conversation can resume if you return.
Active and completed trip records	Kept while needed for delivery, support, accounting, partner questions, refunds, disputes, repeat service, or legal requirements.
Sensitive details	Deleted or stripped out within 30-90 days after travel where practical, unless an unresolved issue requires a temporary hold.
Payment and tax records	Kept as long as reasonably required for accounting, chargebacks, refunds, disputes, and business records.

7. SECURITY, CHOICES, AND CONTACT

Practical safeguards and meaningful choices

Security

We limit access to people and systems that need information to operate the service. We use reputable providers, strong passwords, two-factor authentication where available, organised booking records, and reasonable access controls. No method of transmission or storage is completely risk-free, so we also minimise what we collect.

If a data incident creates meaningful risk, we will work to contain it, understand what happened, notify affected people or authorities where appropriate, and improve the process.

International sharing

Your data may travel because your journey and our technology providers do. Delivering Costa Rica land services may require sharing booking details with partners in Costa Rica. Website, email, payment, storage, AI-assistance, and analytics providers may process information in other countries. We keep sharing tied to the service and use only what is reasonably needed.

Analytics and marketing retention. These records are retained according to our tool settings, consent choices, operational needs, and applicable requirements. A minimal suppression record may be kept to honour an opt-out.

Your choices

- Ask us to access, summarise, correct, or update information we hold about you.
- Ask us to delete information that is no longer needed, subject to active bookings, accounting, refunds, disputes, safety, and legal obligations.
- Ask to continue an enquiry without the AI-assisted discovery tool where practical.
- Withdraw optional marketing consent or unsubscribe at any time.
- Adjust or withdraw analytics consent through the website controls where available.
- Object to or restrict certain uses where applicable law gives you that right.
- Ask which partners received information for your booking.
- Raise a concern directly so we can investigate and respond.

Contact

For privacy or data requests, email privacy@brighterlatitude.com. For general journey questions, use the contact details shown at brighterlatitude.com.

Policy updates

We may update this policy as the website, supplier network, analytics, technology tools, or booking process changes. The version published on the website is the current version. Material changes will be highlighted where appropriate.

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

This document is a plain-language business policy. Rights and obligations may also arise under applicable law and under the terms of specific technology or travel partners.