



## Privacy Policy for The Last Unicorn

At The Last Unicorn, we value your privacy and are committed to protecting your personal information. This Privacy Policy outlines how we collect, use, disclose, and safeguard your information when you visit our website <https://thelastunicornptown.com/>, book a rental, or interact with us in any other way.

By using our website, you agree to the terms of this Privacy Policy. If you do not agree with the terms outlined below, please do not use our website.

### 1. Information We Collect

We may collect the following types of personal information when you visit our website or book a rental property:

**Personal Identification Information:** Name, email address, phone number, mailing address, payment information, and other details necessary for booking a rental.

**Usage Data:** Information about how you interact with our website, such as IP addresses, browser types, operating systems, and page interactions.

**Booking Data:** Information related to your booking details, such as check-in and check-out dates, preferences, and special requests.

**Payment Information:** We may collect payment details such as credit card information for booking and transaction purposes. Payments are processed securely by third-party payment processors and we do not store payment information directly.

### 2. How We Use Your Information

We use the personal information we collect for the following purposes:

To process and manage bookings, reservations, and payments.

To communicate with you about your booking, including confirmations, updates, and reminders.

To provide customer service, respond to inquiries, and address issues related to your reservation.

To improve our website and services based on user feedback and analytics.

To send promotional emails or offers if you have opted-in to receive marketing communications.

To comply with legal obligations and prevent fraud or illegal activities.

### 3. How We Protect Your Information

We take reasonable measures to protect your personal information from unauthorized access, alteration, or destruction. This includes using secure socket layer (SSL) technology for encrypting data, limiting access to your information to authorized personnel, and utilizing third-party payment processors to handle sensitive payment information.

### 4. Third-Party Services

We may share your information with trusted third-party service providers who assist us in the operation of our website and business. These may include payment processors, email marketing platforms, web hosting services, and analytics providers. These third parties are only allowed to use your information to perform services on our behalf and are obligated to protect your privacy in accordance with applicable laws.

### 5. Cookies and Tracking Technologies

We use cookies and similar tracking technologies to enhance your browsing experience and analyze website usage. Cookies are small files stored on your device that help us remember your preferences, personalize content, and improve the functionality of our website. You can control the use of cookies through your browser settings. However, disabling cookies may affect your experience on our website.

### 6. Your Rights and Choices

You have the following rights regarding your personal information:

**Access:** You can request a copy of the personal data we hold about you.

**Correction:** You may request that we correct any inaccuracies in your personal data.

**Deletion:** You can request that we delete your personal data, subject to any legal obligations we may have to retain it.

**Opt-out:** If you have subscribed to marketing communications, you can opt-out at any time by clicking the "unsubscribe" link in our emails.

To exercise these rights or if you have any questions or concerns about how we handle your personal data, please contact us at [contact@thelastunicornptown.com](mailto:contact@thelastunicornptown.com).

#### 7. Children's Privacy

Our website is not intended for individuals under the age of 18. We do not knowingly collect personal information from children. If we learn that we have inadvertently collected personal information from a child under 18, we will take steps to delete that information.

#### 8. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated "Effective Date" at the top. We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your personal information.

#### 9. Contact Us

If you have any questions about this Privacy Policy or our privacy practices, please contact us at:

The Last Unicorn

[contact@thelastunicornptown.com](mailto:contact@thelastunicornptown.com)

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