

Privacy Policy – The Sun Secret Collection

Last updated: 28 May 2026

The Sun Secret Collection values your privacy and is committed to protecting your personal data. This Privacy Policy explains how we collect, use, store, share, and protect your personal data when you visit our website, submit an enquiry, make a booking, subscribe to our communications, or otherwise interact with our services.

This Privacy Policy applies to The Sun Secret Collection, operated by **NORTH SIDE GLOBAL – FZCO**, and, where relevant, its affiliated entities and business partners involved in providing our services.

We process personal data in accordance with applicable data protection laws, including, where applicable, the General Data Protection Regulation (GDPR), UK GDPR, UAE data protection legislation, and other relevant privacy and electronic communications laws.

1. Who We Are

The Sun Secret Collection is a luxury travel and lifestyle company offering bespoke travel planning, villa and chalet rentals, concierge services, private experiences, events, and related services.

For the purposes of applicable data protection laws, the company responsible for determining how and why your personal data is processed is:

NORTH SIDE GLOBAL – FZCO

IFZA Business Park, DDP

P.O. Box 342001

Dubai, United Arab Emirates

You may contact us regarding privacy matters at:

Email: reservation@thesunsecretcollection.com

Marketing enquiries / opt-out: marketing@thesunsecretcollection.com

2. Personal Data We Collect

We collect personal data that you provide to us directly, data generated through your use of our website, and data that may be provided to us by third parties where this is necessary for the provision of our services.

2.1 Enquiries and Contact Forms

When you submit an enquiry through our website, email, telephone, WhatsApp, social media, or any other communication channel, we may collect:

- full name;
- email address;
- telephone number;
- country of residence;
- preferred destination;
- travel dates;
- number of guests;
- budget range;
- property or service preferences;
- any other information you choose to provide in your enquiry;
- IP address and technical information related to the enquiry submission.

We use this information to respond to your enquiry, communicate with you, prepare suitable offers, and provide information about our services.

2.2 Bookings and Contractual Information

When you proceed with a booking or service request, we may need to collect additional information, including:

- full name;
- residential address;
- nationality and country of residence;
- date of birth;
- telephone number;
- email address;
- passport details or identification details, where required;
- VAT or tax identification number, where applicable;
- booking details;
- guest details;
- payment-related information;
- special service requests;
- travel preferences;
- information required by property owners, local authorities, tax authorities, or service providers.

This information is necessary to prepare contractual documents, arrange services, comply with legal and regulatory obligations, and manage your booking.

2.3 Marketing and Newsletter Data

If you subscribe to our newsletter, agree to receive marketing communications, or otherwise give us permission to contact you for promotional purposes, we may collect and use:

- name;
- email address;
- telephone number;

- country or location;
- marketing preferences;
- communication history;
- information about your interaction with our emails, website, or advertising campaigns.

2.4 Website, Cookies, and Technical Data

When you visit our website, we may automatically collect certain technical information, including:

- IP address;
- browser type and version;
- device type;
- operating system;
- pages visited;
- time and date of visit;
- referral source;
- cookie identifiers;
- analytics and website usage data.

We use this information to improve our website, understand visitor behaviour, protect website security, and, where permitted, support marketing and advertising activities.

3. How We Use Your Personal Data

We use your personal data for the following purposes:

3.1 To Respond to Enquiries

We use your personal data to respond to your requests, provide information about properties or services, prepare proposals, and communicate with you regarding your enquiry.

3.2 To Provide Our Services

We use your personal data to arrange villa rentals, concierge services, travel services, private experiences, events, transportation, yacht charters, aviation services, and other services requested by you.

3.3 To Prepare and Manage Contracts

We use your personal data to prepare booking confirmations, rental agreements, service agreements, invoices, payment documentation, and other contractual or administrative documents.

3.4 To Comply with Legal and Regulatory Obligations

We may process and share personal data where required by law, including for tax, accounting, immigration, local registration, anti-fraud, legal, or regulatory purposes.

3.5 To Communicate with You

We may contact you regarding your enquiry, booking, service arrangements, changes to services, payment matters, legal notices, or other service-related matters.

3.6 To Send Marketing Communications

Where you have provided consent, or where we are otherwise permitted by applicable law, we may send you updates, news, offers, invitations, and promotional content related to our services.

You may opt out of marketing communications at any time.

3.7 To Conduct Digital Advertising and Retargeting

Subject to applicable law and, where required, your consent, we may use limited customer contact information for online advertising purposes, including remarketing, retargeting, customer list audiences, custom audiences, and similar audience creation on platforms such as Meta, Google, LinkedIn, or other digital advertising platforms.

This may allow us to remind existing clients and subscribers about our services, present relevant offers, and identify potential new audiences with similar interests.

3.8 To Improve Our Business and Services

We may use data to analyse client interests, improve our website, improve service quality, assess marketing effectiveness, and develop new services.

4. Legal Basis for Processing Personal Data

Depending on the circumstances and applicable law, we rely on one or more of the following legal bases:

- **performance of a contract**, where processing is necessary to provide requested services or manage a booking;
- **steps prior to entering into a contract**, where you submit an enquiry or request a proposal;
- **legal obligation**, where we are required to process or retain data under applicable law;
- **consent**, where you have agreed to receive marketing communications or where consent is required for certain processing activities;
- **legitimate interests**, where processing is necessary for our business purposes, provided that your rights and freedoms do not override those interests.

Our legitimate interests may include responding to enquiries, managing client relationships, improving services, protecting our business, preventing fraud, conducting limited marketing to existing clients, and promoting our services in a proportionate and lawful manner.

Where we rely on consent, you may withdraw your consent at any time.

5. Marketing Communications

We may use your contact details to send you marketing communications about our services, including luxury travel, villa rentals, concierge services, private experiences, events, and related offers.

Marketing communications may be sent by email, telephone, messaging applications, or other communication channels, where permitted by law.

We will only send marketing communications where:

- you have given your consent; or
- we are otherwise permitted to do so under applicable law.

You can withdraw your consent or opt out at any time by:

- clicking the unsubscribe link in our emails;
- contacting us at marketing@thesunsecretcollection.com;
- following any opt-out instructions provided in our communications.

If you opt out of marketing communications, we may still contact you regarding existing enquiries, bookings, contracts, legal obligations, or service-related matters.

6. Use of Customer Data for Online Advertising

We may use limited personal data for digital advertising purposes, including customer list audiences, custom audiences, remarketing, retargeting, and similar audience creation.

For these purposes, we may use limited identifiers such as:

- email address;
- telephone number;
- name;
- country;
- city;
- basic contact or marketing preference information.

We do not use passport details, payment details, travel documents, sensitive personal data, detailed booking information, or private travel preferences for customer list advertising purposes.

Before customer contact information is uploaded to an advertising platform, it may be hashed or otherwise converted into a secure coded format. Hashing is a technical security measure designed to protect the original information. The advertising platform may compare the

hashed information with its own user records to determine whether you have an account on that platform and whether you may be included in a relevant advertising audience.

Advertising platforms may include, without limitation:

- Meta, including Facebook and Instagram;
- Google;
- LinkedIn;
- other similar advertising platforms used by us from time to time.

Where an advertising platform processes such data on our behalf or together with us, the processing will be subject to the relevant platform terms, data processing terms, and applicable data protection laws.

You may object to the use of your personal data for direct marketing, remarketing, retargeting, customer list audiences, or similar advertising activities at any time by contacting us.

We may also transmit hashed customer information directly from our systems to advertising platforms via server-side integrations (such as Meta Conversions API), which operate independently of browser cookies.

We process personal data for customer list advertising purposes on the basis of your consent or, where permitted, our legitimate interests. Where processing is based on consent, you may withdraw it at any time by contacting us at marketing@thesunsecretcollection.com.

7. Cookies, Analytics, and Tracking Technologies

Our website uses cookies and similar technologies to improve website functionality, remember preferences, analyse website traffic, and support marketing and advertising activities.

Cookies are small text files placed on your device when you visit a website. They help us understand how visitors interact with our website and allow us to improve the user experience.

Tracking technologies used on our website may include Meta Pixel (Meta Platforms, Inc.), Google Analytics, and similar tools provided by our advertising and analytics partners.

We may use cookies and similar technologies for:

- essential website functionality;
- remembering your preferences;
- analysing website traffic and visitor behaviour;
- measuring the performance of marketing campaigns;
- supporting remarketing, retargeting, and online advertising;
- improving website security and performance.

Where required by law, we will request your consent before placing non-essential cookies on your device.

You can manage or disable cookies through your browser settings. Please note that disabling cookies may affect the functionality of our website.

8. Sharing of Personal Data

We do not sell your personal data.

We may share your personal data only where necessary and lawful, including with the following categories of recipients:

8.1 Property Owners and Representatives

Where you book or enquire about a specific property, we may share relevant information with the property owner or their authorised representatives for contractual, operational, or service delivery purposes.

8.2 Service Providers

We may share limited personal data with trusted service providers involved in arranging or delivering services requested by you, including:

- property managers;
- concierge providers;
- car rental companies;
- yacht charter companies;
- private aviation providers;
- chefs and household staff;
- event planners;
- travel agencies;
- hospitality providers;
- payment and accounting service providers;
- IT and software providers;
- marketing and communication platforms.

8.3 Marketing and Advertising Service Providers

Where permitted by law, we may share limited personal data with marketing and advertising service providers, including email marketing platforms, analytics providers, and digital advertising platforms.

Such providers may include Mailchimp, Meta, Google, LinkedIn, or similar platforms.

8.4 Legal, Tax, and Regulatory Authorities

We may share personal data with local authorities, tax authorities, courts, regulators, law enforcement agencies, or other public authorities where required by applicable law.

8.5 Professional Advisers

We may share personal data with lawyers, accountants, auditors, insurers, consultants, and other professional advisers where necessary for legitimate business, legal, or compliance purposes.

All third parties are expected to process personal data securely and in accordance with applicable laws and contractual obligations.

9. International Transfers of Personal Data

Because we provide international travel, villa rental, and concierge services, your personal data may be transferred to countries outside your country of residence.

For example, if you book a villa or request services in another country, your data may need to be shared with property owners, local service providers, authorities, or partners located in that destination.

Where required by applicable law, we will take appropriate steps to protect personal data transferred internationally, including using contractual safeguards, working with trusted providers, and limiting transfers to what is necessary for the relevant purpose.

10. Storage and Security of Personal Data

We store personal data using secure systems and trusted software providers. Access to personal data is limited to authorised personnel and service providers who need access for legitimate business purposes.

We use reasonable technical and organisational measures to protect personal data against unauthorised access, loss, misuse, alteration, or disclosure.

These measures may include:

- restricted access to personal data;
- secure databases and cloud storage;
- password protection and access controls;
- confidentiality obligations for personnel and service providers;
- secure communication and data handling procedures.

However, no method of electronic transmission or storage is completely secure, and we cannot guarantee absolute security.

11. Data Retention

We retain personal data only for as long as necessary for the purposes for which it was collected, including to provide services, manage client relationships, comply with legal obligations, resolve disputes, and protect our legitimate business interests.

Retention periods may vary depending on the type of data and the purpose of processing.

In general:

- enquiry data may be retained for a reasonable period to manage client relationships and follow-up communications;
- booking and contractual data may be retained for the period required for legal, tax, accounting, and contractual purposes;
- marketing data may be retained until you withdraw consent, unsubscribe, or object to marketing;
- technical and analytics data may be retained in accordance with our cookie and analytics settings;
- legal and compliance data may be retained for as long as required by applicable law.

When personal data is no longer required, we will delete, anonymise, or securely archive it.

12. Your Data Protection Rights

Subject to applicable law, you may have the following rights in relation to your personal data:

- the right to request access to the personal data we hold about you;
- the right to request correction of inaccurate or incomplete data;
- the right to request deletion of your personal data;
- the right to restrict processing of your personal data;
- the right to object to processing, including processing for direct marketing purposes;
- the right to withdraw consent at any time, where processing is based on consent;
- the right to request portability of your personal data, where applicable;
- the right to lodge a complaint with a competent data protection authority.

If you object to the use of your personal data for direct marketing purposes, we will stop using your personal data for such purposes.

To exercise your rights, please contact us at:

reservation@thesunsecretcollection.com

For marketing-related requests, you may also contact:

marketing@thesunsecretcollection.com

We may need to verify your identity before responding to your request.

13. Children's Data

Our services are generally intended for adults. We do not knowingly collect personal data from children for marketing purposes.

Where information about minors is required for a booking or service arrangement, such information should be provided by a parent, guardian, or authorised adult and will be processed only as necessary for the relevant service, legal, or contractual purpose.

14. Third-Party Websites and Platforms

Our website may contain links to third-party websites, platforms, or services, including social media platforms, payment providers, booking-related services, and partner websites.

We are not responsible for the privacy practices, content, or security of third-party websites or platforms. We encourage you to review the privacy policies of any third-party websites or platforms you use.

15. Updates to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our business practices, legal requirements, technology, or services.

Any updates will be published on this page with the updated date. Where required by law, we may notify you of significant changes or request renewed consent.