Privacy policy

Last updated November 4, 2026

Southern Harbor Travel respects your privacy. This policy explains how we collect, use, and share information when you visit our website, submit a vacation inquiry, respond to our Facebook or Instagram advertisements, or use our travel planning and booking services.

Information we collect

When you complete our Start Planning form, a Facebook or Instagram lead form, or otherwise contact us, we may receive your name, email address, phone number, ZIP code, preferred destinations, travel dates, number of travelers, vacation budget, and other trip details you choose to share.

When you ask us to arrange or service a reservation, we may also collect each traveler's full name as shown on their travel identification, date of birth, gender information required by a booking provider, contact details, and optional loyalty or Known Traveler Numbers. Passport and other travel-document details are requested when needed for the arrangement. We do not request passport numbers or payment-card information through our general website or social media inquiry forms.

Our website host and other technology providers may process basic technical information needed to deliver our website and forms, such as browser details and IP addresses.

How we use your information

We use information to respond to inquiries, discuss travel options, prepare recommendations or quotes, arrange and service travel when requested, communicate about reservations and payments, and maintain appropriate business records. If you ask us to arrange an accessibility, dietary, or other assistance request, provide only the details needed to communicate that request to the relevant provider.

Submitting a travel inquiry does not automatically enroll you in an unrelated promotional email or text-message list. If we offer marketing updates in the future, we will provide any choices or consents required by applicable law.

Facebook and Instagram lead forms

If you respond to a Southern Harbor Travel advertisement through a Facebook or Instagram Instant Form, Meta provides us with the contact information and travel preferences you choose to submit. We use those details to follow up about your vacation planning inquiry. Meta handles information on its own platforms under its own privacy policies. See https://www.facebook.com/privacy/policy/.

Website and communication providers

We use Netlify to host our website and process website inquiry forms. We may use Google Workspace to receive, store, and respond to messages, and Meta to receive submissions from Facebook and Instagram lead forms. These services may process information on our behalf as part of providing their services.

Website technology

Our website uses Google Fonts, which can result in the exchange of basic technical information with Google when a page loads. The website host also processes technical information to deliver and protect the site. If we add new analytics or advertising tracking technologies, we will update this policy as appropriate.

Privacy policy continued

Host agency travel suppliers and booking providers

We work with Outside Agents and, where applicable, Cruises and Tours Unlimited as part of our host agency and booking arrangements. Relevant traveler and reservation information may be provided to the host agency and its booking or recordkeeping systems to arrange and service travel. Information handled by Outside Agents is also subject to its privacy policy: https://outsideagents.com/privacy-policy/.

If you ask us to plan or book travel, we may share information reasonably necessary to fulfill that request with airlines, hotels, cruise lines, tour operators, transfer providers, and other booking partners. Payment processors receive information needed to process authorized payments. If you request travel insurance, relevant information may be provided to the insurance provider or administrator. These providers may have their own privacy policies and legal recordkeeping obligations.

We do not sell information submitted through our inquiry forms. We may disclose information when required by law or to respond to a lawful request. International arrangements may require information to be handled in destination countries or countries where the relevant providers operate.

Security and retention

We take reasonable measures to safeguard information entrusted to us. No website or electronic communication method can be guaranteed completely secure. Please do not send full payment-card numbers, card security codes, or unnecessary identity documents by ordinary email. Ask your advisor for the appropriate collection or payment method.

We keep inquiry and booking-related information for as long as reasonably necessary to respond to requests, provide services, maintain appropriate business records, and meet applicable legal obligations. Retention periods depend on the information and its purpose. Independent suppliers and the host agency may have separate retention obligations.

Your choices and privacy requests

You may ask about information you submitted, request a correction, or request deletion, subject to applicable recordkeeping or legal requirements. You may also request that we stop sending promotional communications. Contact brent@southernharbortravel.com. We may need to verify your identity. If information has already been sent to an independent provider, a separate request to that provider may be needed; contact us if you need help identifying it.

Information about other travelers and children

Our inquiry forms are intended for adults arranging travel. We do not knowingly seek personal information directly from children under age 13 through these forms. If you provide information for another traveler, ensure you have appropriate authority and make this policy available to them. Information about a minor should be provided or authorized by a parent or legal guardian, or an adult with appropriate authority.

Changes and contact information

We may revise this policy as our services or technology change. The updated version will appear on our website with a revised date, and we will provide additional notice or obtain consent when required. Contact Southern Harbor Travel at brent@southernharbortravel.com or https://www.southernharbortravel.com/.