

LV PRESTIGE TRAVEL - PRIVACY POLICY

Effective date: 30 September 2026

Last updated: 30 September 2026

LV Prestige Travel Limited respects your privacy and is committed to protecting your personal information.

This Privacy Notice explains how we collect, use, store and protect personal information when you contact us, enquire about or book travel with us, use our website or forms, communicate with us by email, telephone or social media, or otherwise interact with LV Prestige Travel.

LV Prestige Travel Limited may also operate specialist or trading brands, including **CheerFly**. Unless we tell you otherwise, references in this Privacy Notice to “**LV Prestige Travel**”, “**LV**”, “**we**”, “**us**” or “**our**” include LV Prestige Travel Limited and its relevant trading or specialist brands.

This Privacy Notice should be read alongside our Terms & Conditions and any additional privacy information provided to you when we collect your personal information.

1. WHO WE ARE

LV Prestige Travel Limited is a company registered in England and Wales.

Company number: 15299018

Registered office: Unit 2A, Swordfish Business Park, Swordfish Close, Higgins Lane, Burscough, Lancashire, L40 8JW.

For most personal information we collect and use in connection with our travel services, LV Prestige Travel Limited is the **Data Controller**.

If you have any questions about how we use your information, please contact us at:

Email: info@lvprestigettravel.co.uk

Post:

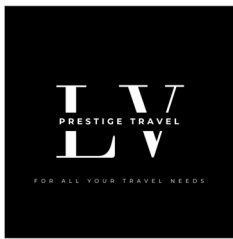
LV Prestige Travel Limited
Unit 2A, Swordfish Business Park
Swordfish Close
Higgins Lane
Burscough
Lancashire
L40 8JW

2. WHAT PERSONAL INFORMATION DO WE COLLECT?

Depending on the services you request and the nature of your booking, we may collect and process information including:

Contact and identification information

- Name and title



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- Postal address
- Email address
- Telephone number
- Date of birth or age where relevant
- Information needed to identify you in connection with a booking

Travel information

- Destination and travel dates
- Passenger names
- Passport details
- Nationality
- Visa or entry requirement information
- Flight and transport information
- Accommodation requirements
- Rooming information
- Travel preferences and requirements
- Loyalty programme information where relevant
- Emergency contact details

Booking and financial information

- Booking details
- Payment information
- Transaction information
- Information about deposits, balances, refunds or amendments
- Information required to process or administer your booking

We do not generally retain full payment card details once they are no longer required for the relevant transaction or service.

Special category information

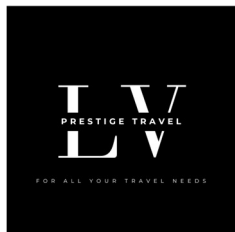
Travel arrangements may sometimes require us to process **special category personal data**, for example information relating to:

- health or medical conditions;
- disabilities or accessibility requirements;
- allergies or dietary requirements where these reveal health information;
- medication or mobility requirements; and
- other information you choose to provide where it is necessary to arrange or support your travel.

We only request or use such information where it is necessary for the relevant travel arrangements, where an appropriate lawful condition applies, or where you have otherwise provided the necessary consent.

Information relating to children

Where you make a family, group or team booking, we may receive personal information relating to children or young people.



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We only collect and use information that is reasonably necessary for arranging and administering the relevant travel services and will take appropriate steps to protect it.

3. HOW DO WE COLLECT YOUR INFORMATION?

We may collect personal information:

- directly from you;
 - from another passenger or person making a booking on your behalf;
 - from a parent, guardian or group organiser;
 - through our website;
 - through online enquiry and booking forms;
 - through email, telephone or other communications;
 - through social media where you choose to contact us;
 - through an LV Prestige Travel agent;
 - from travel suppliers or other organisations involved in your booking; and
 - from third parties where this is necessary to arrange or administer your travel.
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4. WHY DO WE USE YOUR PERSONAL INFORMATION?

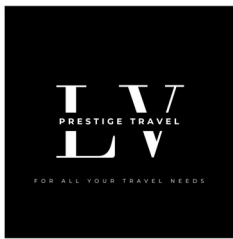
We use personal information where necessary to:

- respond to enquiries;
- provide quotations;
- arrange and administer holidays and travel;
- make bookings with travel suppliers;
- communicate with you about your booking;
- process payments and refunds;
- arrange amendments, cancellations and other changes;
- provide information required by suppliers;
- meet passport, visa, immigration or other travel requirements;
- arrange additional services such as transfers, transport, insurance or excursions;
- manage group, family, corporate, sporting or specialist travel arrangements;
- provide customer service and support before, during and after travel;
- deal with complaints or disputes;
- protect our business and customers from fraud or misuse;
- comply with legal and regulatory obligations;
- maintain appropriate business and financial records;
- improve our services and customer experience;
- send marketing communications where permitted and where appropriate;
- protect our systems, information and business; and
- establish, exercise or defend legal claims.

We will only use personal information for purposes that are compatible with the reason it was collected or where otherwise permitted by law.

5. OUR LAWFUL BASES FOR PROCESSING

Data protection law requires us to have a lawful basis for processing personal information.



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Depending on the circumstances, we may rely on one or more of the following:

Contract

We may need to process your information to take steps at your request before entering into a contract, or to perform a contract with you.

This may include processing information necessary to obtain a quotation, make and administer a travel booking, communicate with suppliers and provide the services you have requested.

Legal obligation

We may process personal information where this is necessary to comply with a legal or regulatory obligation.

Legitimate interests

We may process information where this is necessary for our legitimate business interests or those of a third party, provided that these interests are not overridden by your rights and interests.

Examples may include administering our business, maintaining records, managing our relationship with customers, preventing fraud, improving services and dealing with legal claims.

Consent

In some circumstances we may ask for your consent, particularly where this is required by law or where we are processing certain sensitive information or sending particular types of marketing communications.

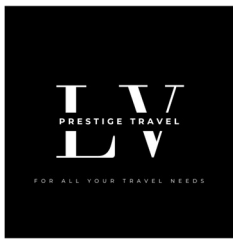
Where processing is based on consent, you can withdraw that consent at any time. Withdrawal does not affect processing that took place before the withdrawal.

6. WHO DO WE SHARE YOUR INFORMATION WITH?

We may share relevant personal information with organisations where this is necessary to provide or administer your travel arrangements.

Depending on your booking, this may include:

- airlines;
- tour operators;
- hotels and accommodation providers;
- cruise companies;
- transport providers;
- car hire companies;
- transfer providers;
- travel insurance providers;
- excursion and activity providers;
- visa and travel documentation providers;
- destination management companies;
- travel technology and booking system providers;



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- payment service providers;
- our professional advisers and service providers;
- Protected Trust Services or other relevant financial protection or regulatory organisations;
- government, border control, immigration or other authorities where required;
- law enforcement or regulatory bodies where legally required; and
- our authorised travel agents acting on our behalf or in connection with your booking.

We only share information that is reasonably necessary for the relevant purpose.

We do not sell your personal information to third parties.

7. TRAVEL SUPPLIERS AND INTERNATIONAL TRANSFERS

Because we arrange travel internationally, your personal information may sometimes need to be transferred to or accessed from countries outside the United Kingdom.

For example, a travel supplier, airline, hotel, cruise company, destination provider or other organisation involved in your booking may be based outside the UK.

Where personal information is transferred internationally, we will take appropriate steps to ensure that the transfer is lawful and that suitable safeguards are in place where required by applicable data protection law.

The precise countries and organisations involved will depend on your individual travel arrangements.

8. INFORMATION PROVIDED TO TRAVEL SUPPLIERS

When you ask us to arrange travel, some of your information must be passed to the relevant suppliers so that they can provide the services you have booked.

For example, suppliers may require passenger names, dates of birth, passport information, contact details, accessibility requirements or other information necessary to fulfil the booking.

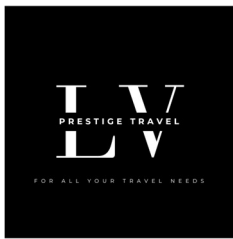
Once information has been transferred to a supplier, that organisation may process it under its own privacy notice and terms.

We recommend that you review the privacy information provided by the relevant supplier where appropriate.

9. LV PRESTIGE TRAVEL AGENTS

LV Prestige Travel may work with authorised travel agents who introduce customers, handle enquiries and/or administer bookings through LV Prestige Travel.

Where an agent is acting on behalf of LV Prestige Travel, personal information will be processed in accordance with this Privacy Notice and our data protection procedures.



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Agents may have access only to the information reasonably required to carry out their role.

10. SPECIALIST BRANDS

LV Prestige Travel may operate specialist or trading brands, including **CheerFly**.

Where a customer makes an enquiry or booking through a specialist brand operated by LV Prestige Travel, the information may be processed by LV Prestige Travel Limited as the Data Controller.

We may use the same systems, suppliers, staff, agents and administrative processes across our brands where appropriate.

11. MARKETING

We may use your contact information to provide information about our services, offers, travel inspiration or other communications where permitted by law.

Where consent is required, we will ask for it.

You can unsubscribe from marketing communications at any time by using the unsubscribe option provided or by contacting us.

You may also object to direct marketing at any time.

Unsubscribing from marketing will not affect essential communications relating to an existing booking.

12. COOKIES AND WEBSITE TECHNOLOGIES

Our website may use cookies and similar technologies.

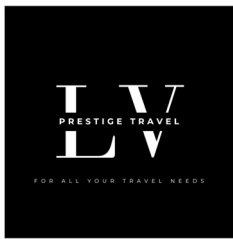
Cookies may be used for purposes such as:

- ensuring the website functions correctly;
- remembering preferences;
- understanding how visitors use our website;
- improving website performance; and
- supporting relevant marketing or advertising activities where applicable.

Where required, we will obtain your consent before placing or using non-essential cookies.

You can manage cookies through your browser and, where available, our website cookie settings.

Third-party websites linked from our website may use their own cookies and privacy practices. We are not responsible for the privacy practices of websites operated by third parties.



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13. HOW WE PROTECT YOUR INFORMATION

We take appropriate technical and organisational measures to protect personal information against:

- unauthorised access;
- accidental loss;
- destruction;
- alteration;
- disclosure; and
- misuse.

The security measures we use will depend on the nature and sensitivity of the information and the risks associated with processing it.

14. HOW LONG DO WE KEEP YOUR INFORMATION?

We retain personal information only for as long as reasonably necessary for the purposes for which it was collected, including where necessary to:

- provide services;
- maintain appropriate business and financial records;
- comply with legal or regulatory requirements;
- resolve disputes;
- establish, exercise or defend legal claims;
- deal with complaints; and
- maintain appropriate records of consent and marketing preferences.

The precise retention period will depend on the type of information and the purpose for which it is held.

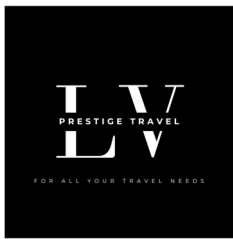
Where we no longer need personal information, we will securely delete it, anonymise it or otherwise dispose of it appropriately.

15. YOUR DATA PROTECTION RIGHTS

Depending on the circumstances, you may have rights under data protection law including:

- the right to be informed about how we use your information;
- the right to access your personal information;
- the right to correct inaccurate or incomplete information;
- the right to request erasure;
- the right to request restriction of processing;
- the right to object to certain processing, including direct marketing;
- the right to data portability where applicable; and
- rights relating to automated decision-making and profiling where applicable.

These rights are not absolute and may be subject to legal conditions or exemptions.



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16. HOW TO EXERCISE YOUR RIGHTS

If you wish to exercise any of your data protection rights, please contact us using the contact details in Section 1.

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

We will normally respond to a valid request without undue delay and within the applicable legal time limit.

17. COMPLAINTS

If you have concerns about the way we have handled your personal information, we would encourage you to contact us first so that we can investigate and try to resolve the matter.

You also have the right to complain to the **Information Commissioner's Office (ICO)** if you believe that your personal information has been handled unlawfully.

The ICO's website is available at:

<https://ico.org.uk/>

18. PERSONAL DATA BREACHES

We have procedures for identifying, investigating and managing personal data breaches.

Where a breach is likely to result in a risk to individuals' rights and freedoms, we will consider whether notification to the ICO and/or affected individuals is required.

19. AUTOMATED DECISION-MAKING

We do not currently use solely automated decision-making to make decisions about customers that have legal or similarly significant effects.

If this changes, we will update this Privacy Notice and provide any information required by applicable data protection law.

20. CHANGES TO THIS PRIVACY NOTICE

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

The latest version will be published on our website with the relevant effective date.

Last updated: 30 September 2026