

Privacy Statement

Privacy and Cookie Policy

Your privacy is our top priority. We appreciate your trust and are committed to protecting and safeguarding your personal data.

This Privacy and Cookie Policy (the "Policy") describes the policies and procedures of Umy Global Limited (hereinafter referred to as “**Umy**” , “we” or “us”) on the collection, use and disclosure of your information when you use our service through www.ummy.com, on your mobile phone, or through our applications for mobile devices. It also outlines how and why we use cookie technologies and the choices you have.

We may update this Privacy Statement from time to time, so we encourage you to review this page regularly to stay informed. If significant changes that will impact your rights are made, we will notify you in advance. If you do not agree with the changes, please stop using our service. Should you have any question, please contact us via support@ummy.com.

- What information we collect from you
- How we use the information we collect/receive from you
- How Does Umy.com Share Your Data with Third Parties?
- How Does Umy.com Use Mobile Devices?
- How Does Umy.com Use Social Media?
- What Security Measures Does Umy.com Take to Protect Your Personal Data?
- How Does Umy.com Handle Children's Personal Data?
- How Can You Manage Your Personal Data Submitted to Umy.com?
- Who is Responsible for Processing Personal Data on Umy.com' s Website and App?
- Specific Provisions for Certain Countries/Regions
- What Personal Data Does Umy.com Collect?
- Personal Data You Share with Us

- Personal Data You Share About Others

What information we collect from you

We require certain information to assist you in booking the perfect trip, including:

- the full name, gender, citizenship and other basic information necessary to make the booking;
- ID number, passport number or other personal identification documents;
- telephone number, email address or other contact information;
- billing or payment information, such as your credit card number, cardholder name, expiration date, authentication code and billing address.

We may also need the following information to perform the contract or to best assist you in your trip:

- the date, time and other details about your trip, including any additional information necessary to deliver the products and services or respond to your enquiries;
- loyalty program details (such as frequent flyer details);
- information about your health (if disclosed);
- any other personal information that may be required in order to facilitate your dealings with us;
- any additional information relating to you that you provide to us through your use of our website or services, in person or through other websites or accounts from which you permit us to collect information;
- any information required by governing authorities to perform the duty of anti-money laundering or counter-terrorist.

Besides, we may collect your device ID, device type, geo-location information, computer and connection information, statistics on page views, traffic to and from the Website, ad data, IP address and standard web log information to provide our services or provide you with technical support.

We are the data controller for data collected through our website or applications.

The lawful basis to process your personal information for the provision of our service is to perform or pursuant to a contract. In cases such as marketing activities, we will obtain your prior consent as required by law.

How we use the information we collect/receive from you

We use your information for the following purposes:

- **To provide, manage and maintain our services.** Provide accommodation, flights, and other booking services, to manage your account, to communicate with you, to respond to your inquiries, to maintain and improve the website/applications, tailor the user experience and for internal training.
- **To promote or advertise our services.** Where you consent, we will provide you with news, special offers, promotions, and information about products we think may interest you; and for other marketing, advertising, and promotional purposes provided that you have not opted-out of receiving such communications.
- **To conduct surveys, analysis internally and provide customer service.** To better understand how users access and use our website and services, on an aggregated basis; to respond to user desires and preferences; to improve our website navigation and its service; and for other research and analytical purposes. Our 24/7 global customer service team uses your data to assist you when needed, helping you connect with the right Travel Service Provider or address questions about your booking.
- **For other legitimate purposes.** Exercise a right or obligation conferred or imposed by law, including responding to request and legal demands.

If you no longer wish to be contacted for marketing purposes, please click the ‘Unsubscribe’ button contained in the footer of each of our emails to opt out from our marketing list. Please note that the confirmation emails or text messages sent after your booking are not marketing messages. These messages are part of your booking process. You will continue to receive them, even if you have opted out of our marketing messages.

How we store your personal information

We undertake a number of physical, administrative, personnel, and technical measures to protect your personal information and prevent it from misuse, interference and loss, as well as unauthorized access, modification or disclosure.

We will keep your personal information for the duration that your account is active, and for the requisite period in accordance with the purposes set out in this Policy or with applicable law following the deactivation of your account. Once this time period has expired, we will delete your personal information.

How we share or disclose your information

In certain situations, we may share or disclose your information with third parties, including without limitation:

- **The Travel Service Provider:** To complete your travel reservation, we will transmit necessary booking details to your selected Travel Service Provider. This is one of our core services to ensure your booking is processed seamlessly. Shared information can include your name, contact details, payment information, the names of your travel companions, and any preferences or special requests made during your booking.
- In some cases, we may provide additional historical information about you to the Travel Service Provider. This might include details on whether you've previously booked with them, the number of bookings you've made on [Umy.com](#), confirmation that no reports of misconduct are associated with your profile, your historical cancellation rate, or whether you've left reviews on past bookings.
- If you have any questions regarding your booking, we may contact the Travel Service Provider on your behalf to address your requests. If payment was processed through us, we may share your credit card details with the Travel Service Provider to facilitate the booking (assuming you provided these details to us).
- In cases involving disputes or claims related to your booking, we may share your contact details and any relevant information with the Travel Service Provider to resolve the issue. This could include your email and booking confirmation to confirm your reservation or the reason for cancellation.
- **Our Group of Companies and Employees:** Your details may be shared with our group of companies, including customer support, to help facilitate services. For more information, please visit the "About Us" page.

- **Other Third-Party Service Providers:** We work with external service providers to support our operations, including:
- **Customer Support:** Assisting in booking management and customer service inquiries.
- **Fraud Detection and Prevention:** Collaborating with fraud prevention partners to ensure secure transactions.
- **Insurance Claims:** Sharing relevant booking data in the case of insurance claims.
- **Payment Service :** Using third-party providers to facilitate payments, chargebacks, and settlements. This includes sharing necessary booking and payment details to manage refunds or detect fraudulent activities.
- **Marketing Services:** We collaborate with marketing partners, sharing personal data like your email address, IP address, and phone number for targeted advertising.
- **Other Professionals:** In certain situations, such as legal disputes, claims, or audits, we may share personal data with professional advisers, such as law firms or auditors. Additionally, we may share cryptocurrency transaction data with payment processors or blockchain analysis services to complete transactions and assess risks.
- **Governmental or Judicial Authorities:** When required by law or to prevent or prosecute criminal or fraudulent activities, we may disclose personal data to law enforcement agencies. This includes fulfilling legal obligations and protecting the rights of us or our business partners.

Cookies and other web technologies

A cookie is a small data file that is transferred to your device (e.g. your phone or your computer). For example, a cookie could allow us to recognize your browser, while another could store your preferences. A persistent cookie remains on your computer after you close your browser so that it can be used by your browser on subsequent visits to the Service. Persistent cookies can be removed by following your web browser's directions. A session cookie is temporary and disappears after you close your browser.

We may also use other web technologies, log files, clear GIFs, Flash technologies, and other similar technologies, to deliver or communicate with cookies and track your use of our service.

We use these technologies for a number of purposes, such as:

- To enable you to use and access our services.
- To enable, facilitate and streamline the functioning of and your access to our website/application.

- To better understand how you navigate through and interact with us and to improve our services.
To serve you advertising or monitor and analyze the performance, operation, and effectiveness of the the advertisements.
- For fraud detection and prevention, and investigations.
- For purposes of our own customer support, analytics, research, product development, and regulatory compliance.

Most browsers automatically accept cookies, but you can modify your browser setting to decline cookies by visiting your browser' s toolbar. We also provide you with the choices to adjust your preference about the using of cookies through our website. Your mobile device may allow you to control cookies through its settings function. Refer to your device manufacturer' s instructions for more information.

We may also allow third parties to serve advertisements and use other third parties to help us collect and analyze information about your use of our service, generate aggregate site usage statistics and provide content sharing services to support our service. These third parties may also use cookies and similar technologies to collect similar information about your activities. You may refer to the third parties' privacy policy for more information.

How We Protect Your Information

We implement appropriate security measures to protect your information and has established structures for the prevention of misuse and security breaches. For maximum security in the processing, transmission and storage of your data, we may use additional security mechanisms such as encryption, pseudonymization and more.

How We Handle Children' s Data

Our services are not directed toward individuals under 18 years old. We only collect children' s data in specific circumstances, such as part of a family booking, and always with parental consent. If the children under the age of 18 purchases the services from our website and if we become aware of such activity, we reserve the right to revoke the purchase.

Your Rights

In compliance with applicable personal data protection laws, you may have some/all of the following rights:

- Right to access – the right to request access to the personal data we hold about you. We may charge you a fee to cover the cost of processing and fulfilling this request.
- Right to rectification – the right to request the correction of any inaccurate or incomplete personal data we hold about you.
- Right to erasure – the right to request the deletion of your personal data when it is no longer necessary for the purposes for which it was collected, or if you withdraw your consent to our processing of your data.
- Right to restrict processing – the right to request that we restrict the processing of your personal data, under certain conditions.
- Right to personal data portability – the right to request that we transfer the personal data you have provided to us to another organisation where technically feasible, or directly to you, under certain conditions.
- Right to object to processing – the right to object to our processing of your personal data, under certain conditions.
- Right to withdraw consent – where our processing is based on your consent, you have the right to withdraw that consent at any time. This will not affect the lawfulness of processing based on consent before its withdrawal.

If you would like to exercise any of these rights, please contact us at support@umy.com. We will respond to your request within one month of receiving it. In some cases, we may need to extend this period by an additional two months if the request is complex or numerous. If an extension is necessary, we will inform you within one month of receiving your request and explain the reasons for the delay.

Changes to this Policy

This Policy was last updated on August 20, 2025. We may change its contents by updating this page to reflect changes in applicable legislation or our practices. If the changes are significant or affect your data protection rights, we will notify you or obtain your consent in advance.

How to Contact Us

If you have any questions regarding this Policy, please email us at support@umy.com. We will do our best to resolve your complaint as quickly as possible.