

Privacy Policy

Effective Date: January 1, 2026

This Privacy Policy describes how Sunshine Kayak Tours LLC, DBA Sunshine Paddle Tours (the “Provider”) collects, uses, and protects personal information provided by guests who visit the Provider’s website, make bookings, or participate in experiences operated by the Provider.

Information We Collect

The Provider may collect personal information, including but not limited to:

- Full legal name
- Email address
- Phone number
- Date of birth
- Emergency contact details
- Information provided through booking forms or participant waivers
- Optional medical information voluntarily disclosed by guests

The Provider may also collect non-personal information, such as browser type, device information, and website usage data, for operational and analytical purposes.

How Information Is Used

Personal information may be used to:

- Process bookings and payments
- Manage tour operations and guest participation
- Communicate important tour-related information
- Verify waivers and safety requirements
- Respond to inquiries and customer support requests
- Comply with legal, safety, and insurance obligations

Sunshine Paddle Tours does not sell or rent personal information to third parties.

Text Messaging (SMS) Communications

By providing a mobile phone number during booking, guests consent to receive essential tour-related text messages from Sunshine Paddle Tours, including booking confirmations, reminders, and time-sensitive updates related to a scheduled experience.

- Message frequency is limited
- Message and data rates may apply
- Guests may opt out of SMS communications at any time by replying STOP

Third-Party Services

The Provider uses trusted third-party services to operate its business, including but not limited to:

- Online booking platforms (e.g., Rezdy)
- Electronic waiver services (e.g., Smartwaiver)
- Payment processing providers

These third-party providers process personal information in accordance with their own privacy policies. Guests are encouraged to review those policies directly.

Photo & Media Use

Photos and videos may be taken during tours for operational, safety, or promotional purposes. Any use of guest images is governed by the Photo & Video Release included in the Participant Waiver.

Data Security

The Provider takes reasonable administrative, technical, and physical measures to protect personal information from unauthorized access, misuse, or disclosure.

However, no method of electronic transmission or data storage is completely secure, and absolute security cannot be guaranteed.

Data Retention

Personal information is retained only for as long as necessary to fulfill operational, legal, safety, and insurance-related requirements.

Children's Privacy

The services of Sunshine Paddle Tours are intended for individuals who meet applicable tour age requirements.

The Provider does not knowingly collect personal information from minors without the consent of a parent or legal guardian.

Your Rights

Guests may request access to, correction of, or deletion of their personal information by contacting the Provider, subject to applicable legal and operational requirements.

California Residents

If you are a California resident, you may have additional rights under the California Consumer Privacy Act (CCPA), including the right to request access to or deletion of your personal information.

Requests may be submitted using the contact information provided below.

Policy Updates

Sunshine Kayak Tours LLC, DBA Sunshine Paddle Tours, reserves the right to update or modify this Privacy Policy at any time.

Updates will be posted on the Provider's website and will take effect on the date of publication.

Contact Information

For questions regarding this Privacy Policy or how personal information is handled, please contact:

Sunshine Kayak Tours LLC
DBA Sunshine Paddle Tours
 **Email:** info@sunshinepaddletours.com

Acceptance of This Policy

By using the Provider's website, booking a tour, or participating in an experience operated by Sunshine Paddle Tours, guests acknowledge that they have read and understood this Privacy Policy.