

Privacy Policy

Last updated: November 2025

Delmar World Limited (“we”, “us”, or “our”) operates as **Delmar World** and **Perfect Cruises**. We are committed to protecting your privacy and ensuring that your personal information is handled in a safe and responsible way.

1. Who We Are

Data Controller:

Delmar World Limited (trading as Delmar World and Perfect Cruises)
54–56 Chester Road, Gresford, Wrexham, LL12 8NE
Email: sales@delmarworld.co.uk
Telephone: 01978 853886

We are registered in the United Kingdom and subject to the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**.

2. Information We Collect

We may collect and process the following personal information:

- Your name, email address, phone number, and postal address
 - Travel preferences and booking details
 - Payment and billing information (where relevant)
 - Information submitted via enquiry or contact forms
 - Newsletter sign-up details
 - Technical data such as IP address, browser type, and cookie information (for more information on how we use cookies, please see our separate Cookies Policy).
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3. How We Use Your Information

We use your information to:

- Respond to your travel enquiries and requests
- Process and manage your bookings
- Send updates, offers, and newsletters (only if you have opted in)
- Administer competitions and event registrations
- Improve our website, services, and customer experience
- Comply with legal and regulatory requirements

We will only use your personal data where we have a lawful basis to do so, including your consent, performance of a contract, compliance with legal obligations, or our legitimate business interests.

4. Sharing Your Information

We only share personal data where necessary and with trusted partners who support our business operations, such as:

- **Constant Contact** – for managing email communications
- **Widgety** – for displaying API-driven cruise and travel content
- **Codeguys** – for website hosting and technical support
- **Google Analytics and Meta Pixel** – for website analytics and marketing insights
- **CookiesYes** – for managing website cookies

All partners are required to handle your data securely and in compliance with data protection law. We never sell your personal data to third parties.

5. Data Retention

We retain personal data only for as long as necessary for the purposes outlined in this policy, or as required by law. Once no longer needed, data is securely deleted or anonymised.

6. Your Rights

Under UK data protection law, you have the right to:

- Access the personal data we hold about you
- Request correction of inaccurate or incomplete data
- Request deletion of your personal data
- Withdraw consent (where applicable)
- Object to processing or request restriction of use
- Request transfer of your data to another organisation (data portability)

To exercise any of these rights, please contact us at sales@delmarworld.co.uk.

7. Data Security

We take appropriate technical and organisational measures to protect your personal data against unauthorised access, alteration, disclosure, or destruction.

8. International Transfers

Your personal information may be processed outside the UK (for example, by suppliers or systems hosted overseas). In such cases, we ensure appropriate safeguards are in place to protect your data.

9. Changes to This Policy

We may update this policy from time to time. Any changes will be published on our websites. Please review this page periodically to stay informed.

10. Contact Us

If you have any questions about this Privacy Policy or how we handle your data, please contact:

Data Protection Officer

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