

Privacy Policy

Okanagan Wine Country Tours

A Division of Modern Wave Services Ltd.

Effective Date: June 2026

1. Introduction

Okanagan Wine Country Tours is a trade name (doing business as, or "DBA") of Modern Wave Services Ltd., a company incorporated in British Columbia, Canada ("we," "us," or "our"). We operate wine country tour experiences in the Okanagan Valley and surrounding regions.

We are committed to protecting the personal information of our guests, website visitors, partners, and employees. This Privacy Policy explains how we collect, use, disclose, and safeguard personal information in accordance with the Personal Information Protection and Electronic Documents Act (PIPEDA) and the British Columbia Personal Information Protection Act (BC PIPA), both of which apply to our operations.

2. Scope and Application

This policy applies to all personal information collected by Modern Wave Services Ltd. through the operations of Okanagan Wine Country Tours, including:

- Online bookings, inquiries, and payments through our website (www.okwinetours.com)
- In-person and telephone interactions with guests and partners
- Email, social media, and digital marketing communications
- Tour operations, vehicle use, and associated service delivery
- Employment and contractor relationships

3. Personal Information We Collect

We collect only the personal information necessary to provide our services and operate our business. This may include:

3.1 Guest and Customer Information

- Full name and contact details (email address, phone number, mailing address)
- Booking and reservation details, including tour dates, party size, and special requests
- Payment information (processed securely through third-party payment processors; we do not store full credit card numbers)
- Dietary restrictions, accessibility needs, or other preferences relevant to your tour experience
- Photographs or video taken during tours (where consent is provided)

3.2 Website and Digital Information

- IP address, browser type, and device information collected through cookies and analytics tools
- Pages visited, time spent on site, and referral sources
- Information submitted through contact forms, booking widgets, or newsletter sign-ups

3.3 Partner and Vendor Information

- Business contact details of winery partners, accommodation providers, and referral partners
- Communication and transaction records relevant to our business relationships

4. Why We Collect Personal Information

We collect and use personal information for the following purposes:

- To process tour bookings, confirm reservations, and manage payments
- To communicate with you about your booking, including pre-tour instructions and post-tour follow-up
- To personalize your tour experience based on stated preferences or special needs
- To send promotional communications, newsletters, or special offers where you have provided consent
- To comply with legal obligations, including those related to transportation, food service, alcohol service, and business licensing
- To improve our website, services, and customer experience through analytics
- To respond to complaints, inquiries, or requests for information
- To fulfill our obligations to winery and hospitality partners

5. Consent

We obtain your consent to collect, use, and disclose personal information at the time of collection. Consent may be express (written or verbal agreement) or implied (such as when you voluntarily provide information to make a booking).

You may withdraw consent at any time, subject to legal or contractual restrictions. To withdraw consent, please contact our Privacy Officer using the details in Section 11. Please note that withdrawing consent may limit our ability to provide certain services to you.

6. Limiting Collection

We collect only the personal information that is necessary for the identified purposes. We do not collect information indiscriminately. Where possible, we use the least-identifying information necessary.

7. Use, Disclosure, and Retention

7.1 Use

Personal information is used only for the purposes identified at the time of collection or for purposes that a reasonable person would consider appropriate given the context.

7.2 Disclosure

We do not sell, trade, or rent personal information to third parties. We may share personal information with:

- Third-party payment processors operating under equivalent privacy protections (e.g., Square, Stripe)
- Booking and reservation platform providers (e.g., Checkfront)
- Winery and hospitality partners where required to fulfill your tour booking
- Email marketing platforms where you have opted in to communications (e.g., Mailchimp)
- Government authorities or law enforcement where required by law

Where personal information is transferred to third-party service providers, we require those providers to maintain protections consistent with this policy.

7.3 Retention

We retain personal information only as long as necessary to fulfill the purposes for which it was collected, or as required by law. Booking records are typically retained for a minimum of seven (7) years for financial and tax purposes. Marketing data is retained until you withdraw consent or request deletion.

8. Accuracy

We take reasonable steps to ensure that personal information is accurate, complete, and up to date for the purposes for which it is used. If you believe that your information is inaccurate or incomplete, please contact our Privacy Officer to request a correction.

9. Safeguards

We protect personal information using physical, organizational, and technological safeguards appropriate to the sensitivity of the information. These measures include:

- Secure, password-protected systems for storing booking and customer data
- Encrypted payment processing through PCI-compliant third-party providers
- Restricted access to personal information on a need-to-know basis
- Staff training on privacy obligations and data handling practices
- Secure disposal of records that are no longer required

While we take reasonable precautions to protect your personal information, no system is completely secure. We encourage you to exercise caution when submitting personal information online.

10. Transparency and Openness

This Privacy Policy is publicly available on our website at www.okwinetours.com and is provided upon request. We are committed to being transparent about how we manage personal information and will update this policy as our practices evolve.

11. Individual Access and Correction

You have the right to request access to the personal information we hold about you, and to request correction of any inaccuracies. To make an access or correction request, please contact our Privacy Officer in writing. We will respond within 30 days.

In some circumstances, we may not be able to provide access to certain information (for example, where disclosure would reveal personal information about a third party or is subject to legal privilege). In such cases, we will explain why access has been denied.

12. Cookies and Website Analytics

Our website uses cookies and similar technologies to improve user experience and analyze site traffic. Cookies are small text files stored on your device. We use:

- Essential cookies necessary for website functionality and booking processes
- Analytics cookies (e.g., Google Analytics) to understand how visitors use our site
- Marketing cookies where you have provided consent to receive targeted communications

You may configure your browser to refuse cookies or to alert you when cookies are being sent. Disabling cookies may affect the functionality of certain parts of our website.

13. British Columbia PIPA Compliance

As a BC-based business, Modern Wave Services Ltd. is subject to BC PIPA for the collection, use, and disclosure of personal information that occurs within British Columbia. BC PIPA has been deemed substantially similar to PIPEDA by the federal government. This policy is designed to comply with both statutes.

14. Questions and Complaints

If you have questions about this Privacy Policy, our privacy practices, or how your personal information is being handled, please contact our Privacy Officer:

Privacy Officer

Modern Wave Services Ltd. (Okanagan Wine Country Tours)

Lake Country, British Columbia, Canada

Email: privacy@okwinetours.com

We will investigate all complaints and respond within 30 days. If you are not satisfied with our response, you have the right to contact the Office of the Privacy Commissioner of Canada (www.priv.gc.ca) or the BC Information and Privacy Commissioner (www.oipc.bc.ca).

This Privacy Policy was last updated: June 3, 2026

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