

Privacy Policy

Effective Date: August 31, 2025

This Privacy Policy describes how **Don-Arc White Beach Resort**, located at Purok 5 Tubigan Initao Misamis Oriental PH 9022, operates its website and handles personal data in accordance with the Philippine Data Privacy Act of 2012 (Republic Act No. 10173).

1. Information We Collect

When you visit our website, we do not directly collect personal information such as your name, email, or contact details, unless you voluntarily provide it to us through a contact form or other means.

However, we do utilize Google Ads services for marketing and analytics. Through these services, certain non-personally identifiable information is collected automatically from your device. This information may include:

- **Demographic Data:** Such as age, gender, and location (city/country).
- **Device and Browser Information:** Including your IP address, browser type, operating system, and unique device identifiers.
- **Usage Data:** Information about how you interact with our website, such as the pages you visit, the time spent on each page, and the links you click.
- **Referral Information:** The website or search terms that led you to our site.

This data is collected and processed by Google on our behalf for the purpose of analyzing website traffic and serving relevant advertisements.

2. How We Use the Information

The information collected through Google Ads is used for the following purposes:

- To understand our website visitors' demographics and interests in an aggregate and anonymous manner.
- To improve our website's content and user experience.
- To serve more relevant advertisements to you on other websites and platforms as part of our marketing campaigns.

We do not use this information to identify you personally. The data is processed and stored on Google's servers.

3. Cookies and Other Tracking Technologies

Our website uses "cookies" and similar tracking technologies to enhance your experience and to help us collect the usage data described above.

- **What are cookies?** Cookies are small text files placed on your device by a website that you visit. They are widely used to make websites work more efficiently and to provide information to the site's owners.
- **How Google uses cookies:** Google, as a third-party vendor, uses cookies to serve ads on our site based on a user's prior visits to our website or other websites on the internet.
- **Third-Party Vendors:** We may also partner with other third-party vendors who may use cookies to serve ads based on your visit to our site.

4. Your Rights and Choices

Under the Philippine Data Privacy Act of 2012, you have certain rights as a data subject. While we do not collect personally identifiable information from you directly through our website, you have the right to:

- **Be Informed:** You have the right to be informed about how your personal data is being processed, which we have outlined in this policy.
- **Object:** You have the right to object to the processing of your personal data.
- **Control Your Ad Preferences:** You can control the information Google uses to show you ads by visiting [Google's Ad Settings page](#). You can also opt out of a third-party vendor's use of cookies for personalized advertising by visiting the [Network Advertising Initiative opt-out page](#).
- **Browser Controls:** Most web browsers allow you to control cookies through their settings. However, if you limit the ability of websites to set cookies, you may worsen your overall user experience.