



Customer Privacy Policy

Travelife Certification

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Customer Privacy Policy

1. Our commitment to your privacy

At Miracle Oman (“we”, “us”, “our”), your privacy and protection are important to us. We are committed to safeguarding the personal data of every guest, traveler and website user, and to being transparent about how we collect, use, store and protect that information before, during and after your travels with us.

This Privacy Policy explains what personal data we collect, why we collect it, how we keep it secure, who we share it with, and the rights you have over your information. It applies to all guests, travelers, website visitors and business contacts.

We comply with the Sultanate of Oman’s **Personal Data Protection Law (Royal Decree No. 6/2022)** and its Executive Regulations and, because we welcome travelers from the European Union, we also align with the **EU General Data Protection Regulation (GDPR)**.

2. Who we are (Data Controller)

Miracle Oman is a tour operator based in Muscat, Sultanate of Oman. We are the data controller responsible for your personal data.

3. What personal data we collect

We only collect personal data that is relevant and necessary to provide the services you have booked. This may include:

- **Identity & contact details:** full name, nationality, date of birth, passport/ID details, home address, email and telephone number.
- **Booking & travel details:** itinerary, accommodation and room preferences, dietary requirements, travel dates and flight information.
- **Sensitive data (only where necessary):** relevant health or medical information, mobility needs and emergency contact details collected to protect your safety and provide appropriate service.
- **Payment information:** billing details and transaction records (we do not store full payment-card numbers).
- **Photographs & media:** images and video captured during tours (see section 10).

- **Website data:** cookies, IP address and usage data when you visit our website.
- **Feedback:** reviews, testimonials and correspondence you share with us.

4. Why we collect it and our lawful basis

We use your personal data to:

- arrange and deliver your tour, including bookings with hotels, desert camps, transport providers, guides and other suppliers;
- protect your health, safety and comfort during travel;
- process payments and meet our accounting, tax and other legal obligations;
- communicate with you about your booking; and
- improve our services and, where you have consented, send you relevant marketing.

Our lawful bases for processing are: performance of your booking contract, your consent, our legitimate business interests, and compliance with legal obligations.

5. How we collect your data

We collect personal data directly from you through booking forms, our website, email, telephone or in person and, where applicable, from your travel agent or tour leader acting on your behalf. We tell you at the point of booking what we collect and why.

6. Who has access and who we share it with

Access within our company is strictly limited to authorized employees who are trained in the proper handling of personal data and who need it to perform their role.

To deliver your trip, we share only the minimum necessary information with trusted suppliers such as hotels, desert camps, transport providers and local guides on a need-to-know basis, and we require them to protect your data and use it only for your booking.

We do not sell your personal data to anyone. We may disclose data only where required by law or by a competent authority.

7. How long we keep your data

We keep personal data only for as long as necessary for the purpose for which it was collected:

Type of personal data	Retention period
Booking & enquiry data (non-financial)	Up to 12 months after your trip, unless a longer period is required
Financial & transaction records	Kept only for the period required by Oman tax and commercial law
Marketing data	Until you withdraw consent or unsubscribe
Photographs / media used with consent	Until you withdraw your consent

When data is no longer required, electronic records are securely deleted and any printed documents are shredded before disposal.

8. How we keep your data secure

We apply appropriate technical and organizational measures to protect your data against unauthorized or unlawful processing and against accidental loss, destruction or damage:

- Sensitive information is stored electronically in a secured database, accessible only by accredited staff who follow strict privacy procedures.
- Access is password-protected and granted on a role and need-to-know basis.
- Printed documents containing personal data are kept in a locked filing system accessible only to our most trusted employees, and are shredded before disposal.
- Staff are trained in data protection and confidentiality.
- We use secure connections and reputable, secure systems for payments and communications.
- We maintain procedures to detect, report and respond to any personal data breach, and will notify the relevant authority and affected individuals where required.

9. Use of photographs and guest images

As a photography-focused tour operator, images and video may be captured during our tours. We will only use photographs that identify you for example on our website, social media or marketing materials with your explicit, opt-in consent. You may withdraw this consent at any time, and we will stop using your image in future materials.

10. Your rights

You have the right to:

1. be informed about how your data is used;
2. access the personal data we hold about you;
3. request correction of inaccurate or incomplete data;
4. request deletion of your data (the “right to be forgotten”);
5. restrict or object to our processing of your data;
6. data portability;
7. withdraw your consent at any time; and
8. lodge a complaint with the supervisory authority.

To exercise any of these rights, contact us using the details in section 14. **You always have the option to be removed from our database.**

11. Cookies and our website

Our website may use cookies to improve your browsing experience and to understand how the site is used. You can control or disable cookies through your browser settings.

12. How we inform you and changes to this policy

We inform customers at the time of booking how and where their data is stored. This policy is published on our website and we may update it from time to time. We will communicate any significant changes to you directly where appropriate.

13. Governing law, complaints and contact

This policy is governed by the Personal Data Protection Law of the Sultanate of Oman (Royal Decree No. 6/2022) and its Executive Regulations, and reflects the principles of the EU GDPR. The regulatory authority in Oman is the Ministry of Transport, Communications and Information Technology (MTCIT). EU travelers may also contact their national data protection authority.

Contact us

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