



Privacy Policy

Dive Life Website Privacy Statement

Thank you for visiting Dive Life's website. Please be assured that your privacy is very important to us - just like we value our own privacy as individuals.

Dive Planet SA de CV ("Dive Life", "we", "us", "our") are committed to preserving and safeguarding your right to privacy. As part of this commitment, we want you to be fully aware of what happens to the personal information we collect through our website located at totaldiving.com (the "Website"). Accordingly, this Dive Life Website Privacy Statement sets out the manner in which we will collect, use, disclose and otherwise manage your personal information.

Collection of Personal Information

You may visit our Website without providing any of your personal information to us.

The only personal information that we collect through our Website is personal information that you *voluntarily* provide to us either when you choose to communicate with someone at Dive Life through the "[Contact Us](#)" portions of the Website, or when you choose to complete one or more of the various forms available throughout the Website, or when you choose to use one or some of these forms, or when you choose to create an online account in the "[My Account](#)" sections of this website.

If you choose to make purchases on our Website, we collect contact information and financial information so that we can process your payment and the shipment of your order.

Otherwise, we may automatically collect general and anonymous information related to your use of our Website, such as the date and time you visit the Website and the pages you consult. The hosting servers may also automatically collect information about the type of browser you use, the name of your Internet Service Provider and your IP address. In addition, we may collect "cookie" information from your browser to identify your computer and provide us with a record of your visits to our Website (collectively, the foregoing is referred to as "Usage Data"). This information does not result in the identification of your personal eMail address or other personal information. The technology used to gather "cookie" information is provided by the Internet browser you use and is stored on your computer. You may set your browser to disable or refuse to accept cookies, although doing so may affect your viewing of certain portions of our Website.

Use of Personal Information

Any personal information you provide to us when you communicate with us is used only to identify who you are in order for us to be able to respond to the purpose for which you initiated the communication.

Your eMail address is used to send you information regarding your purchases, such as manufacturer recalls on gear you have purchased from Dive Life, and for general communications like electronic newsletters. Every newsletter we send to you includes an opt-out feature, which consists of a link allowing you to terminate your subscription to such newsletter ("unsubscribe").

We use Usage Data for the purposes of monitoring and improving the content and features of the Dive Life Website.

Disclosure of Personal Information

Except as expressly set out in this Privacy Statement, Dive Life will not transfer, sell or otherwise disclose any of your personal information to any third party without your prior written consent. Certain personal information may be disclosed to third parties for the purposes of fulfilling requests you may make, issuing certification cards and/or certificates for the courses that you have completed, issuing Government permits to you for scuba diving in Mexico, registering your warranty and service records for the equipment that you purchase from us or have serviced by us, processing your payments, or answering your questions. We may also disclose your personal information to third parties that may administer or manage online services on our behalf.

Third Party Links

The Website includes links to third party websites. These linked sites have separate and independent privacy policies which we recommend you read carefully. We have no control over such sites and,



therefore, have no responsibility or liability for the manner in which the organizations that operate such linked sites may collect, use, disclose or otherwise treat your personal information.

Security of Personal Information

To the extent possible, we will maintain your personal information in secure data storage to safeguard it from unauthorized access, use or disclosure. Orders placed on our Website are encrypted using SSL technology. We will maintain the strict confidentiality of all personal information collected and will only disclose such information on a confidential basis to employees and third parties who require such information for the purposes set out above. We will keep your personal information for only as long as it remains necessary or relevant for the purposes stated above or as otherwise required by law, regulations and industry standards.

Notwithstanding the foregoing, you should be aware that, unfortunately, no data transmission over the internet can be guaranteed to be secure. As a result, Dive Life does not represent, warrant or guarantee that personal information will be protected against loss, misuse or alteration and does not accept any liability for personal information submitted by you, nor for your or third parties' use or misuse of personal information.

Children & Minors

This Website is not directed to children under the age of 13. Furthermore, our Website do not intend to collect information from children under the age of 13 and to comply with the American COPPA Agreement (Children's Online Privacy Protection Act), we demand that parents supervise their children while online. Children under the age of 13 should not provide personal information on our Website. Other minors should not post any information without parental consent.

Changes to Website Privacy Statement

If we decide to make changes to our Privacy Statement, we will post those changes on our Website so that you are always aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. If at any point we decide to use personal information in a manner different from that stated at the time it was collected, you will have a choice as to whether or not we use your information in this different manner.

Contact

If you would like to withdraw your consent for the collection, use and/or disclosure of your personal information, access and/or correct any of your personal information that we have in our possession, or if you have any inquiries or comments about this Dive Life Website Privacy Statement, please [contact us](#).

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