



In this Privacy Notice, also known as Privacy Policy, we explain how MSC Cruises collects and uses your Personal Data when you travel with us, visit our website, use our mobile app, or otherwise interact with us. Make sure to read the Privacy Notice carefully, which explains in detail the types of personal information we collect, how we collect it, what we may use it for and who we may share it with.

In case you have a privacy related complaint or would like to exercise your data protection rights, or if you have any further questions about the Privacy Notice or how we handle your personal data please contact us by sending your query to us through our webform by clicking [here](#).

Without prejudice to your rights under applicable laws, this Privacy Notice is not contractual and does not form part of your contract with us.

Global Applicability and Region-Specific Disclosures

This Privacy Notice is designed to apply to our website visitors and guests on a global basis. We may choose or be required by law to provide additional disclosures relating to the processing of Personal Data in certain countries, regions or states. Please refer below to Section 10 and onwards for disclosures that may be applicable to you based on your residency.

1. Who we are: MSC Cruises SA

MSC Cruises S.A., headquartered in Avenue Eugène-Pittard 16, Geneva, Switzerland, registered for tax purposes under number 060.667.071 (CHE- 112.808.357), and acting as data controller (hereinafter, the “**Data Controller**”, “**MSC Cruises**”, or “**we**”) is committed to the fair processing of your Personal Data (“**your data**”).

In order to provide you with a great experience, we collect Personal Data about you on different occasions, such as when you browse our company website, when you book a cruise, or when you make onboard purchases.

Given that we are based in Switzerland but provide our services globally to individuals also located within the EU/EEA, we have appointed MSC Procurement & Logistics SPA (Via Balladeer 7N 16149, Genova, Italy) as representative in the European Union.

MSC Cruises is committed to protecting and legally and ethically using personally identifiable information collected from former, current, and prospective guests, staff, business partners and their representatives, as well as all individuals who have provided information to us.

Accordingly, and as we are part of the MSC Cruises Group of companies, we appointed a Group Data Protection Officer (“DPO”). The DPO is available for any information regarding the processing of Personal Data carried out by MSC Cruises via dpo@msccruises.com. You can also send requests in writing; in that case, please specify “*For the Attention of the Data Protection Officer*” on the envelope addressed to the following address: MSC Cruises S.A., Avenue Eugène-Pittard 16, Geneva, Switzerland.

Please note that when booking through a travel agency, that third party will complete your booking by entering the required data into our booking systems, acting as an autonomous data controller. This essentially means that the third-party travel agency independently decides how to process your Personal Data for activities under its competence and is responsible for the processing and appropriate data protection measures. For details on the processing activities involving your Personal Data, please contact your local travel agency. Our Privacy Notice does not apply to any information that third parties collect, including from sites, content, or applications that may link to or be accessible from the MSC Cruises website or mobile app.



Similarly, in case you booked a 'Fly & Cruise' package and made a flight booking with us or via a travel agent the flights are to be provided by airline(s) who are considered separate data controllers regarding passenger data processed in the context of providing flight services. You can access the privacy policies of the respective travel agencies or airlines via their own websites or offices.

2. What is personal data and what categories of personal data do we collect?

“Personal Data” means any information which identifies you or could be used to indirectly identify you, such as your name and contact details, your travel arrangements, purchase history and preferences.

When you use our services, you will need to provide us with your personal details and/or the details of those individual(s) who will be travelling.

In connection with the relevant processing activities described below, we process the following categories of Personal Data:

- Identity and contact data (e.g., name, ID number, e-mail address, date of birth, age, gender, etc.);
- Booking and travel information (e.g., booking number, specific packages associated with the booking, complaints, etc.);
- Pictures (e.g., Security Picture taken prior embarkation, photos taken by our photographers onboard, etc.);
- Recordings (e.g. audio recordings, such as phone calls, CCTV, etc.);
- Preferences (e.g., information and inferences about purchases onboard, behavioural patterns, interests, etc.);
- Financial and payment data (e.g., invoices, payment information, tax information for casino winnings, etc.);
- Technical data related to online activity (e.g., IP address, connection logs to Wi-Fi, activity on our website, etc.);
- Health data (e.g., accessibility needs form, medical records/invoices, etc.);
- Biometrics (e.g., to associate your photos with your cabin number and account);
- Geolocation data (e.g., approximate location based on IP address);
- Data about religious or philosophical beliefs (e.g., accessibility form, and specific dietary needs that may indicate such beliefs, etc.).

3. Why, when and how do we collect data about you or others

We collect Personal Data about you whenever you use our services (whether these services are provided by us or by other companies or agents acting on our behalf), including when you travel with us, when you use our website or mobile application, or interact with us via email or by calling our contact centre.

In addition, we may receive personal information about you from third parties, such as:

- Companies contracted by us to provide services to you;
- Companies involved in your travel plans, including airlines, and customs and immigration authorities;
- Companies that participate in our loyalty schemes and other customer programs;
- Companies that act as our third-party business partners with whom you have interacted and with whom you have consented to provide us with your data to receive marketing communications.

Please also note that when you provide us with data about others (e.g., details of passengers travelling with you, emergency contact data, credit card information belonging to another person), such as a co-traveller or minor, we kindly inform you that it is your responsibility to ensure that such individuals have authorized you to do so and that they are aware and have understood and accepted how our company uses their information (as described in this Privacy Notice).



Below you will find the main purposes as to why your data is processed.

3.1 Responding to your requests (via website, call centre or e-mail)

You can submit your request regarding our activities and services through different channels (phone, e-mail, SMS, messaging systems, etc.). In order for us to respond to your request, we need to process your Identity and Contact data as well as the content of your query. Without this data, we cannot provide you with the requested information. This processing is carried out to take steps at your request prior to entering into a contract or to answer your request in the context of our cruises and services you purchased.

Additionally, using the different forms on the website, you can request to be contacted through different channels (phone, e-mail, SMS, messaging systems, etc.). In case you fill out our online request form for telephone contact:

- We will contact you as per your preference on the date and time you have specified in the request form;
- We will contact you on the following days as per the initial time slot indicated, if the call is not answered or the connection fails;
- We will make a maximum of 3 attempts to contact you by phone if the call is not answered or the connection fails and, if none are successful, we will contact you by e-mail to inform you of our attempts, and invite you to make a new request if you still wish to be recontacted.

Please also note that if you contact us via our call centre, inbound phone calls may be recorded for legal purposes where required by local regulations. In other cases, if the recording of the call is not mandatory under local laws, with your consent, the calls may be recorded for the protection and reproducibility of verbal commitments and may be cross-checked with other reservation data. The call recordings may also be processed based on our legitimate interest to meet quality assurance and training purposes. If the call is being recorded, you will be notified at the beginning of the call.

Outbound calls are recorded as well based on your consent, as you will be duly informed at the beginning of the call.

3.2 Completing and handling the booking of a cruise (through our website, application, contact centre, or travel agency)

To travel or stay onboard our ships, we need to process your identity and contact data as well as financial and payment information at the booking stage. We also register your booking and travel information, such as date and port of embarkation and disembarkation, cabin type, cruise experience, as well as information regarding packages or other products and services purchased prior to the cruise.

We process this information in order to finalize your booking and issue the relevant ticket and travel instructions. In that regard, please note that we may also send you communications or notifications via our app to provide you with relevant documents and information, as well as to inform you about necessary steps you need to take prior to your trip. These steps may include changes to embarkation or debarkation times, shore excursion changes or cancellations, ship itinerary changes or cancellations, as well as other last-minute information related to your booking (for example, due to bad weather or unforeseen circumstances).

If you have already booked your cruise, you can use your booking number, email address and date of birth to login directly through the app. This will allow you to manage your existing booking as well as view and book our services/products onboard.



If you have used the same email as your MSC account to book a cruise, then the app will automatically retrieve your booking once you login. On the other hand, if you have booked a cruise using an email that is different from the one used to register an account and login through the app, then you may retrieve your booking manually by inserting your booking number, first name, last name, and date of birth. You will then be able to manage your booking as well as purchase further products/ services for your upcoming trip.

Additionally, if you encounter any issues during the payment stage of your booking (i.e., technical problem or error with payment), we may contact you directly by phone to finalize the booking to offer our support.

We process all the above data on the basis of our contract with you and to perform the activities prior to the purchase of our cruises and services.

You also need to provide information about valid travel documents and visas, where applicable. Furthermore, some ports of call require the use of facial-recognition technology to facilitate the validation of travel documents and you may be required to provide biometric data to embark or disembark at such ports. However, please note that this activity falls outside our company's controllership, and MSC Cruises does not collect, process, or retain this data.

Without such information, we will not be able to complete your travel arrangements.

Only if you are based in the United States, please also note that when you make a payment, we share your payment data with Worldpay from FIS, a payment service provider.

Worldpay also provides fraud detection and prevention services, processing your data to monitor and prevent unauthorized activities. For further details on how Worldpay processes your payment information, we recommend reviewing their privacy policy available [here](#).

3.3 Registering your credit card for future purchases

With your consent, we provide you with the option of registering your credit card on the app or website in order to facilitate payments and have your future onboard purchases debited directly from your card.

Please note that this feature is optional and if you do not wish to provide us with your credit card information in the App, you can simply use the totems on board to top-up your cruise card while on the ship.

3.4 Accommodating and managing your accessibility and medical requests

During the booking process, in some cases, you may provide information and documents containing health data or Personal Data about religious or philosophical beliefs (for example, food preferences that indicate the observance of a specific religion – such as kosher or halal food – or medical conditions requiring special attention onboard – such as disabilities, or celiac disease). We process this data on the basis of your informed and specific consent. It is not mandatory to provide this data, but please be informed that if you do not provide it, we will be unable to accommodate your needs onboard.



Additionally, in case you have booked a ‘Fly & Cruise’ experience with us, MSC Cruises will share your Identity and contact data, Booking and traveling information as well as your Health data (accessibility needs form) with the airline to allow the latter to accommodate your needs during your journey.

3.5 Sending you marketing communications

With your consent, we may process your identity and contact data, booking and travel information, preferences and technical data related to online activity for marketing purposes, including to send you questionnaires/surveys, carry out market research as well as direct marketing via e-mail, WhatsApp, SMS, ordinary mail, over the phone, through push notifications/pop-up banners on our app, instant messaging, through an operator, through MSC Cruises’ official social media pages, as well as for marketing activities in the broad sense, including prize events, games and competitions, products and/or services related to our subsidiaries/other companies of our group and our business partners (for example, tourist activities, airlines/transportation services, luxury brands, travel agency, insurance companies, etc.) and/or to other third-party products and/or services.

For US users, consent is only required for sending marketing communications - as outlined above – via WhatsApp, SMS and over the phone. We can contact US users via all the other channels based on our business legitimate interest, from which they can choose to opt out.

If you are interested and choose to subscribe to our newsletter by filling in the appropriate field, we will process your e-mail address to fulfil your request.

Additionally, as part of our efforts to provide you with relevant information and offers, we may also acquire the above Personal Data from our third-party business partners. This process involves receiving or accessing databases from our trusted partners to identify individuals who may be interested in our services and products and who have consented to have their data shared from these business partners to MSC Cruises.

Please note that it is not mandatory to provide your consent to receive promotional messages and offers from us, or from third parties, but without it we will not be able to send you such communications that may be of interest to you.

Since the processing of your data for the purposes indicated above is based on your consent, you can withdraw this consent at any time by clicking on the “unsubscribe” link at the bottom of a marketing email received from us, by emailing us at the email address provided for in section 1 of this notice, replying STOP to any marketing SMS or WhatsApp message received from us, or through the private area on the website. Any consent may be withdrawn at any time, without affecting the lawfulness of processing based on consent before its withdrawal.

After booking a cruise or after disembarkation, we might send you pre/post-cruise surveys to collect feedback on your booking and cruising experience. We ground such activity on our legitimate interest in order to provide customers with an ongoing improved experience and services either when booking or during a cruise.

3.6 Personalizing your experience

We may process your Personal Data to engage in profiling activities, which involve using cookies and other automatic data collection technology to automatically evaluate certain personal aspects such as your onboard purchases, cruise history, and previous behaviour/interests. This analysis helps us understand your preferences and predict your potential future behaviours, allowing us to offer cruise packages, special onboard services, and promotions tailored to your travel preferences. Understanding what you enjoy enables us to enhance your



experience with personalized offers and recommendations. This process is only carried out with your consent, giving you full control over how your data is used for these purposes. However, for US users, we will process their personal data for this purpose on our business legitimate interest, from which they can choose to opt out.

Additionally, only if you are based outside of the EU/EEA, specifically in the United States, and with your consent, we may also process your Identity and Contact data, Booking and Travel information, Preferences and Technical data related to online activity for marketing purposes which include promoting our products and services to third parties (for example, by improving the performance of our personalized advertising campaigns by targeting like-minded customers).

We process your data for purposes indicated above by using both automated means, such as emails, text messages, advertising messages through social networks, etc. as well as non-automated means, such as ordinary mail, call from our operators, flyers in your cabin, etc. We personalise our communication by analysing your travel preferences, experiences, consumption habits and analysing market surveys in order to improve the range of services offered and send you communications that may be of interest for you.

Please also note that with your consent, we may carry out social media marketing activities. To target audiences that we believe may be interested in our offers and communications, we perform profiling activities that take into account the analysis of their interactions, preferences, and behaviour.

In addition, when you browse our Website, we use profiling cookies that can track some information about you, provided that you consent to our use of such cookies. We use this information to make the Website more intuitive and to suggest products or services that may be of interest to you. You can find more information about our use of cookie and other tracking technologies used on the Website in Section 7 of this Privacy Notice below.

Before you board the cruise ship, we will also register your interest in receiving special personalised offers in your cabin. For example, if you are travelling with children, we will send you specific information about the events we organise for children on board.

Since the processing of your data for the purposes indicated above is based on your specific consent, please be informed that you can withdraw your consent at any time by clicking on the “unsubscribe” link at the bottom of our communications, if available, or by using the contact details provided in section 1 of this notice.

3.7 Sending you information about similar products and services to the ones you already booked

When you give us your email address in the context of buying any of our products or services, we may use it to send you information about products or services that are similar or related to the ones you bought (including all the services and experiences you can buy and enjoy on board our ships during your cruise), unless you exercise your right to opt-out of receiving marketing communications from us at the time of booking, or later via the “unsubscribe” link within the footer of our email.

This data processing is carried out on the basis of our legitimate interest in informing you of similar or related products and services that we offer and that may enhance your cruise experience. You can obtain information about the balancing test upon request by using the contact email address provided in section 1 of this notice.

3.8 Compliance with the applicable laws



When you provide Personal Data to MSC Cruises, we are obliged to process it in accordance with the applicable laws, which may include storing and reporting Personal Data to official authorities. Those activities include, for example the processing of Personal Data for compliance with tax and fiscal laws, or the tracking of boarding and disembarking from the ship by our guests and possible communication of such information to the authorities.

3.9 Setting up and managing your MSC Cruises account on our website or mobile application

When you create an account on our website or mobile application, you can manage your booking by accessing your personal area when you log in. This will allow you, for instance, to do the check-in online or book or view reservations already made, or visit your MSC Club membership area. For these purposes, we process your identity and contact data, booking and travel information, preferences, as well as technical data related to online activity.

Kindly note that the creation of an account for these purposes is entirely optional. We process your data for this purpose in the context of the performance of a contract to which you are a party or to perform activities prior to entering a contract with us.

3.10 Performing the online check-in via your MSC Cruises account or MSC app

To enhance your check-in process, and to avoid queuing at the terminal, our website and application allow you to check in online. To do this, you will need to provide some information about yourself (and any travel companions) and your booking. For this purpose, we will require you to upload certain information to proceed, such as your identity and contact data, travel and booking information (i.e. passport, ID, relevant visas necessary to travel) and your security picture.

We process this information on the basis of our contract with you as well as our legal obligation to collect the necessary travel information at the terminal and ports of call. Additionally, we also process your photo in this case to ensure onboard security of our passengers and crew members pursuant to our legitimate interest.

Once you successfully perform the online check-in, you will receive your travel information, such as your ticket as well as a QR code to be used when embarking on your booked cruise. This QR code will be scanned by our personnel in order to validate your ticket when boarding.

In any case, please be informed that it is not mandatory to perform the check-in online, and you can skip this step and proceed directly to the terminal and perform the check-in with our employees instead.

3.11 Enabling guests to chat with each other through the MSC for Me Chat

The Chat feature of the MSC for Me app enables guests to contact each other. We collect the following Personal Data in order to provide the Chat service:

- Name Surname
- Cabin number
- Internet ID
- List of chat contacts, including group membership status with multiple contacts
- Sent / received messages
- Online / offline status over time
- Sent received files, photos



- Profile picture

We process the above Personal Data on the basis of our contract with you and to provide you with the chat service if you wish to use it.

Please note that the chat history will be automatically deleted the day after disembarkation. With reference to multimedia messages shared, such as photos and/or videos, these files be deleted after 30 days and will no longer be downloadable by the passenger.

3.12 Processing information through your cruise card

When you embark on your journey, you will receive a cruise card that is unique to your specific cruise, containing your full name, cabin number, as well as a unique Internet ID.

More specifically, we process your data via the cruise card for the following purposes:

- record and manage the purchases onboard carried out with your cruise card (except for some shops, where you can pay with your personal credit card), including the purchase of Wi-Fi packages and onboard commercial photos (as specified further below), as well as the booking of excursions or onboard activities. Please be informed that every time you make a purchase on board by scanning your cruise card, our employees view the associated Security Picture to perform a check on the identity of the purchaser.
- perform the activities necessary for embarkation and disembarkation during transits at the ports (all entries and exists from the ship are tracked by the security team by scanning the card).

All purchasing information processed through your cruise card is necessary for us to comply with our legal obligations of maintaining accurate records for accountability and taxation needs. In addition, pursuant to our legal obligations, we also require the scanning of the cruise card, which shall be matched with your onboard security picture to avoid instances of fraud and to ascertain the legality of the purchase, for instance, to ensure that we do not serve alcoholic beverages to minors that may make use of another person's card.

We also process this data on the basis of our contract with you in order to issue invoices and payment receipts during your time onboard. Kindly note that if you do not provide us with your card, we are unable to provide you with any products and/or services that require purchasing through the scanning of your cruise card.

Moreover, we also scan your cruise card for safety reasons when you enter and exit the ship. This is based on our legitimate interest to ensure that we keep track of all our passengers onboard, especially during transit and cruising time. Additionally, a list of all passengers must be maintained based on our legal obligations to communicate it to the relevant authorities, such as during the ports of call. Kindly note that all passengers must provide their cruise card to enter or exit the ship.

3.13 Purchasing onboard Wi-Fi package

All guests have a unique ID printed on their cruise card (Internet ID) to use when logging in for the Wi-Fi connection. If you have already purchased an internet package during the booking phase or at the designated desk on the cruise, you can login through the MSC Wi-Fi website and connect by inserting your date of birth and internet ID. Otherwise, we will request you to proceed with purchasing a specific package depending on your consumption needs.



We process the data collected in the context of the Wi-Fi package in order to provide you with the requested service and for compliance reasons. Furthermore, we process Technical data related to online activity to track your access and usage (traffic data) of the internet for our legitimate interest to ensure adequate functioning as well as in case of complaints/claims (for instance, due to technical issues).

Kindly note that the provision of your data for the above purpose is necessary to be able to purchase and use our Wi-Fi service onboard.

3.14 Onboard medical assistance

In case you visit our medical centre onboard, or have a doctor come to your cabin, kindly be informed that the data controller for these activities is MSC Cruise Management (UK) Ltd, 5 Roundwood Avenue, London, and the data processor is MSC Cruises. This practically means that decisions on how your Personal Data is processed is taken by the managers of the vessels, MSC Cruise Management (UK).

The medical team will need to collect your Identity and contact data, Booking and travel information and Health data (symptoms, diagnosis, treatment, etc). We process your Health data for the medical diagnosis, treatment, and management of the health, social care system and services.

Depending on the severity of the case, your data may also be collected for security and public health purposes. In case of a medical emergency, or the need to provide ashore medical assistance, we may have to disembark you to ensure that you are properly cared for at an appropriate facility.

Please note that you will be given a dedicated form onboard if you require medical assistance, which will outline further details on the specificities of the purposes of processing.

Following the visit, MSC Cruise Management UK will keep a copy of your medical report for a period of 10 years for insurance and legal compliance purposes.

3.15 Onboard Mini-club

If you are a parent or legal guardian and want to enrol your child (up to, and including 11 years old) at the mini-club, we will request you to provide specific information about your child (including Health data, such as any medical issues or specific food preferences or dietary needs that we must consider).

We collect this data only on the basis of your consent as the legal guardian of the child.

Upon embarkation, children under the age of 11 years old will receive a locator bracelet containing a barcode containing their full name, as well as the details of their guardian that is authorized to pick them up. The barcode on the bracelet is scanned at every entrance and exit from the kids' club.

We process this information on the basis of our legitimate interest to guarantee the safety and to ensure the whereabouts of minors onboard our ship. Kindly note that the provision of data for this purpose is not mandatory, but if you refuse to provide this information, you are not able to provide the Kids Club service, due to security reasons.

3.16 Handling requests, complaints and comments



We keep track of the comments and complaints that you make on board and/or after disembarkation in order to adequately respond to your requests. We process this data in connection with our provision of services to you, or based on our legitimate interest to protect the interests and rights of our company in case of litigation. You have the option of making an anonymous complaint or comment, but please be aware that in some cases, it will be impossible for us to follow up on the complaint or to provide assistance and support.

In addition, we can use the content of the request, complaint or comment to improve our services onboard. We limit as much as possible the use of data that may identify you personally in this case. This processing is carried out on the basis of our legitimate interests in developing our services in a way that ensures our guests have a pleasant experience onboard.

In the event of a refund request via our website, we will also process your Identity and contact data, Booking and travel information as well as Financial and payment data to approve and issue the refund once processed. We process this data on the basis of our contract with you, which will also be retained for the in order to comply with our legal obligations, such as for taxing and accounting purposes.

3.17 Ensuring onboard safety and security

We keep track of the people who are on board at all times in order to be able to ensure everyone's safety and security throughout the cruise and to handle crisis situations. We therefore record your Identity and contact data as well as your Booking and travel information, Security picture and Health data (information about accessibility needs where provided, which may require specific assistance in case of emergencies).

The security photo taken during your check-in process is also linked to your cruise card profile, as such, whenever one of our crew members scans your card, they will be able to view your security photo to ensure that the card indeed belongs to you.

We process these data on the basis of our legitimate interest to ensure public safety and security and to manage potential crisis situations. Please note that the provision of data for this purpose is not mandatory, but if you refuse to provide this information, we may not be able to accommodate you onboard our cruises.

Additionally, when you arrive at the check-in counter at the terminal prior to boarding your ship, you will be asked by our agent whether you have had a series of symptoms in the last 48 hours prior to embarkation in order to ensure everyone's public health onboard. In the case where you have not had any of the listed symptoms, the agent will proceed with the check-in process. On the contrary, if you or a member on the same booking has had any of the listed symptoms, you will be directed to a designed private area to be assessed by our medical staff. After a secondary screening, the medical staff will approve or deny your boarding. In the instance of the latter, you will be denied boarding due to medical reasons.

We will process your Health data for reasons of public interest in the area of public health, such as protecting against serious cross-border threats to health. Kindly note that the provision of data for this purpose is not mandatory, but if you refuse to provide this information, we may not be able to accommodate you on board our cruises due to security reasons.

Finally, we process some of your Personal Data with regard to fraud prevention/detection and safety and security purposes. In this case, we rely on our legitimate interest in preventing and detecting fraud to our own detriment.



As the safety and security onboard our cruises are entrusted to our group company located in the UK, as managers of the vessels, we hereby inform you that the data controller for the above-mentioned activities is MSC Cruise Management (UK) Ltd, 5 Roundwood Avenue, London, and the data processor is MSC Cruises. This practically means that decisions on how your Personal Data is processed to ensure security onboard are taken by MSC Cruise Management (UK).

Moreover, in order to ensure the safety and security of all guests and crew onboard, our security personnel may be equipped with body cameras. These devices will remain on standby and will only be activated in specific circumstances, as outlined below:

1. **Incident Intervention:**

Body cameras may be activated during interventions to de-escalate situations, such as disputes between guests or crew members or instances involving the use of force. Recordings made in these situations are processed based on our legitimate interest in documenting incidents for safety and security purposes.

2. **Statement Recording:**

During the process of taking statements, body cameras will only be used with the explicit consent of the person being interviewed. Recordings made with consent may be retained and used as evidence if necessary.

3. **Crime Scene Inspection and Preservation:**

Body cameras may also be activated during the inspection and preservation of a crime scene. This may include recording activities such as documenting a body search, where necessary for security purposes.

When activated, body cameras may record video and audio data as part of the investigation, inspection, or preservation of evidence.

The use of body cameras is primarily based on our legitimate interest in maintaining safety and order onboard, except where explicit consent is required, as stated above. You have the right to object to this processing in certain circumstances unless compelling legitimate grounds for the processing are demonstrated.

3.18 Loyalty Program

When you sign up to our loyalty program (MSC Voyagers Club), we will process your loyalty account details, including Identity and contact data, Travel and booking information, and Preferences, such as your points balance, account activity, cruiser milestones, and loyalty tier. We create these details for you when you join our loyalty program and update them as you credit bookings and other activity to your loyalty account. We process this information on the basis of the contract that we have with you and the terms and conditions that you accept to join our program. Consequently, the above information is needed in order to provide you with exclusive products/services dedicated to our loyalty program members and allow you to have access to specific focus groups and our community.

3.19 MSC Cruises Status Match program

In case you already are a loyalty member of another cruise line, hotel, or tour operator, you can apply to our MSC Cruises Status Match program, through which you will be able to experience the same earned benefits from another loyalty program.

We process this information on the basis of the contract that we have with you and the terms and conditions that you accept to join our program. Consequently, the above information is needed in order to let you experience the same earned benefits from another loyalty program.



3.20 Casino

When you play in the onboard casino using your cruise card, we process your Identity and contact details as well as information of your play and spending in onboard casinos (including amount spent, loyalty reward details, points acquired and gaming patterns) if you decide to register. Otherwise, you can proceed to playing with cash without registration, and thus we will not process your Identity and contact data.

Please also note that in addition to the installation of CCTV cameras on the ship for the purposes outlined under below, these cameras are also set up in the casino to ensure the integrity of the game and prevent against fraud.

Moreover, kindly be informed that in case you wish to be distanced from the casino (for instance due to gambling addictions), you can sign a self-declaration form to enable our crew to identify you and do their best to prevent you from accessing the casino. The provision of this data is based on your consent and is entirely optional.

3.21 CCTV related data processing activities

We use closed circuit television (“CCTV”) onboard our ships, including at all access points and in all public areas. These CCTV cameras are continuously on and thus, images of you may appear in these recordings. CCTV footage may include sound recordings as well. We perform this activity based on our legitimate interest and use this information for security purposes to recognize, identify and maintain records of incidents, facilitate investigations and remedies, to protect our rights and the rights of our guests, to enable public health measures, to prevent and detect fraud or to comply with other legal or regulatory requirements. As all our ships are equipped with CCTV cameras, the processing of your data for the above purposes is not optional.

Additionally, in the event of a security incident, the security officers shall gather all evidence from the guests and crew involved to draft a report. If you are a witness, suspect or a victim during an incident, please note that the provision of your statement is not mandatory.

In the event of such incident, where CCTV footage is available, the footage may be extracted and can be stored for up to 5 years, and longer if necessary depending on the circumstances of the specific case (for instance, due to investigation by authorities).

Where CCTV footage/ recordings are not extracted or used, they are only stored for up to 30 days of the date of recording.

3.22 Assigning adequate table seating

We process some Personal Data about you to assign you to a dinner table at one of our main restaurants during the cruise, to make sure that you are able to enjoy your meal without having to look for an adequate table for yourself and the people you are travelling with. To assign the tables, our Maître D’ takes into account elements such as the size of the group you are travelling with, and your preferred language. You can request a different table at all times by contacting the Maître D’ or the Guest Service on-board. This data processing is conducted on the basis of our contract with you in ensuring that all passengers are assigned adequate dinner seating on-board.

3.23 Reviewing your data through smart TV

In your cabin, you can also make use of the TV to access the MSC for me App as well as your MSC profile to check



all purchases and onboard activities that have been carried out through the cruise card. We process and display this data to you on the basis of our contract with you. This data is only displayed and available on the cabin TV during your stay onboard and will be removed as soon as you check-out.

3.24 Disciplinary and precautionary measures

Please note that we have the authority to deny embarkation or order disembarkation of a passenger whose presence onboard may be considered as a potential danger to themselves and/or other passengers and/or the ship, or when their behaviour may affect or compromise the comfort and enjoyment of other passengers onboard. To handle such cases, we may process data necessary for this purpose, including Identity and contact information, Booking and travel information, Security pictures, as well as information about the cause of the measure on the basis of our contract with the relevant passenger and our legitimate interest.

As the security onboard our cruises is entrusted to our group company located in the UK, as manager of the vessels, we hereby inform you that the data controller for the above-mentioned activities is MSC Cruise Management (UK) Ltd, 5 Roundwood Avenue, London, and the data processor is MSC Cruises. This practically means that decisions on how your Personal Data is processed to ensure security onboard are taken by MSC Cruise Management (UK).

3.25 Onboard commercial photos

Onboard our ships, there are a number of kiosks managed by our third party partners where you can view, purchase and print all the photographs and videos that have been taken of you throughout the cruise. We process your photos on the basis of our contractual relationship with you, to allow you to purchase and download your photos. In case you would like to view your photos at a later stage, you can purchase and download them online after disembarkation at mymscphotos.com, creating an account and using your Internet ID on your cruise card, or as per the instructions received at the photo gallery kiosk when viewing/purchasing your photos.

Additionally, in order to display the printed photos of our guests at the photo gallery kiosk, we process this Personal Data on the basis of our legitimate interest to market and portray the photos taken so guests are aware that they can purchase them.

Furthermore, biometric data, such as through the use of facial-recognition technology, may be used to associate your photos with your account or cabin number. We process your data in this regard based on your consent, which will be requested at the totem/kiosks where photos can be viewed and downloaded. The processing will be described in a dedicated privacy notice upon use of the service.

Similarly, in case of special events or commercial photos to be publicly displayed onboard, we will provide you with a specific form to request your consent.

Personal Data processed for this purpose will be kept by MSC Cruises and our partners in our digital archives for a period of 3 months, after which, photos available for purchase will be deleted.

3.26 Segmentation

We perform segmentation, a process that involves dividing our customer base into groups or segments based on common characteristics such as age, gender, and geographical location. This helps us manage and optimize our products and services more efficiently. For instance, segmenting by geographical location helps us tailor our cruise routes and promotional efforts to specific regions, enhancing relevance and effectiveness. Unlike profiling, which



consists of the automated processing of Personal Data to evaluate certain personal aspects and is often used to create targeted marketing strategies, segmentation focuses on broader group characteristics to better align our services with customer needs. This processing is carried out based on our legitimate interest in understanding our customer composition and improving operational efficiency.

3.27 Parking Services

If you have purchased a parking service offered by us, we may process your personal data and the license plate number of your vehicle. The data processed varies depending on the specific Parking Service you purchased and may include your Identity and contact data, Booking and travel information and Financial and payment data. This processing is carried out for the performance of the contract with you. Providing data for this purpose is optional, but if you decide not to provide it we may not be able to properly perform the Parking Services.

3.28 Sharing Guest Information Between MSC Cruises Group Entities

If you have previously sailed with one of our companies, such as Explora S.A., we may share identity and contact data as well as travel and booking information within our group to recognize returning guests and provide you with a personalized experience. This approach helps us ensure that frequent travellers enjoy a familiar level of service and recognition, no matter which of our brands they choose to travel with.

3.29 Additional data processing activities onboard

Some additional information about you may be collected during the cruise on paperback forms in order to enable you to participate in specific activities (for example, the gym or the spa) or to handle the request of specific packages. The data processed varies depending to the specific activity onboard, however, we make sure to only collect the data strictly necessary to achieve the specific purposes. Please refer to the onboard forms given to you prior to your participation in such activities for further details.

4. How long we store the data

In accordance with the principle of storage limitation, the Personal Data that we collect is kept in a form which permits the identification of data subjects for no longer than is necessary for the purposes for which Personal Data are collected and processed in each specific case, and in any case no longer than as specified by the relevant applicable laws.

Generally, information relating to the booked services and the contractual relationship that we have with you will be kept for a period no longer than 10 years.

Personal Data collected based on your consent, specifically for the purposes of sending marketing and profiling communications will be retained until you withdraw your consent and in any case, not longer than 10 years from the last interaction.

In cases where the retention period is not specifically stated above, we have defined a Corporate Data Retention Policy which outlines the timeframe for data processing, at the conclusion of which all copies of Personal Data are either destroyed or anonymized using appropriate techniques that prevent the re-identification of the individual in question.



For more information on our Personal Data retention periods and the criteria adopted in determining these periods, please contact our DPO at the email address set out in Section 1.

5. Categories of data recipients and Personal Data transfer

We store your Personal Data on servers located in Frankfurt and in Ireland. We may transfer Personal Data to MSC Cruises Group's companies, or other reputable third party organizations situated inside or outside Switzerland. Your Personal Data may also be shared with recipients who are located outside the European Union or the European Economic Area. For all these cases, MSC Cruises ensures that your Personal Data are transferred to these recipients in accordance with the applicable data protection law and contractual measures are in place to ensure that the data is afforded a comparable level of protection as laid out in this Privacy Notice. Indeed, transfers can be based on an adequacy decision, the Standard Contractual Clauses approved by the European Commission or another legal transfer mechanism depending on the applicable law.

To ensure greater transparency, we have provided a list below of the main categories of recipients with whom your Personal Data may be shared:

a. Companies of our group

Depending on the country where the booking is made from, and to provide you with specific services, we share information about you with the companies of our group. All companies are processing the Personal Data in compliance with the applicable data protection laws.

Depending on the country where the booking is made from, your Personal Data could be processed by one of the companies of our group, acting as data processors upon instructions from the data controller. The companies of the MSC Cruises group that process Personal Data of European passengers are: MSC Crociere S.p.A. (Italy), MSC Cruise Management UK Ltd (UK), MSC Cruises UK Ltd (UK), MSC Procurement & Logistics Division Spa (Italy), MSC Kreuzfahrten AG (Switzerland), MSC Cruises Belgium (Belgium), MSC Cruises Scandinavia AB (Sweden), MSC Kreuzfahrten (Austria) GmbH (Austria), MSC Cruises the Netherlands B.V. (Netherlands), MSC Cruises Ltd (Cyprus), MSC Cruceros, S.A. (Spain) and MSC Cruises GmbH (Germany).

In limited cases, the above-mentioned companies could act as data controllers in relation to a specific data processing activity (for example, in the case of security onboard our ships as described in this notice). In such cases, we will provide you with a separate privacy information notice in relation to that specific activity.

b. Commercial partners

Some services that you book with us are provided by our commercial partners. For example, shore excursions or experiences may be provided by local tour guides that have been carefully selected by MSC Cruises for their knowledge and experience. In some cases, we need to communicate your data to such partners. However, rest assured that we only share the data that is strictly necessary, and we have established agreements with our commercial partners to ensure that the shared data is used exclusively for fulfilling your request. In cases where these commercial partners act as autonomous data controllers, we recommend consulting their specific privacy policies for comprehensive information on how they process your Personal Data.

Our commercial partners operate in the following industries:

- Tourism (e.g. tour operators, local tour guides);
- Transportation services (e.g. bus, train, airplane or other means of transportation depending on type of



service required on a case by case basis);

- Insurance companies (e.g. when there is a need to activate your insurance package during a cruise);
- Restaurants and shops (e.g. where you sign up for a lunch, dinner or for special offers); in some cases, where lunch/dinner is included in a package offered by us and provided by one of our commercial partners, we communicate data about allergies or food preferences that may reveal health information about you. We take utmost care to only reveal your identity when this is strictly necessary and, where possible, we work with anonymous data.
- Service providers (such as IT service providers, consultants, etc.), including persons authorized to process the Personal Data needed to carry out activities strictly related to the provision of the services, who have committed themselves to confidentiality or have an appropriate legal obligation of confidentiality;
- Only if you are based in the United States, we may also shared your Personal Data with marketing partners (e.g., advertising platforms such as Google, Facebook, and Instagram, and third-party marketing agencies).

c. Data sharing with port agents and authorities

As a travel operator, we need to share some information about our passengers with local port agents and authorities for immigration purposes. The sharing of data with these agents and authorities can trigger the transfer of data outside the EU/EEA if these entities are based abroad, outside the EU/EEA. These data are shared and transferred based on the legal obligation that MSC Cruises has in relation to the provision of information to the relevant authorities, and only the strictly necessary data is communicated.

6. Your data subject rights

In case you would like to exercise your data protection rights, or if you have any further questions about the Privacy Notice or how we handle your personal data please contact us by sending your query to us through our webform by clicking [here](#).

The applicable data protection law provides for enhanced rights and MSC Cruises is committed to giving you the appropriate control of your own Personal Data.

- Please be aware that you can only exercise this right in relation to your own data or to the data of a minor or another vulnerable person, where you evidence of parental authority or legal responsibility. MSC Cruises reserves the right to ask for proof of identity, as well as refuse to provide the Personal Data if the identity or relevant connection to the data subject cannot be proven.

In particular, you have the following rights in connection to your Personal Data:

- a. The right to access your Personal Data and obtain specific information about how we process it.
- b. The right to rectify your Personal Data, including by means of providing a supplementary statement.
- c. The right to obtain the erasure of Personal Data concerning you, unless the data are necessary for exercising the right of freedom of expression and information; for compliance with a legal obligation which requires processing by Union or Member State law to which MSC Cruises is subject, or for the performance of a task carried out in the public interest or in the exercise of official authority vested in the Data Controller; for reasons of public interest in the area of public health, or for the establishment, exercise or defence of legal claims.
- d. The right to obtain the restriction of the processing of your Personal Data. This right may be exercised in the following cases:



- Temporary restriction, where you are contesting the accuracy of the Personal Data; in this case, we will restrict the processing of your data for a period enabling us to verify the accuracy of your data and we will provide feedback to you as to the lifting of the restriction;
 - The processing is unlawful and you oppose the erasure of the Personal Data and request the restriction of their use instead;
 - MSC Cruises S.A. no longer needs the Personal Data for the purposes of the processing, but it is required by the data subject for the establishment, exercise or defence of legal claims;
 - Where you have objected to processing, it will be restricted pending the verification of whether our legitimate grounds override your rights as data subject.
- e. The right to data portability. You may exercise this right in those cases where the processing is based on your consent or on your contractual relationship with MSC Cruises S.A. or one of the companies of our group, and the processing is carried out by automated means.
- f. The right to object and/or to opt out, at any time, to the processing of the Personal Data concerning you. You may exercise this right where the processing is based on the performance of a task carried out in the public interest or in the exercise of official authority vested in us, or where the processing is based on our legitimate interests.
- g. The right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning you or which similarly significantly affects you. You may exercise this right unless the processing is necessary for entering into, or performance of, a contract between you and MSC Cruises S.A. or one of the companies of our group; or if authorized by Union or Member State law to which we are subject and which also lays down suitable measures to safeguard your rights and freedoms and legitimate interests, or if the processing is based on the your explicit consent.
- h. The right to lodge a complaint with a supervisory authority, in particular in the Member State of your habitual residence, place of work or place of the alleged infringement.
- i. The right to withdraw your consent. Where you have provided your consent to the collection, use, and transfer of your personal information, you may have the legal right to withdraw your consent under certain circumstances. To withdraw your consent, if applicable, contact us through our webform linked below. Please note that if you withdraw your consent we may not be able to provide you with a particular product or service.

Please find the list of all European Data Protection Supervisory Authorities at the following link: http://ec.europa.eu/justice/article-29/structure/data-protection-authorities/index_en.htm

Requests may also be sent in writing to MSC Cruises S.A., Avenue Eugène-Pittard 16, Geneva, Switzerland; in that case, please specify “*For the Attention of the Data Protection Officer*” on the envelope. The DPO is available for any information regarding the processing of Personal Data carried out by MSC Cruises via dpo@msccruises.com.

7. Website Cookies and other Tracking Technologies

Cookies are small text files that the websites visited send to you and store on your computer or mobile device, and which will be returned to these same websites on each new visit. Thanks to these cookies, the website remembers your actions and preferences (for example connection data, preferred language, font dimensions, other display settings, etc.) so that you do not have to need to specify them again when you return to the website.



Cookies are used for electronic authentication, session tracking and the storage of information on the activities of users visiting the website. They may also contain a unique identifier allowing a system to monitor your browsing activities on the website, for statistical or advertising purposes. When browsing a website, you may also receive cookies from websites or web servers other than the website being visited (i.e., “**third-party cookies**”).

There are various types of cookies, depending on their characteristics and functions, which may be stored on your computer for different periods of time: “**session cookies**”, which are automatically deleted when you close your browser, and “**persistent cookies**”, which will remain on your device until their pre-set expiration period passes.

According to the law which may be applicable to you, your consent may not always be necessary for cookies to be used on a website. In particular, “**technical cookies**” – i.e., cookies which are only used to send messages through an electronic communications network, or which are needed to provide services you request – typically do not require this consent. This includes browsing or session cookies (used to allow users to login) and function cookies (used to remember choices made by a user when accessing the website, such as language or products selected for purchase).

On the other hand, “**profiling cookies**” – i.e., cookies used to create profiles on users and to send advertising messages in line with the preferences revealed by users while browsing websites – typically require specific consent from users, although this may vary according to the applicable law.

This website uses both first-party cookies and third-party cookies. First-party cookies are set by the website you're currently visiting. They are used to store information such as login credentials, language preferences, and items in your cart, ensuring a seamless and personalized browsing experience. Third-party cookies are set by domains other than the one you're visiting. These cookies are often used for tracking user behavior across different websites, enabling targeted advertising and analytics. They can collect data to build user profiles and deliver personalized ads.

The website uses the following types of cookies:

- **Technical cookies**, which are strictly necessary for the website’s operation, and/or to allow you to use the website’s content and Services;
- **Analytics/performance cookies**, which allow for the understanding of how users make use of the website, and to track traffic to and from the website.
- **Marketing/ profiling cookies**, which are used to send advertisement content or to create profiles on users and to send advertising messages in line with the preferences revealed by users while browsing websites.

“**Pixels**” are small pieces of code embedded on a website that allows website owners and third parties to track user behaviour and gather information about how users interact with the website. Pixels can track actions such as page views, clicks, and other related activities and are often used for personalized ads and website analytics.

We may use pixels on the Website to associate Personal Data with your device or IP address and to track and measure your engagement with the Website, our mobile apps, and/or personalized ads.

This website uses third-party analytics and tracking tools, including Google Analytics, Yahoo Analytics, and the Meta Pixel (Facebook Pixel), to collect aggregated and/or pseudonymized information about users’ browsing behavior for statistical and marketing purposes. These tools help us show personalised ads and content, measure ad and content performance, generate audience insights, develop and improve services, store and/or access information on your device.



The use of these tools may involve the transfer of personal data to third countries, in particular to the United States, where the providers of these services are based.

With respect to Google LLC, Yahoo Inc., and Meta Platforms Inc., data transfers are carried out on the basis of the European Commission's Adequacy Decision of 10 July 2023, adopted under the EU-U.S. Data Privacy Framework.

In cases where the recipient is not covered by an adequacy decision, the data controller ensures appropriate safeguards are in place, such as the adoption of the Standard Contractual Clauses (SCCs) approved by the European Commission, in accordance with applicable data protection legislation.

Below is a complete list of all the cookies used by our website.

Analytics and Performance

Vendor	Cookie name	Retention (Months)	Retention	Cookie Type	Cookie Description	Cookie Purpose	Cookie Category
Youtube	-64a41a59-35de41b2	0	Immediate cancellation	3rd party	Temporary session identifier.	Measure content performance	Analytics and Performance
msccruises.dk	AMCV_#	13	13 months	1st party	Adobe Marketing Cloud visitor identification	Measure content performance	Analytics and Performance
Pinterest	ar_debug	12	12 months	3rd party	Used to support transitional debugging reports for Google partners, such as Pinterest, by providing insights into attribution reporting while third-party cookies remain available.	Develop and improve services	Analytics and Performance
msccruises.dk	aslst	0	Immediate cancellation	1st party	Tracks the name of the cruise list the user is looking at	Develop and improve services	Analytics and Performance
analytics.freespee.com	AWSALB	0	1 week	3rd party	These cookies enable us to allocate server traffic to	Develop and improv	Analytics and

					make the user experience as smooth as possible.	e service s	Perfor mance
analytics.freespee.com	AWSALBCORS	0	1 week	3rd party	For continued stickiness support with CORS use cases after the Chromium update.	Develop and improve service s	Analytics and Performance
Marketo	BIGipServer#	0	Immediate cancellation	3rd party	Used by Marketo to distribute traffic across servers for performance and reliability.	Store and/or access information on a device	Analytics and Performance
Marketo	BIGipServer#	0	35 minutes	3rd party	Used by Marketo to distribute traffic across servers for performance and reliability.	Store and/or access information on a device	Analytics and Performance
msccruises.dk	com.adobe.alloy.getTld	0	Immediate cancellation	1st party	This cookie is part of the Alloy Web SDK. It determines the top-most domain that can accept cookies, excluding public suffixes. This is crucial for setting cookies at the correct domain level source.	Store and/or access information on a device	Analytics and Performance
msccruises.dk	criteo_localstorage_check	0	Immediate cancellation	1st party	Used by Criteo to check if local storage is accessible for storing user data.	Store and/or access information on a device	Analytics and Performance
www.msccruises.dk	criteo_write_test	0	0 minutes	1st party	Ensures that the browser allows Criteo to store data in local storage.	Store and/or access information on a device	Analytics and Performance
msccruises.dk	cto_tld_test	0	1 hour	1st party	Used to determine the top-level domain for Criteo's tracking purposes.	Store and/or access	Analytics and

						information on a device	Performance
www.msccruises.dk	cto_tld_test	0	Immediate cancellation	1st party	Used to determine the top-level domain for Criteo's tracking purposes.	Store and/or access information on a device	Analytics and Performance
Pinterest	ct.pinterest.com_/v3/	0	Immediate cancellation	3rd party	An identifier of the manual Pinterest tag code found on the website backend.	Understand audiences through statistics or combinations of data from different sources	Analytics and Performance
Adobe Audience Manager, Adobe Experience Platform	demdex	6	6 months	3rd party	The Demdex cookie is utilized by Adobe Audience Manager for visitor identification, ID synchronization, segmentation, and reporting. It helps track user behavior across different websites, enabling targeted advertising.	Develop and improve services	Analytics and Performance
msccruises.dk	euconsent	6	6 months	1st party	Cookie compliance check.	Develop and improve services	Analytics and Performance
msccruises.dk	euconsent	0	Immediate cancellation	1st party	Cookie compliance check.	Develop and improve	Analytics and Performance

						services	
msccruises.dk	fanplayr_sc	0	Immediate cancellation	1st party	Tracks user sessions and engagement with Fanplayr features.	Measure content performance	Analytics and Performance
msccruises.dk	fppts	0	Immediate cancellation	1st party	Used by Fanplayr to assign visitors into segments.	Measure content performance	Analytics and Performance
www.msccruises.dk	__fs_dncs_exttrack	12	12 months	1st party	Freespee cookie used to track user activity and engagement across sessions.	Understand audiences through statistics or combinations of data from different sources	Analytics and Performance
www.msccruises.dk	__fs_dncs_sessionid_mscdenmark	0	30 minutes	1st party	Identifies individual user sessions for Denmark site analytics.	Understand audiences through statistics or combinations of data from different sources	Analytics and Performance
msccruises.dk	_ga_#	13	13 months	1st party	Google Analytics cookie used to distinguish users and measure site engagement.	Measure content	Analytics and Performance

						performance	
www.msccruises.dk	_ie_email	0	Immediate cancellation	1st party	Used to track email engagement and open rates.	Understand audiences through statistics or combinations of data from different sources	Analytics and Performance
msccruises.dk	is_eu	0	Immediate cancellation	1st party	Used to identify if the user is located in the EU for privacy and compliance.	Store and/or access information on a device	Analytics and Performance
msccruises.dk	lastExternalReferrer	0	Immediate cancellation	1st party	Used by Facebook to store the last referrer URL before landing on the site, for tracking and attribution.	Understand audiences through statistics or combinations of data from different sources	Analytics and Performance
msccruises.dk	lastExternalReferrerTime	0	Immediate cancellation	1st party	Used by Facebook to log the time of the last external referrer for session tracking and attribution.	Understand audiences through statistics or	Analytics and Performance

						combinations of data from different sources	
Youtube	LAST_RESULT_EN TRY_KEY	0	Immediate cancellation	3rd party	Stores the last search result or interaction.	Measure content performance	Analytics and Performance
Youtube	LogsDatabaseV2: {id}	0	Immediate cancellation	3rd party	Logs user interactions for analytics and debugging purposes.	Measure advertising performance	Analytics and Performance
msccruises. dk	_nccapi_url	0	Immediate cancellation	1st party	Stores the API URL used for user interaction tracking.	Store and/or access information on a device	Analytics and Performance
Criteo SA	optout	0	Immediate cancellation	3rd party	Used to determine whether the visitor has accepted the cookie consent box.	Store and/or access information on a device	Analytics and Performance
Pinterest	_pinterest_ct_ua	12	12 months	3rd party	A third party cookie which groups actions for users who cannot be identified by Pinterest. It is placed by the Pinterest tag when unable to match the user. It contains a unique UUID to group actions across pages.	Develop and improve services	Analytics and Performance
Youtube	__sak	0	Immediate cancellation	3rd party	YouTube session cookie for playback tracking.	Measure content performance	Analytics and Performance

www.msccruises.co.uk	sc-adb-id	12	12 months	3rd party	This cookie is part of Adobe's identity management system. It is used to track unique visitors across different sessions and devices. The FPID cookie is similar in function to other visitor identification cookies like s_vi or AMCV_, which are used for maintaining a persistent visitor ID across sessions and different Adobe Experience Cloud products source	Measure content performance	Analytics and Performance
www.msccruises.dk	sc-adb-id	12	12 months	1st party	This cookie is part of Adobe's identity management system. It is used to track unique visitors across different sessions and devices. The FPID cookie is similar in function to other visitor identification cookies like s_vi or AMCV_, which are used for maintaining a persistent visitor ID across sessions and different Adobe Experience Cloud products source	Measure content performance	Analytics and Performance
www.msccruises.dk	SC_ANALYTICS_GLOBAL_COOKIE	120	10 years	1st party	Tracks site usage for analytics and reporting.	Measure content performance	Analytics and Performance
Youtube	TESTCOOKIESENABLED	0	1 minute	3rd party	Checks if the user's browser supports cookies.	Measure content performance	Analytics and Performance
www.msccruises.dk	trwsa.sid	0	Immediate cancellation	1st party	Stores a session identifier for user tracking across site visits.	Understand audiences through statistics or combinations of data	Analytics and Performance

						from differe nt source s	
www.msccruises.dk	trwsb.sid	0	Imme diate cancel lation	1st part y	Tracks session data to provide consistent user experience.	Unders tand audien ces throug h statisti cs or combi nations of data from differe nt source s	Analyt ics and Perfor mance
www.msccruises.dk	trwv.crd	0	Imme diate cancel lation	1st part y	Stores credential details for user identification and authentication.	Store and/or access informa tion on a device	Analyt ics and Perfor mance
www.msccruises.dk	trwv.eml	0	Imme diate cancel lation	1st part y	Tracks email open rates and interactions.	Unders tand audien ces throug h statisti cs or combi nations of data from differe nt source s	Analyt ics and Perfor mance
www.msccruises.dk	trwv.lvd	0	Imme diate cancel lation	1st part y	Stores the timestamp of the last user visit for engagement tracking.	Unders tand audien ces throug	Analyt ics and Perfor mance

						h statisti cs or combi nations of data from differe nt source s	
www.msccruises.dk	trwv.uid	0	Imme diate cancel lation	1st part y	Assigns a unique identifier to a user for tracking purposes.	Unders tand audien ces throug h statisti cs or combi nations of data from differe nt source s	Analyt ics and Perfor mance
www.msccruises.dk	trwv.vc	0	Imme diate cancel lation	1st part y	Tracks how often a user visits the site.	Unders tand audien ces throug h statisti cs or combi nations of data from differe nt source s	Analyt ics and Perfor mance
msccruises.dk	user	0	Imme diate cancel lation	1st part y	Allows the website to use Fanplayr cookies to track users and collect marketing data	Develo p and improv e service s	Analyt ics and Perfor mance

msccruises.dk	utm_campaign_chain	0	Immediate cancellation	1st party	Used to store information about the marketing campaign driving the visit.	Understand audiences through statistics or combinations of data from different sources	Analytics and Performance
msccruises.dk	utm_medium_chain	0	Immediate cancellation	1st party	Used to store the medium (e.g., email, social) that led to the visit.	Understand audiences through statistics or combinations of data from different sources	Analytics and Performance
msccruises.dk	utm_medium_ga	0	Immediate cancellation	1st party	Stores information about the medium used in Google Analytics tracking.	Understand audiences through statistics or combinations of data from different sources	Analytics and Performance

msccruises.dk	utm_source_chain	0	Immediate cancellation	1st party	Tracks the sequence of traffic sources leading to a visit.	Develop and improve services	Analytics and Performance
msccruises.dk	utm_source_ga	0	Immediate cancellation	1st party	Stores the source of the visit (e.g., Google, newsletter).	Understand audiences through statistics or combinations of data from different sources	Analytics and Performance
Youtube	YSC	0	Immediate cancellation	3rd party	Authenticate users, prevent fraud, and protect users as they interact with a service.	Understand audiences through statistics or combinations of data from different sources	Analytics and Performance
Youtube	ytidb::LAST_RESULT_ENTRY_KEY	0	Immediate cancellation	3rd party	Stores the last YouTube search result.	Measure content performance	Analytics and Performance

Marketing and profiling

Vendor	Cookie name	Retention (Months)	Retention	Cookie Type	Cookie Description	Cookie Purpose	Cookie Category
msccruises.dk	adaptor:msccruises.dk	0	Immediate cancellation	1st party	Captures data for targeted campaigns and engagement analysis.	Use profiles to select personalised advertising	Marketing and profiling
Google Advertising Products	adservice.google.com/_ddm/fls/z/dc_p	0	Immediate cancellation	3rd party	Used by Google for DoubleClick ad performance tracking and conversion reporting.	Measure advertising performance	Marketing and profiling
msccruises.dk	com.adobe.alloy.A2D91FFE643E7E610A49	0	Immediate cancellation	1st party	This cookie is part of the Alloy Web SDK. It determines the top-most domain that can accept cookies, excluding public suffixes. This is crucial for setting cookies at the correct domain level source.	Create profiles for personalised advertising	Marketing and profiling
msccruises.dk	cto_bundle	13	13 months	1st party	Contains a unique identifier used for tracking and targeting ads.	Use profiles to select personalised advertising	Marketing and profiling
msccruises.dk	cto_bundle	0	Immediate cancellation	1st party	Contains a unique identifier used for tracking and targeting ads.	Use profiles to select personalised advertising	Marketing and profiling
azurewebsites.net	_dcid	24	24 months	3rd party	Collects information on user behavior to optimize ad relevance.	Create profiles for persona	Marketing and

						lised advertis ing	profil ing
msccruises. dk	didomi_token	6	6 month s	1st part y	Contains consent information for personalized purposes and personalized partners.	Store and/or access informa tion on a device	Mark eting and profil ing
msccruises. dk	didomi_token	0	Immed iate cancell ation	1st part y	Contains consent information for personalized purposes and personalized partners.	Store and/or access informa tion on a device	Mark eting and profil ing
msccruises. dk	didomi_vendors	0	Immed iate cancell ation	1st part y	Used to store user consent preferences for vendors.	Store and/or access informa tion on a device	Mark eting and profil ing
msccruises. dk	fanplayr	12	12 month s	1st part y	Used to monitor user behavior for personalized marketing.	Use profiles to select persona lised advertis ing	Mark eting and profil ing
msccruises. dk	fanplayr:platform:msccruises.dk	0	Immed iate cancell ation	1st part y	Tracks how users interact with specific Fanplayr campaigns on the platform.	Use profiles to select persona lised advertis ing	Mark eting and profil ing
msccruises. dk	_fbp	3	3 month s	1st part y	Used by Facebook to deliver a series of advertisement products such as real-time bidding.	Use profiles to select persona lised advertis ing	Mark eting and profil ing

www.msccruises.dk	__fs_dncs_trackingid_mscdenmark	12	12 months	1st party	Tracks user interactions for performance and behavioral insights.	Create profiles for personalised advertising	Marketing and profiling
msccruises.dk	_ga	13	13 months	1st party	Used by Google AdSense for ad efficiency.	Measure advertising performance	Marketing and profiling
msccruises.dk	_gcl_aud	3	3 months	1st party	Used by Google AdSense for experimenting with ad efficiency.	Measure advertising performance	Marketing and profiling
www.msccruises.dk	_ie_cpn	0	Immediate cancellation	1st party	Tracks user interactions with email campaigns for performance analysis.	Measure advertising performance	Marketing and profiling
msccruises.dk	it.cs	0	Immediate cancellation	1st party	Tracks user interactions with marketing campaigns to improve targeting.	Use profiles to select personalised advertising	Marketing and profiling
Youtube	iU5q-!O9@\$	0	Immediate cancellation	3rd party	Used to store user ID for session tracking.	Use profiles to select personalised advertising	Marketing and profiling
msccruises.dk	kndctr_A2D91FFE643E7E610A495C45_Adob	13	13 months	1st party	Contains a unique ID to track user activity across Adobe services.	Create profiles for personalised advertising	Marketing and profiling

msccruises.dk	kndctr_A2D91FFE643E7E610A495C45_Adob	0	30 minutes	1st party	Contains a unique ID to track user activity across Adobe services.	Create profiles for personalised advertising	Marketing and profiling
www.msccruises.dk	kndctr_A2D91FFE643E7E610A495C45_Adob	0	Immediate cancellation	1st party	Contains a unique ID to track user activity across Adobe services.	Create profiles for personalised advertising	Marketing and profiling
www.msccruises.dk	_mkto_trk	24	24 months	1st party	Associated with an email marketing service to track visitor behavior.	Store and/or access information on a device	Marketing and profiling
Microsoft Advertising	MSPTC	13	13 months	3rd party	Registers data on the visitor to optimize ad relevance.	Develop and improve services	Marketing and profiling
Microsoft Advertising	MSPTC	13	13 months	3rd party	Registers data on the visitor to optimize ad relevance.	Develop and improve services	Marketing and profiling
Microsoft Advertising	MUID	13	13 months	3rd party	Identifies unique web browsers visiting Microsoft sites for advertising and analytics.	Measure content performance	Marketing and profiling
Google Advertising Products	NID	6	6 months	3rd party	This cookie serves multiple purposes, including functionality (supporting essential features like user preferences and session maintenance), security (authenticating users and preventing fraud),	Measure content performance	Marketing and profiling

					analytics (understanding user interactions to improve services), and advertising (personalizing, limiting, and measuring the effectiveness of ads).		
msccruises.dk	_pin_unauth	12	12 months	1st party	Registers a unique ID for targeted advertising.	Use profiles to select personalised advertising	Marketing and profiling
msccruises.dk	rtpRH	0	Immediate cancellation	1st party	Used by Marketo to adjust content based on real-time user interactions.	Create profiles for personalised advertising	Marketing and profiling
www.msccruises.dk	trwsb.cpv	0	Immediate cancellation	1st party	Measures campaign performance based on user engagement.	Measure advertising performance	Marketing and profiling
www.msccruises.dk	trwsb.stu	0	Immediate cancellation	1st party	Stores user state within a session for personalization.	Understand audiences through statistics or combinations of data from different sources	Marketing and profiling
www.msccruises.dk	trwv.cvd	0	Immediate cancellation	1st party	Tracks how users interact with content and marketing messages.	Understand audiences	Marketing and

						through statistics or combinations of data from different sources	profiling
msccruises.dk	_uetid	0	24 hours	1st party	Used by Bing to determine relevant ads.	Use profiles to select personalised advertising	Marketing and profiling
msccruises.dk	_uetid	0	Immediate cancellation	1st party	Used by Bing to determine relevant ads.	Use profiles to select personalised advertising	Marketing and profiling
msccruises.dk	_uetid_exp	0	Immediate cancellation	1st party	Used by Microsoft to track the expiration of the session ID for ad targeting.	Use profiles to select personalised advertising	Marketing and profiling
msccruises.dk	_uetvid	13	13 months	1st party	Tracking cookie for retargeting users who previously visited the website.	Use profiles to select personalised advertising	Marketing and profiling
msccruises.dk	_uetvid	0	Immediate cancellation	1st party	Tracking cookie for retargeting users who previously visited the website.	Use profiles to select personalised	Marketing and profiling

						advertising	
msccruises.dk	_uetvid_exp	0	Immediate cancellation	1st party	Used by Microsoft to track the expiration of the user ID for remarketing and ad personalization.	Use profiles to select personalised advertising	Marketing and profiling
Criteo SA	uid	13	13 months	3rd party	Stores a unique identifier to track user behavior across different sessions and websites.	Use profiles to select personalised advertising	Marketing and profiling
Youtube	VISITOR_INFO1_LIVE	6	6 months	3rd party	This cookie is used for security (authenticating users and preventing fraud) and advertising (personalizing ads, limiting ad frequency, and measuring ad effectiveness).	Develop and improve services	Marketing and profiling
Google Advertising Products	www.google.com/_pagead/1p-user-list/	0	Immediate cancellation	3rd party	Used by Google to build user lists for targeted advertising.	Use profiles to select personalised advertising	Marketing and profiling
Google Advertising Products	www.google.fr/_pagead/1p-user-list/1	0	Immediate cancellation	3rd party	Used by Google France to build user lists for targeted advertising.	Use profiles to select personalised advertising	Marketing and profiling
Youtube	YtIdbMeta#databases#undefined	0	Immediate cancellation	3rd party	Stores metadata related to YouTube's video recommendations.	Measure content performance	Marketing and profiling

Strictly Necessary

Vendor	Cookie name	Retention (Months)	Retention	Cookie Type	Cookie Description	Cookie Purpose	Cookie Category
msccruises.com	_abck	12	12 months	3rd party	Anti-bot protection cookie used by Akamai Bot Manager to detect and prevent automated traffic.	Cookies and strictly necessary data to the proper operation of the website	Strictly Necessary
msccruises.com	ak_bmsc	0	2 hours	3rd party	Akamai session cookie for managing legitimate traffic and security	Cookies and strictly necessary data to the proper operation of the website	Strictly Necessary
msccruises.com	ak_bmsc	0	2 hours	3rd party	Akamai session cookie for managing legitimate traffic and security	Cookies and strictly necessary data to the proper operation of the website	Strictly Necessary

msccruises.dk	ak_bmsc	0	2 hours	1st party	Akamai session cookie for managing legitimate traffic and security	Cookies and strictly necessary data to the proper operation of the website	Strictly Necessary
services.msccruises.com	ApplicationGatewayAffinity	0	Immediate cancellation	3rd party	Azure Gateway cookies for session persistence and cross-origin requests	Cookies and strictly necessary data to the proper operation of the website	Strictly Necessary
www.msccruises.dk	ApplicationGatewayAffinity	0	Immediate cancellation	1st party	Azure Gateway cookies for session persistence and cross-origin requests	Cookies and strictly necessary data to the proper operation of the website	Strictly Necessary
services.msccruises.com	ApplicationGatewayAffinityCORS	0	Immediate cancellation	3rd party	Azure Gateway cookies for session persistence and cross-origin requests	Cookies and strictly necessary data to the proper operation of	Strictly Necessary

						the website	
www.msccruises.dk	ApplicationGatewayAffinityCORS	0	Immediate cancellation	1st party	Azure Gateway cookies for session persistence and cross-origin requests	Cookies and strictly necessary data to the proper operation of the website	Strictly Necessary
www.msccruises.dk	ASP.NET_SessionId	0	Immediate cancellation	1st party	Core ASP.NET technical session cookie	Cookies and strictly necessary data to the proper operation of the website	Strictly Necessary
msccruises.dk	bm_mi	0	2 hours	1st party	Akamai bot detection cookies tracking browser characteristics and interactions	Cookies and strictly necessary data to the proper operation of the website	Strictly Necessary
msccruises.dk	bm_sv	0	2 hours	1st party	Akamai bot detection cookies tracking browser characteristics and interactions	Cookies and strictly necessary data to the	Strictly Necessary

						proper operation of the website	
msccruises.com	bm_sz	0	4 hours	3rd party	Akamai bot detection cookies tracking browser characteristics and interactions	Cookies and strictly necessary data to the proper operation of the website	Strictly Necessary
msccruises.dk	canvasImageList	0	Immediate cancellation	1st party	Functional session storage to cache image list associated with itinerary	Cookies and strictly necessary data to the proper operation of the website	Strictly Necessary
msccruises.dk	canvasIndexInfo	0	Immediate cancellation	1st party	Functional session storage to cache image list associated with itinerary	Cookies and strictly necessary data to the proper operation of the website	Strictly Necessary
info.msccruises.com	__cf_bm	0	30 minutes	3rd party	Cloudflare's bot management cookie used to distinguish between human and automated traffic.	Cookies and strictly necessary	Strictly Necessary

						ary data to the proper operation of the website	
msccruises.dk	CountryCodeISO2	0	Immediate cancellation	1st party	MSC Functional cookie to store ISO2 country code of current user Selected Country	Cookies and strictly necessary data to the proper operation of the website	Strictly Necessary
msccruises.dk	DNK.XX99991231 SEARCH	0	Immediate cancellation	1st party	Functional cookie to cache last Itinerary Discovery	Cookies and strictly necessary data to the proper operation of the website	Strictly Necessary
azurewebsites.net	dtCookie	0	Immediate cancellation	3rd party	Dynatrace performance monitoring cookies	Cookies and strictly necessary data to the proper operation of the website	Strictly Necessary

fn-b2c-prod-northch-labitem.azurewebsites.net	dtCookie	0	Immediate cancellation	3rd party	Dynatrace performance monitoring cookies	Cookies and strictly necessary data to the proper operation of the website	Strictly Necessary
layer7prod.msccruises.com	dtCookie	0	Immediate cancellation	3rd party	Dynatrace performance monitoring cookies	Cookies and strictly necessary data to the proper operation of the website	Strictly Necessary
msccruises.com	dtCookie	0	Immediate cancellation	3rd party	Dynatrace performance monitoring cookies	Cookies and strictly necessary data to the proper operation of the website	Strictly Necessary
msccruises.dk	dtCookie	0	Immediate cancellation	1st party	Dynatrace performance monitoring cookies	Cookies and strictly necessary data to the proper operation of	Strictly Necessary

						the website	
msccruises.dk	dtCookie	0	Immediate cancellation	1st party	Dynatrace performance monitoring cookies	Cookies and strictly necessary data to the proper operation of the website	Strictly Necessary
msccruises.dk	dtPC	0	Immediate cancellation	1st party	Required to identify proper endpoints for beacon transmission; includes session ID for correlation.	Cookies and strictly necessary data to the proper operation of the website	Strictly Necessary
msccruises.dk	dtSa	0	Immediate cancellation	1st party	Used for performance measurement and improving services.	Cookies and strictly necessary data to the proper operation of the website	Strictly Necessary
msccruises.dk	dtSa	0	Immediate cancellation	1st party	Used for performance measurement and improving services.	Cookies and strictly necessary data to the	Strictly Necessary

						proper operation of the website	
www.msccruises.dk	JwtAuthTokenV2	0	24 hours	1st party	Authentication token for secure sessions	Cookies and strictly necessary data to the proper operation of the website	Strictly Necessary
msccruises.dk	modernizr	0	Immediate cancellation	1st party	Used by MSC Cruises to detect browser features and ensure compatibility.	Cookies and strictly necessary data to the proper operation of the website	Strictly Necessary
msccruises.dk	rxvisitid	0	Immediate cancellation	1st party	Used to manage user session and authentication state.	Cookies and strictly necessary data to the proper operation of the website	Strictly Necessary
msccruises.dk	rxVisitor	0	Immediate cancellation	1st party	Dynatrace visitor tracking cookies	Cookies and strictly necessary	Strictly Necessary

						ary data to the proper operation of the website	
msccruises.dk	rxVisitor	0	Immediate cancellation	1st party	Dynatrace visitor tracking cookies	Cookies and strictly necessary data to the proper operation of the website	Strictly Necessary
msccruises.dk	rxvt	0	Immediate cancellation	1st party	Used for performance measurement and improving services.	Cookies and strictly necessary data to the proper operation of the website	Strictly Necessary
msccruises.dk	rxvt	0	Immediate cancellation	1st party	Used for performance measurement and improving services.	Cookies and strictly necessary data to the proper operation of the website	Strictly Necessary

msccruises.dk	s2sdl-buffered-events	0	Immediate cancellation	1st party	Functional cookie to improve reliability of tracking systems	Cookies and strictly necessary data to the proper operation of the website	Strictly Necessary
msccruises.dk	s2sdl-buffered-events	0	Immediate cancellation	1st party	Functional cookie to improve reliability of tracking systems	Cookies and strictly necessary data to the proper operation of the website	Strictly Necessary
www.msccruises.dk	shell#lang	0	Immediate cancellation	1st party	Functional cookie to store the language chosen by user	Cookies and strictly necessary data to the proper operation of the website	Strictly Necessary
msccruises.dk	test	0	Immediate cancellation	1st party	Used to check if the user's browser supports cookies.	Cookies and strictly necessary data to the proper operation of	Strictly Necessary



						the website	
msccruises.dk	tkn	0	Immediate cancellation	1st party	Functional cookie to cache an access Token to use webservices	Cookies and strictly necessary data to the proper operation of the website	Strictly Necessary

Links to Other Websites

We may provide links to third-party websites or resources, or third-party information referencing or linking to third-party websites or resources. MSC Cruises has no control over such third-party websites and resources, and you acknowledge and agree that MSC Cruises is not responsible for the content or information contained therein. When you follow such a link, you are no longer protected by our Privacy Policy, and we encourage you to read the privacy statements or other disclaimers of such other parties. MSC Cruises is not responsible for the privacy or security practices or the content of external websites, services or products. By using MSC Cruises' website to link to a third-party website, you agree and understand that MSC Cruises shall not be responsible or liable, directly or indirectly, for any damages or losses caused or alleged to be caused by or in connection with your use of, or reliance on, MSC Cruises to link to a third-party website.

8. Policy Regarding Children's Information

Our privacy practices and this Privacy Notice are designed to comply with the laws governing the collection, use, disclosure, and retention of the Personal Data of children, such as the Children's Online Privacy Protection Act (COPPA) applicable to residents within the United States. Depending on where you are based, the legal age may change. In any case, as per the applicable law, we do not knowingly collect personal information from children without verifiable parental consent, unless permitted by law. If you are a minor, do not use or provide any information on this website or on or through any of its features/register on the website, make any purchases through the website, use any of the interactive or public comment features of this website, or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or user name you may use.

Parental Consent and Control

As detailed in this Privacy Notice, we collect certain information about minor passengers ("**Children's Information**") in order to provide our cruises and related services. However, with the exception of images/video and audio recordings, we do not collect Personal Data directly from children. Instead, we collect Children's Information when the parent or legal guardian (in each case, the "**parent**") provides it directly to us. For example,



our Website and mobile app (“**App**”) is not directed to children and only users who are the age of majority may use the Website or App or create Bookings.

We never collect Children’s Information before obtaining verifiable parental consent. We obtain parental consent when a parent acknowledges the terms of this Privacy Notice, completes a form or waiver for the child, and/or when a parent voluntarily communicates information about the child to us, such as when speaking with our customer service agents. To the extent we process Children’s Information, we do so for the purposes described in the consent request and to provide the requested services.

Data Collected

As detailed above in this Privacy Notice, we collect certain data about minor passengers in order to provide our cruises and related services to them and their parents and to maintain security on our ships. The categories of Personal Data collected include:

- Identity and contact data—specifically, contact information (name and age of child and parent’s contact and account information) and government-issued identification;
- Booking and travel Information—specifically, transaction information (parent’s cabin assignment, and information related to kids club, teen club, onboard activities, and offshore excursions for which the parent registers the child);
- Data about religious or philosophical beliefs—specifically, protected class information communicated to us by the parent regarding the child, such as dietary accommodations the child may require;
- Pictures and video and audio recordings—specifically, CCTV footage and photographs captured featuring the child, or photographs taken or provided by the parent during check-in;
- Biometrics—specifically, biometric information collected or created during the use of facial recognition technology by our third-party photographer to ensure family photographs are delivered to the parent’s cabin and account;
- Health data—specifically, health data expressly communicated by the parent to us, such as the child’s food allergies;
- Geolocation—specifically, precise geolocation data collected and shared with the parent when the parent enrolls the child in our Mini-Club.

Purpose of Data Collection

Children’s Information is collected and used for business purposes—specifically, the business purposes identified in this Privacy Notice. Our use of Children’s Information is limited to what is necessary to supply the specific good or service for which the data was collected. We do not use Children’s Information for commercial purposes or in conjunction with personalized ads.

Third-Party Disclosure

Children’s Information is disclosed to Third Parties as identified in this Privacy Notice. Our disclosure of Children’s Information to Third Parties is limited to what is necessary to fulfil the business purpose for which the data was collected.

Parent Rights



Parents can exercise the same rights applicable in section 6 with regards to their children. If you are based in the United States, please refer to section 10.1.4 for sectoral specific laws and which rights are applicable to you as a parent or legal guardian of the child.

Contact Information

If you have reason to believe that we have collected Personal Data from a child in connection with our cruises and services without adequate involvement from the child's parent or guardian, please let us know by contacting us via the methods described in this Privacy Notice.

9. Data Security Measures

We have implemented industry-standard security measures to protect the confidentiality, security, and integrity of Personal Data, including Children's Information collected, stored, and processed. Specifically, MSC Cruises has security measures in place designed to protect against the loss, misuse, unauthorized access, and alteration of your personal information. We use physical, electronic, and administrative measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure.

You are responsible for keeping confidential any passwords for access to certain parts of our Website. We ask you not to share your password with anyone. Unfortunately, the transmission of information via the Internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Website. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Website.

10. Region-Specific Disclosures

10.1. Additional Disclosure Requirements Applicable to United States Residents

10.1.1. Financial Incentives

We may offer incentives related to the collection, retention, or sharing of Personal Data that may be deemed a "financial incentive" or "price or service difference." For example, we may offer you a coupon or promo code in exchange for signing up to receive marketing emails or text messages from us. The perks of membership in our loyalty program may also be considered a financial incentive under some privacy laws. If you opt in to such an offering pursuant to the terms described at the time of signup, we may collect information such as contact information, transactional information and inferences, internet or other network activity, and device information.

Participating in any of our financial incentive programs is always optional and you can opt-out (e.g., by unsubscribing to email or closing your loyalty program account). When you do so, you will forego any additional financial incentives through these programs.

Any difference in price or rate, such as a discount, will be directly related to the value of the data. We estimate the value of the data by considering the time and cost associated with procuring such data versus the expenses related to the provision of the financial incentive. From time to time, we may provide additional terms that apply to a particular financial incentive, which will be presented to you at the time you sign up for the financial incentive.



10.1.2. Sale of Personal Data

MSC Cruises does not sell Personal Data.

As discussed above, MSC Cruises participates in targeted advertising or personalized ads, which is also called interest-based or online behavioural advertising and may include cross-contextual advertising. Under some privacy legislation, personalized ads may constitute the “sale” or “sharing” of Personal Data, such as for business purposes (e.g., providing our cruises and related services) and commercial purposes (e.g., marketing).

We may share and/or sell Personal Data with third parties, such as advertising and marketing partners (i.e., travel agencies and vacation clubs, social media) to promote our services and provide you with travel offers and opportunities that could be of interest, through targeted advertising and other personalized ads.

To opt out of these practices, please see the section above about opting out or visit our Do Not Sell or Share My Personal Information page.

10.1.3. Tracking and Privacy Controls

Our Website does not currently respond to Do Not Track, or “DNT” requests. DNT is a feature that, when enabled, sends a signal to websites to request that your browsing not be tracked.

“GPC” is short for Global Privacy Control settings in your browser or extension. Our Website recognizes GPC signals. This means that if your browser has GPC enabled, our Website will automatically recognize your GPC signal and opt you out of the sale of your personal information, if any. For more information about GPC, please click here: <https://globalprivacycontrol.org/>

10.1.4. Jurisdiction-Specific Rights

In addition to the privacy rights set forth in Section 6 of this Privacy Notice, if you are a resident of any of the following jurisdictions within the United States, the corresponding privacy rights apply to you:

For California Residents

The “right to access” includes the right to request the following:

- what Personal Data we have collected, used, disclosed and “sold” about you, including the categories of Personal Data;
- the categories of sources from which the Personal Data is collected;
- the business or commercial purpose(s) for collecting, selling, or sharing Personal Data;
- the categories of Third Parties to which Personal Data has been disclosed
- the specific pieces of Personal Data we have collected about you.

Please note that we are only required to honour “right to access” requests twice in a 12-month period.

The “right to rectify” includes the right to correct inaccuracies, considering the nature of the Personal Data and the purposes of the processing.



The “right to obtain erasure” is not absolute and we will, in some cases, retain Personal Data as allowed by applicable laws and to support essential functionality, such as maintaining your subscription.

You may also designate an authorized agent to make a privacy rights request on your behalf.

In addition, California law requires us to identify, for the 12-month period prior to the date of this Privacy Notice, what information we may have “sold” or “shared” about you. For the 12-month period prior to the date of this Privacy Notice, we have only sold or shared Personal Data about customers as expressly described in this Privacy Notice.

The Shine the Light law permits you to request and obtain from us, once per calendar year, information about any of your Personal Data shared with third parties for their own direct marketing purposes, including the categories of information and the names and addresses of those businesses with which we have shared such information. To request this information and for any other questions about our privacy practices and compliance with California law, please contact us as described in Section 1.

For Virginia, Colorado, Connecticut, and Utah Residents

The “right to access” means you have the right to confirm whether we process your Personal Data and access your Personal Data.

Please note that we are only required to honour “right to access” requests twice in a 12-month period.

The “right to rectify” includes the right to correct inaccuracies, considering the nature of the Personal Data and the purposes of the processing.

The “right to obtain erasure” is not absolute and we will, in some cases, retain Personal Data as allowed by applicable laws and to support essential functionality, such as maintaining your subscription.

You have the right to opt out of the processing of your Personal Data for purposes of personalized advertising, the sale of Personal Data, and/or profiling in furtherance of decisions that produce legal or similarly significant effects. Please see our Do Not Sell or Share My Personal Information page for information on exercising this right.

Please note that we do not process your Personal Data using machine learning and/or profiling methods in ways that would impact you in a legal or similarly significant manner.

If we deny your privacy request, you have the right to appeal our decision. To appeal a decision we have made regarding your request, you may contact us as instructed below. We will respond to appeals within 45 days.

You may also designate an authorized agent to make a privacy rights request on your behalf.

10.2. Additional Disclosure Requirements Applicable to Canadian Residents

If you are a resident in Canada, please note that this Privacy Notice also includes Canadian requirements where applicable. MSC Cruises (Canada) Limited’s privacy practices comply with the Personal Information Protection and Electronic Documents Act (Canada), the Personal Information Protection Act (British Columbia), the Personal



Information Protection Act (Alberta), the Act respecting the protection of personal information in the private sector (Quebec), and any successor legislation, as applicable.

10.3. Additional Disclosure Requirements Applicable to Australian Residents

10.3.1. Transfer of Personal Data Outside of Australia

We may disclose personal information of Australian residents to MSC Cruises Groups companies or other reputable third-party organizations, some of which are located outside of Australia, including in Switzerland, Italy and the United Kingdom. For further information regarding the main categories and location of recipients with whom your Personal Data may be shared, which include companies of the group, commercial partners and port authorities, please refer to Section 5 of this Privacy Notice.

10.3.2. Privacy Concerns or Complaints

If you have any queries or concerns about your personal information, this Privacy Notice or if you would like to make a privacy or Personal Data related complaint, please contact our DPO for assistance (see contact details in Section 1 of this Privacy Notice). We will treat your complaint confidentially, investigate your complaint and aim to ensure that we contact you and that your complaint is resolved within a reasonable time or the time required by the *Privacy Act 1988* (Cth). If we are unable to satisfactorily resolve your concerns or complaint, you can contact the Office of the Australian Information Commissioner (OAIC) at <https://www.oaic.gov.au/>.

11. Changes to this Information Notice

We reserve the right to update, modify, add or remove portions of this information notice at any time. In such case, we will post the reviewed Information Notice on this page; the date of the “Last update” will also be changed below and a banner will be displayed on the website to draw your attention to the fact that changes have been made.

Each version of the information notice takes effect from the moment it is published on the website. Significant changes to the processing of your Personal Data will require your acknowledgment, in accordance with the applicable legislation.

You are responsible for reviewing this document from time to time in order to make sure that you are aware of the current version. If you would like to obtain a prior version of the information notice, please contact us using our contact details provided in Section 1 of this Notice.

12. Contact Us

MSC Cruises is fully committed to ensuring that your privacy is respected at all times and that the Personal Data processing put in place is compliant with the applicable data protection legislation. If you have any doubts or questions about the data processing carried out by us, please contact us using our contact details provided in section 1 of this notice.

Last updated on 7 July 2025.

