

Cookie Policy

Effective Date: May 10, 2026

This Cookie Policy explains how [Sun Cabo Vacations](#) (“Sun Cabo,” “we,” “our,” or “us”) uses cookies and similar technologies on our websites, including suncabo.com and related services.

This Policy should be read together with our Privacy Policy and Terms & Conditions.

1. What Are Cookies?

Cookies are small text files stored on your computer, tablet, or mobile device when you visit a website. Cookies help websites function properly, improve user experience, analyze website traffic, remember preferences, and support marketing and advertising efforts.

We may also use related technologies such as:

- Pixels
- Tags
- Web beacons
- Local storage
- SDKs
- Session tracking technologies

For simplicity, we refer to all of these as “cookies” in this Policy.

2. How We Use Cookies

We use cookies and similar technologies for the following purposes:

Essential Website Functionality

These cookies are necessary for the operation of our website and cannot be disabled in our systems. They may include:

- Secure login functionality
- Reservation and inquiry forms
- Payment processing

- Session management
- Security and fraud prevention
- Website load balancing

Without these cookies, certain portions of the website may not function properly.

Performance & Analytics Cookies

These cookies help us understand how visitors interact with our website so we can improve performance and user experience.

Examples may include:

- Page visits and traffic sources
- Time spent on pages
- Navigation patterns
- Device and browser information
- Website performance metrics
- Error tracking and diagnostics

We may use services such as:

- Google Analytics
- Google Tag Manager
- Search Console analytics
- Other analytics and reporting platforms

Analytics information is generally aggregated and anonymized where reasonably possible.

Advertising & Marketing Cookies

These cookies may be used to:

- Deliver relevant advertising
- Measure advertising effectiveness
- Create custom audiences
- Enable remarketing and retargeting campaigns
- Track conversions from advertising platforms

These technologies may track browsing activity across websites and devices.

We may use marketing and advertising tools from providers including:

- Meta/Facebook Pixel

- Google Ads
- Instagram advertising services
- YouTube advertising services
- Other digital advertising partners

These third parties may use cookies and related technologies according to their own privacy policies.

Functionality & Preference Cookies

These cookies help remember user preferences and improve the browsing experience, including:

- Preferred language
 - Saved settings
 - Region selection
 - Previously viewed properties
 - Personalized content preferences
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3. Third-Party Cookies

Some cookies are placed by third-party services that appear on our website or support our operations.

Third-party providers may include:

- Advertising platforms
- Analytics providers
- Payment processors
- Reservation and property management systems
- Embedded media providers
- CRM and email marketing providers
- Social media platforms

These third parties may independently collect information subject to their own privacy policies and practices.

4. Information Collected Through Cookies

Depending on the cookie and your settings, information collected may include:

- IP address

- Browser type
- Device information
- Operating system
- Geographic region
- Website activity and navigation behavior
- Referral URLs
- Reservation interaction data
- Advertising engagement data

We do not use cookies to directly collect highly sensitive personal information such as payment card numbers or government-issued identification numbers.

5. Consent to Cookies

Where required by applicable law, we will request your consent before placing non-essential cookies on your device.

You may:

- Accept all cookies
- Reject non-essential cookies
- Customize your cookie preferences

Essential cookies may still be required for core website functionality.

Your consent preferences may be modified at any time through our cookie settings tools, where available.

6. Managing Cookies

Most web browsers allow you to:

- View cookies
- Delete cookies
- Block cookies
- Control cookie permissions

Please note:

Blocking certain cookies may impact website functionality and your user experience.

Browser management instructions are generally available through your browser provider, including:

- Google Chrome
 - Apple Safari
 - Mozilla Firefox
 - Microsoft Edge
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7. Do Not Track Signals

Some browsers offer “Do Not Track” (“DNT”) settings. Because there is currently no universally accepted standard for DNT responses, our website may not respond to all DNT signals.

However, users may manage cookie preferences through browser settings and consent tools where available.

8. International Users

Our services may be accessed by users located in:

- Canada
- The United States
- Mexico
- The European Union
- Other international jurisdictions

Depending on your location, additional privacy rights and consent requirements may apply under laws including:

- PIPEDA (Canada)
 - GDPR/ePrivacy Directive (European Union)
 - UK privacy regulations
 - CCPA/CPRA (California), where applicable
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9. Data Retention

Cookies may remain on your device for different periods of time:

- Session cookies expire when you close your browser
- Persistent cookies remain until deleted or until expiration dates are reached

Retention periods vary depending on the specific cookie and provider.

10. Updates to This Cookie Policy

We may update this Cookie Policy periodically to reflect:

- Changes in legal requirements
- Technology updates
- Operational practices
- New services or integrations

Any updates will be posted on this page with a revised effective date.

11. Contact Us

If you have questions regarding this Cookie Policy or our privacy practices, please contact:

Sun Cabo Vacations

Website: www.suncabo.com

You may also contact us through the contact information provided on our website.