

## **Consumer Health Data Privacy Notice**

***Effective Date: 3/12/2025***

This Consumer Health Data Privacy Notice (the “**Consumer Health Notice**”) supplements the Princess Privacy Notice and explains how Princess Cruise Line (“**Princess**,” “**we**,” “**us**,” or “**our**”) collects, uses, discloses, and otherwise processes Consumer Health Data (as defined below) through our websites and applications, including Princess.com and the Princess App, and any other website, mobile application, or online service that links to this Consumer Health Notice (collectively the “**Sites**”). In addition, this Consumer Health Notice covers the related content, products, services, or other functionality offered on or through the Sites, and any other website or mobile application that we own or control and which posts or links to this Consumer Health Notice (all collectively, the “**Service**”).

This Consumer Health Notice does not address privacy practices relating to Princess job applicants, employees, and other personnel.

For more information on how Princess handles personal information about you, please see our [Privacy Notice](#).

### **1. Our Collection and Use of Consumer Health Data**

The term “**Consumer Health Data**” as used in this Consumer Health Privacy Notice means any personal information that is linked or reasonably linkable to you and that identifies your past, present, or future physical or mental health status.

The Consumer Health Data we collect depends on the context of your interactions with us and, in most cases, is information that you decide to share with us. This includes information collected through your communications with us, our interactions with you if you get injured, fall ill, or are involved in an incident while traveling with us, including when you visit an on-ship infirmary, our interactions with you when you book a spa visit, completion of medical, allergy, or accommodation-related questionnaires, including COVID-19-related questionnaires, transaction information from an on-ship store, or from your other interactions with our Service.

Consumer Health Data does not include information that is deidentified. We may at times receive, or process personal information to create, deidentified data that can no longer reasonably be used to infer information about, or otherwise be linked to, a particular individual or household. Where we maintain deidentified data, we will maintain and use the data in deidentified form and not attempt to reidentify the data except as required or permitted by law.

Examples of Consumer Health Data that we may collect include:

- Information you share about your health-related conditions, symptoms, experiences, exposures, diagnoses, testing, or treatments.
- Any health-related information that you share with our medical or customer support services.
- Information contained in accessibility or disability requests and allergy and dietary-restriction related requests.
- Biometric data, including when we use facial recognition scans upon boarding a ship.
- Information about your transactions from the ship’s store, including over-the-counter medications, to the extent such data is used to infer health status.

- Information about on-board contact with crew, guests or other individuals collected via wearable technology such as the Medallion® on MedallionClass™ ships and properties and/or the OceanOrbit™ Contract Tracing system. These devices collect data, such as personal contact, time stamp, duration of contact and frequency of contact with others.
- Other information that may be used to infer or derive data related to the above or other health-related information.

We may process and/or use your Consumer Health Data (including with your consent where required by applicable law) for the following purposes:

- To manage and provide the Service.
- To manage, provide, maintain, and improve the business.
- To respond to your questions, concerns, and other requests for assistance.
- To prevent fraud.
- For security or public health and safety purposes.
- To create anonymous, aggregated, or de-identified data.

We may also combine your Consumer Health Data with other personal information we collect directly from you or receive from other sources.

## **2. Sources of Consumer Health Data**

The Consumer Health Data we or our service providers collect depends on the context of your interactions with our Service and, in most cases, is information that you decide to share with us.

For more information, please see the “How We Collect and Use Your Information” section of our [Privacy Notice](#).

## **3. Our Disclosure of Consumer Health Data**

We may share the categories of Consumer Health Data set forth above as follows:

- *Service Providers:* We work with a variety of service providers who help us process your Consumer Health Data, such as to facilitate the operation of our Sites and Service and to support our communications, medical response, and advocacy programs.
- *Business Transactions:* We may take part in or be involved with a business transaction, such as a merger. We may disclose Consumer Health Data to a third-party during the negotiation of or in connection with such a transaction.
- *Legal Obligations and Rights:* We may disclose Consumer Health Data to third parties: in connection with the establishment, exercise, or defense of legal claims; to comply with laws or to respond to lawful requests and legal processes; to protect our rights and property and the rights and property of others, including to enforce our agreements and policies; to detect, suppress, or prevent fraud; to protect the health and safety of us and others; or as otherwise required by applicable law.
- *Involvement in Your Care:* We may use or disclose your Consumer Health Data to a family member, other relative, a close personal friend, or any other person identified by you, when involved directly with your care, particularly in the case of an emergency.

- *With Your Consent:* We may disclose Consumer Health Data about you to other service providers or publicly with your consent or at your direction. For example, with an individual's consent or at their direction we may post their testimonial on our Sites or Service-related publications.
- *With Your Authorization:* We may also share certain categories of Consumer Health Data with third parties with your prior written authorization.

Although Consumer Health Data does not generally include deidentified data (as defined in applicable law), we note that we may also share deidentified data with third parties.

#### **4. Your Privacy Rights**

In accordance with applicable law, you may have the following rights with respect to Consumer Health Data we collect about you:

- **RIGHT TO KNOW** whether we are processing any Consumer Health Data about you and certain personalized details about the Consumer Health Data we have about you.
- **RIGHT TO ACCESS** to the Consumer Health Data we have collected about you and obtain a copy.
- **RIGHT TO WITHDRAW CONSENT** if you have provided your consent for our processing or sharing of your Consumer Health Data, you may have the right to withdraw your consent.
- **RIGHT TO REQUEST DELETION** of Consumer Health Data we have collected from you and forward the request to all third parties who have received your Consumer Health Data from us.

#### **How to Exercise Your Privacy Rights**

To exercise any of the privacy rights set forth above or to review or request changes to data, please submit a request to [Privacy@Princesscruises.com](mailto:Privacy@Princesscruises.com).

Before processing your request, we will need to authenticate your identity. To authenticate your identity, we will generally require matching a minimum amount of information you provide us with the information we maintain about you in our systems. This process may require us to request additional information from you, including, but not limited to, your email address and phone number.

In certain circumstances, we may decline a request to exercise the rights described above, particularly where we are unable to authenticate your identity or locate your information in our systems. If we are unable to comply with all or a portion of your request, we will explain the reasons for our decision.

#### **Appealing Privacy Rights Decisions**

If your request to exercise a right under applicable law is denied, you may appeal that decision by contacting us at [Privacy@Princesscruises.com](mailto:Privacy@Princesscruises.com). If the appeal is unsuccessful, you may raise a concern or lodge a complaint with the applicable State Attorney General.

#### **5. Changes to this Consumer Health Data Privacy Notice**

We may modify or update this Consumer Health Notice from time to time to reflect the changes in our business and practices, and you should review this page periodically. We will update the "Last Updated" date at the top of this page when we post changes to this Notice.