

Last Updated: September 16, 2026

Pan American Riders is committed to protecting the privacy and personal information of the people who contact us, make reservations, participate in our motorcycle touring services, or use our website.

Pan American Riders is a tourism business operated by Jhonathan Cárdenas, a natural person established in Manizales, Caldas, Colombia, operating under the commercial name Pan American Riders, and registered under Registro Nacional de Turismo (RNT) No. 209381.

Our motorcycle tours are organized tourism services in which the motorcycle is provided as an integral component of the service. Pan American Riders does not offer or provide motorcycles as an independent rental service.

This Privacy Policy explains how we collect, use, store, protect, and, where applicable, share personal information in connection with our website, communications, reservations, and motorcycle touring services.

Personal information is handled in accordance with applicable Colombian data protection laws, including Law 1581 of 2012 and its regulatory provisions.

Where required by law, Pan American Riders will obtain the participant's prior, express, and informed authorization for the processing of their personal data. Where authorization is not legally required, personal information may be processed on another lawful basis established under Colombian law.

1. INFORMATION WE COLLECT

We collect personal information when you contact Pan American Riders, request information about our services, make a reservation, complete required participation documents, or participate in a motorcycle touring service.

Depending on the circumstances, the information we collect may include:

Personal and Contact Information

- Full name
- Email address
- Phone number
- Country of residence and nationality
- Emergency contact information



Identification and Participation Information

- Passport or other identification information
- Motorcycle driving license information
- Information regarding motorcycle riding experience and relevant experience required to participate in the service
- Information provided in participation, liability, security deposit, or other documents required for the tour

Reservation and Payment Information

- Tour and reservation details
- Payment status and transaction-related information
- Information necessary to process or verify payments and security deposits

Pan American Riders does not store full credit or debit card numbers, banking passwords, or other sensitive financial credentials.

Safety-Related Information

Where relevant to the safe operation of the motorcycle touring service, we may receive information voluntarily provided by a participant regarding a medical condition, physical limitation, medication, or other circumstance that could affect their ability to participate safely.

Information relating to health is considered sensitive personal data under Colombian data protection law and is handled in accordance with the specific requirements applicable to this type of information. The provision of sensitive personal data is voluntary, except where a different treatment is permitted or required by law.

Photo, Video, and Audio Information

During our services, photographs, videos, or audio recordings may be taken in which a participant may be identifiable.

The use of recognizable images, likeness, or voice for promotional, marketing, communication, or other purposes is subject to the separate Photo & Video Authorization provided by Pan American Riders.

We may also collect information generated through communications with us, including emails, WhatsApp messages, forms, and other communications relating to reservations, preparation, participation, or follow-up of the service.

We only seek to collect information that is reasonably necessary for the purposes described in this Privacy Policy, for the proper organization and operation of our services, or to comply with applicable legal obligations.



2. HOW WE USE PERSONAL INFORMATION

Pan American Riders uses personal information for purposes related to the operation of our business, the organization and delivery of our motorcycle touring services, communication with participants, and compliance with applicable legal obligations.

Depending on the circumstances, personal information may be used to:

- Respond to inquiries, requests, and communications about our services
- Prepare quotations and manage reservations
- Confirm participant identity and eligibility requirements
- Verify motorcycle driving license and relevant riding experience when required for participation
- Process and verify payments and security deposits
- Prepare and administer participation, liability, and other required documents
- Provide information and instructions before and during the tour
- Coordinate meeting points, routes, schedules, accommodation, transportation, and other operational aspects of the service
- Communicate with participants regarding changes, delays, safety matters, emergencies, or other circumstances affecting the tour
- Respond appropriately to accidents, emergencies, or other situations affecting participant safety
- Contact an emergency contact person when reasonably necessary
- Comply with Colombian laws, regulations, tourism requirements, traffic requirements, accounting obligations, and other applicable legal or administrative duties
- Protect the rights, property, safety, and legitimate interests of Pan American Riders, its participants, and third parties
- Review and improve our services, operations, and customer experience
- Maintain appropriate business and service records

Where information is provided voluntarily for safety purposes, including information relating to a medical condition, physical limitation, medication, or other relevant circumstance, it will be used only to the extent reasonably necessary to assess or manage safe participation and respond appropriately to a safety or emergency situation, in accordance with applicable Colombian data protection requirements.

Pan American Riders does not use personal information for purposes that are incompatible with those described in this Privacy Policy unless permitted or required by law or with the corresponding authorization where required.

3. LEGAL BASIS AND AUTHORIZATION

Pan American Riders processes personal information in accordance with applicable Colombian data protection laws, including Law 1581 of 2012 and its regulatory provisions.

Where required by law, Pan American Riders will obtain the participant's prior, express, and informed authorization for the processing of their personal data. The authorization



may be obtained through physical or electronic forms, contracts, participation documents, website forms, or other appropriate means.

The authorization will identify the purposes for which personal information is processed and will allow the data subject to understand how their information will be used.

Depending on the circumstances, personal information may also be processed without separate authorization where such processing is expressly permitted or required by Colombian law, including in circumstances established by the applicable data protection regulations.

Providing certain personal information may be necessary to request information, make a reservation, complete required participation documents, or participate in a motorcycle touring service. If required information is not provided, Pan American Riders may be unable to process the reservation, provide the requested service, comply with legal requirements, or safely coordinate the participant's participation.

Authorization for the processing of personal data does not prevent the data subject from exercising the rights provided by Colombian law, including the right to request access, correction, updating, or deletion of their personal information, or to request the revocation of authorization where legally applicable.

The revocation of authorization does not affect the lawfulness of processing carried out before the revocation. Where Pan American Riders is legally entitled or required to continue processing certain information, the revocation will not necessarily result in immediate deletion of that information.

4. SENSITIVE PERSONAL INFORMATION

Certain personal information is considered sensitive under Colombian data protection law. This includes information relating to a person's health, among other categories established by law.

In connection with our motorcycle touring services, Pan American Riders may receive health-related information when a participant voluntarily provides information about a medical condition, physical limitation, medication, or other circumstance that may be relevant to their ability to participate safely.

The provision of sensitive personal information is voluntary, and participants are not required to provide sensitive information unless a specific exception established by Colombian law applies.

Where Pan American Riders is permitted to process sensitive personal information, we will inform the participant of the nature of the information requested and the specific purpose for which it will be processed and, where required, obtain the participant's prior, explicit, and informed authorization.



Any sensitive personal information received by Pan American Riders will be used only for the specific purposes for which it was collected, such as assessing or managing safety-related circumstances, responding to an emergency, or complying with a legal obligation.

Pan American Riders will not use sensitive personal information for marketing or unrelated purposes.

We will apply appropriate measures to protect the confidentiality and security of sensitive personal information and will limit access to such information to persons who reasonably need it for the purposes described in this Privacy Policy or as otherwise permitted or required by law.

5. SHARING AND DISCLOSURE OF PERSONAL INFORMATION

Pan American Riders does not sell, rent, or trade personal information.

Personal information may be shared only when reasonably necessary for the purposes described in this Privacy Policy, to provide the contracted services, to comply with legal obligations, or to protect the safety, rights, or legitimate interests of participants and other persons.

Depending on the circumstances, information may be shared with:

- Payment processors, banks, or financial service providers when necessary to process or verify payments or security deposits
- Service providers and operational partners involved in the organization or delivery of the motorcycle touring service, only to the extent necessary for their specific role
- Accommodation providers, transportation providers, or other tourism service providers when necessary to coordinate services included in the participant's itinerary
- Emergency services, medical providers, or an emergency contact person when reasonably necessary to respond to an accident, medical situation, or other emergency
- Government authorities, law enforcement agencies, courts, or regulatory bodies when disclosure is required or permitted by Colombian law
- Professional advisers or service providers, such as accountants, lawyers, or technology providers, when reasonably necessary for the operation and administration of our business and subject to applicable confidentiality and data protection requirements

Pan American Riders seeks to limit the information shared to what is reasonably necessary for the specific purpose for which it is disclosed.

Where third parties process personal information on behalf of Pan American Riders, we expect them to handle that information in accordance with applicable data protection requirements and appropriate confidentiality and security obligations.



Pan American Riders does not authorize third parties to use personal information for their own unrelated marketing or commercial purposes merely because the information has been shared with them for the provision of our services.

6. INTERNATIONAL TRANSFERS AND SERVICE PROVIDERS

Pan American Riders may use third-party service providers to support the operation of our website, communications, payment processing, information storage, technology systems, or other business functions.

Some of these service providers may process personal information outside Colombia. Where personal information is transferred or transmitted internationally, Pan American Riders will do so in accordance with the requirements of Colombian data protection law.

International transfers of personal information will only be made where permitted by applicable law, including where the destination country provides an adequate level of data protection, where a legal exception applies, where the required authorization has been obtained, or where the applicable requirements for an international transmission to a data processor or service provider have been met.

Where a third party processes personal information on behalf of Pan American Riders, we will take reasonable measures to ensure that the information is processed only for the authorized purposes and is subject to appropriate confidentiality and security obligations.

Pan American Riders may use service providers located in other countries, and participants acknowledge that this may result in their personal information being processed outside Colombia, subject to the safeguards and requirements established by applicable law.

We do not authorize service providers to use personal information received from Pan American Riders for purposes unrelated to the services they provide on our behalf, except where otherwise permitted or required by law.

7. DATA RETENTION AND SECURITY

Pan American Riders retains personal information only for as long as reasonably necessary to fulfill the purposes described in this Privacy Policy, provide our services, maintain appropriate business records, resolve disputes, exercise or defend legal claims, or comply with applicable legal, accounting, tax, tourism, or other regulatory obligations.

The retention period may vary depending on the type of information and the purpose for which it was collected. When personal information is no longer necessary and there is no legal or legitimate reason to retain it, Pan American Riders will take reasonable steps to delete, securely dispose of, or anonymize the information, as appropriate.



Pan American Riders implements reasonable technical, administrative, and organizational measures designed to protect personal information against unauthorized access, loss, alteration, disclosure, misuse, or destruction.

Access to personal information is limited to persons who reasonably need the information for the purposes described in this Privacy Policy or who are otherwise authorized or required by law to access it.

Where sensitive personal information is processed, including health-related information, additional care will be taken to limit access and use to what is reasonably necessary for the specific purpose for which the information was collected.

Although we take reasonable measures to protect personal information, no method of transmission over the Internet or electronic storage system can be guaranteed to be completely secure. Pan American Riders therefore cannot guarantee absolute security of information transmitted or stored electronically.

8. YOUR RIGHTS AND HOW TO EXERCISE THEM

As a data subject under Colombian data protection law, you have the right to:

- Know, access, and request a copy of the personal information held by Pan American Riders about you
- Request the correction, updating, or rectification of inaccurate, incomplete, or outdated information
- Request information about the use and processing of your personal information
- Request proof of the authorization granted for the processing of your personal information, where applicable
- Request the deletion of your personal information when legally applicable
- Request the revocation of your authorization for the processing of personal information, where legally applicable
- Submit complaints regarding the processing of your personal information when you believe that applicable data protection requirements have not been followed
- Exercise any other rights recognized by Colombian data protection law

To exercise these rights, submit a written request to:

- Jhonathan Cárdenas
- Pan American Riders
- Manizales, Caldas, Colombia
- Email: info@panamriders.com
- Phone / WhatsApp: +57 323 348 4102

Requests should include, where reasonably possible, the name and contact information of the person making the request, a clear description of the request, and any information necessary to identify the personal information involved.



Queries concerning access to or information about personal data will be handled in accordance with the procedures and response periods established by Colombian data protection law.

Complaints or requests concerning the correction, updating, deletion, or revocation of authorization will also be handled in accordance with the procedures and response periods established by Colombian data protection law.

Where a request is submitted on behalf of another person, Pan American Riders may require appropriate evidence of authorization or legal representation before providing or modifying personal information.

The right to request deletion or revoke authorization is not absolute. Pan American Riders may retain or continue processing certain personal information when permitted or required by law, when necessary to fulfill legal or contractual obligations, or when another lawful basis for processing applies.

If a data subject considers that their rights under Colombian data protection law have not been adequately addressed after following the applicable procedure with Pan American Riders, they may submit a complaint to the Superintendencia de Industria y Comercio (SIC) in accordance with Colombian law.

9. MINORS

Pan American Riders' motorcycle touring services are intended for participants who are 18 years of age or older.

We do not knowingly collect or process personal information for the purpose of registering children or minors as participants in our motorcycle touring services.

If personal information relating to a minor is received inadvertently or in circumstances not related to a permitted purpose, Pan American Riders will handle that information in accordance with the special protections established under Colombian law for children and adolescents.

Where personal information relating to a minor is processed in circumstances permitted by law, Pan American Riders will give priority to the minor's best interests and fundamental rights and will apply the protections required by applicable Colombian data protection regulations.

10. COOKIES, EXTERNAL LINKS AND WEBSITE TECHNOLOGIES

Our website may use cookies and similar technologies to support website functionality, improve navigation, understand how visitors use our website, and improve the overall user experience.



Cookies are small data files stored on your device by your web browser. Depending on their purpose, some cookies may be necessary for the website to function properly, while others may be used for analytics, preferences, or other website-related functions.

You may configure your browser to block, delete, or limit cookies. However, disabling certain cookies may affect the functionality or performance of some parts of the website.

Where required by applicable law, Pan American Riders will provide the information or obtain the authorization necessary for the use of cookies or similar technologies.

Our website may also contain links to websites, platforms, or services operated by third parties. These websites are independent from Pan American Riders and may have their own privacy policies, terms, and data processing practices.

Pan American Riders is not responsible for the privacy practices, content, security, or data processing activities of third-party websites. We encourage users to review the privacy policies and terms of any external website before providing personal information.

11. CHANGES AND CONTACT INFORMATION

Pan American Riders may update this Privacy Policy from time to time to reflect changes in our services, business practices, applicable laws, or data protection requirements.

Any updated version will be published on the Pan American Riders website and will indicate the date of the most recent update. We encourage users to review this Privacy Policy periodically.

Data Controller

- Jhonathan Cárdenas
- Pan American Riders
- Manizales, Caldas, Colombia
- Registro Nacional de Turismo (RNT): 209381
- Email: info@panamriders.com
- Phone / WhatsApp: +57 323 348 4102

For questions, requests, queries, or complaints concerning the processing of personal information, please contact us using the information above.

Pan American Riders is committed to handling personal information responsibly and in accordance with applicable Colombian data protection requirements

