

The Travel Tree

Privacy Policy

The Travel Tree, Inc. has created this privacy statement in order to demonstrate our firm commitment to our visitors' and customers' privacy. The following discloses the type of personally-identifying data collected, as well as the general purpose and/or use of the information gathered, via The Travel Tree Web Site. This statement is updated from time to time. This privacy policy was updated September 1, 2011.

At The Travel Tree, your privacy is important to us and we want to make sure you like hearing from us. We, or an agent partner, may contact you to follow-up on requests for information we receive through the The Travel Tree Web Site but we do not release **personally-identifying guest information** to other companies for their own marketing purposes.

During the course of your use of The Travel Tree Web Site, we may collect some or all of the following information from you:

- Your Name and/or family members names & ages.
- Address (s)
- Email Address (s)
- Passport Number (s)
- Telephone Number (s)
- Emergency Contact Information

The Travel Tree will never collect this information from you without your knowledge and consent. You always have the right to decline to disclose any or all of the requested information. However, if you decline to disclose certain pieces of information to The Travel Tree, you may be unable to fully access all of the features of the The Travel Tree Web Site or purchase from or through The Travel Tree.

Children Under Age 13

The Travel Tree does not knowingly collect or solicit personal information from anyone under the age of 13 or knowingly allow such persons to register on The Travel Tree Web Site. If you are under 13, please do not attempt to register for The Travel Tree Web Site or send any information about yourself to us, including your name, address, telephone number, or email address. No one under age 13 may provide any personal

information to or on the Tauck Web Site or the Tauck message board. In the event that we learn that we have collected personal information from a child under age 13 without verification of parental consent, we will delete that information. If you believe that we have any information from or about a child under 13, please contact us using the contact information listed herein.

Sharing of Personal Information

Personal information will never be shared with any third party by The Travel Tree other than for the purposes described in this document. We may disclose your information if:

- we believe we are required to do so by law;
- we need to do so to protect someone's safety or our rights and property; or
- in order to comply with this policy or other policies that may be applicable.

In addition, The Travel Tree occasionally shares personal information, such as name and address, with sub-contracted third parties with whom we have partnered to provide specific services to our company or our customers, or with travel companies with whom our customers have contracted for the purpose of facilitating travel reservations such as rental car companies or hotels.

In the event your information has been shared without your permission, please contact The Travel Tree to have your information removed from The Travel Tree database

On occasion, mergers, acquisitions, and sales of business assets occur in the travel industry. In the event that The Travel Tree is ever involved in such a transaction, then personal information may be disclosed to the entity that acquires, is acquired by, or merges with The Travel Tree or purchases any of its assets.

You may update or remove any or all of your personal information, contact options and preferences by email or telephone.

These updates may include but are not limited to:

- Update name and address information
- Eliminate duplicate addresses
- Remove your name from our
 - Postal mailing list
 - Email list

To contact us:

By email: travel@traveltree.com

By phone: 1-800-336-9066

You acknowledge and agree that this policy does not apply to non-personally-identifying information collected through The Travel Tree Web Site or for any information collected other than through The Travel Tree Web Site.

Acceptance of this Policy

By using The Travel Tree Web Site, you agree to this policy. We reserve the right, at our discretion, to change, modify, add to, remove from, or rescind this policy at any time without notice, reason or cause. Your continued use of The Travel Tree Web Site following the posting of changes to these terms on this site means you accept these changes.

Other Sites

The Travel Tree Web Site may contain links to other sites. Other sites may also reference or link to The Travel Tree Web Site. The Travel Tree, Inc. is not responsible for the privacy practices or the content of such other sites. Any information you may disclose at these other sites is not governed by this privacy policy. We encourage you to review these policies at any site you visit.

Assurances

If you feel you have a dispute with The Travel Tree, Inc. regarding our privacy policy procedures and practices, or you feel your privacy has been violated, please contact The Travel Tree, Inc. by email or by phone.

To contact us :

By email:
travel@traveltree.com

By phone:
(800) 336-9066

Security

It is our intent to protect against the unauthorized use of personally-identifying information that we have collected from you. We use a variety of technologies and

processes for protection of our customer data. We work to limit the personally-identifying information we provide to outside companies with whom we contract to only what they need to carry out their responsibilities.

When you request information on our web site, your personal information is transmitted in an encrypted format.

We always want to provide you with the best possible service. To do this, we collect information that allows us to enhance your experience with The Travel Tree, send you brochures or offers we believe may be of interest to you, identify your product and service preferences, customize our communications to you, process your travel reservation, or contact you about the status of your reservation.

Cookies

"Cookies" are pieces of information that may be placed on your computer by a Web site for the purpose of facilitating and enhancing your communication and interaction with that Web site. Almost all Web sites use cookies for these purposes.

We may use cookies (a) to customize your visit to The Travel Tree Web Site, (b) to deliver content consistent with your stated interests and the manner in which you browse and/or buy on our site.

Click-stream

As you use the Internet, a trail of electronic information is left at each web site you visit. This information, which is sometimes referred to as "click-stream data," can be collected and stored by a Web site's server. Click-stream data can tell us, among other things, the type of computer and browsing software you use, the address of the Web site from which you linked to The Travel Tree Website, and, in some instances, your email address. We may use click-stream data for various purposes including to determine how much time visitors spend on each page of our site, how visitors navigate throughout the site and how we may tailor our Web pages to better meet the needs of visitors.

When you email content from The Travel Tree, Inc. website to another party, the information captured is used solely to fulfill the request. When you refer another party to The Travel Tree, Inc. the information is used to contact the individual on your behalf. The referral information is not used for any other purpose unless the referral contacts The Travel Tree, Inc.

Business Information

Information collected from our agent partners specific to the agent and other information used to identify the agency will be used solely for account creation and verification. Other sales information regarding activities that support doing business with The Travel Tree may be voluntarily provided. Contact information given for the purpose of ordering supplies will not be used for any other purpose than fulfilling those orders.