

PRIVACY POLICY

Last Updated on January 3, 2017

The website www.travelhoney.com (the “**Site**”) is brought to you by Travel Honey, Inc. (“**Travel Honey**,” “**we**,” “**us**,” or “**our**”). This privacy policy provides information about our policies and procedures regarding the collection, use and disclosure of personal information received through the Site or otherwise from individuals who utilize our Products and Services on the Site (the “**Privacy Policy**”). This Privacy Policy is incorporated into, and is part of, our [Terms of Use](#), which govern your access to the Site and your use of the Site and/or Products and Services to help plan your travel made available on or through the Site. Unless otherwise defined herein, capitalized terms shall have the meaning assigned to such terms in the Terms of Use.

If you have comments, suggestions, questions or concerns about our Privacy Policy, please contact us at support@travelhoney.com.

1. WHAT INFORMATION IS COLLECTED ON THE SITE

A. Information You Provide To Us. When you visit the Site, we provide you with the opportunity to voluntarily provide your name and email address in fields posted on the various pages on the Site to receive communications from us about our Products and Services, such as by sending you our monthly newsletter or sending you periodic blog updates. After providing your name and email address, you may also be given the option to take a survey, which will change periodically and may ask questions such as your travel plans and preferences, your year of birth, gender, the category of your employer, and your city and state of residence. We may also ask for the following information:

For guest bloggers: your name, email address, blog posting, your blog's website, a short biography, and your social media handles.

For those submitting itineraries: your name, email address, your blog's website if you have one, a short biography, and your social media usernames.

For customers: your name, your email and mailing addresses, and information about the items you purchased, such as the type of product, the date of your purchase, and the amount of your purchase. If you participate in a survey, we will collect any data you provide in connection with such survey. If you log-in using Facebook or Google Plus, then we may collect certain information described below in Section C

For everyone: if you contact us by phone or email, we may keep a record of your contact information and correspondence, and may use your email address, and any information that you provide to us in your message, to respond to you and provide our Products and Services.

B. Text Messaging. We can only communicate with you by text message if we have your express consent. If you would like us to send you alerts by text message, we will ask for your permission to do so. Please be advised that standard text messaging rates may apply as provided in your wireless plan and you will be responsible for all charges incurred from your mobile carrier for such communications. You may revoke this consent at any time by following the instructions in the text message.

C. Interactions with Third-Party Services. The Products and Services may include functionality that allows certain kinds of interactions between the Products and Services and a third-party web site or application. The use of this functionality may involve the third-party operator providing certain information, including personal information, to us. For example, when you register for the Site, you may have an option to use your Facebook, Google or other account provided by a third-party site or application to facilitate the registration and log-in or transaction process on the Service, or otherwise link accounts. If we offer and you choose to use this functionality to access or use our Site, the third-party site or application may send personal information about you to us such as your name, email address(es), date of birth, gender, current city, address information, profile picture URL, and other information associated with your account on the third party site that you permit the third party site to make available to us. If so, we will then treat it as personal information under this Privacy Policy, since we are collecting it as a result of your accessing of and interaction on our Site. We may provide third-party sites' interfaces or links on the Site to facilitate your sending a communication from the Site. For example, we may use third parties to facilitate emails, tweets or Facebook postings. These third parties may retain any information used or provided in any such communications or other activities and these third parties' practices are not subject to our Privacy Policy. Travel Honey may not control or have access to your communications through these third parties. Further, when you use third-party sites or services, you are using their services and not our services and they, not we, are responsible for their practices. You should review the applicable third-party privacy policies before using such third-party tools on our Site.

D. Information We Collect About Your Interaction with the Site. We collect additional information about your interaction with the Site without identifying you as an individual (“**Anonymous Information**”) by using cookies or other automated technologies on the Site as described in the section titled “**COOKIES AND LOG DATA**” below. For example, we receive certain standard information that your browser sends to every website you visit, such as your IP address and information about your browser and operating system, access times, and referring website address. We may use Anonymous Information for any purpose in our discretion. For clarity, Anonymous Information means information that is not associated with or linked to your personal information and does not permit the identification of individual persons.

E. Direct marketing. We may send out marketing communications (such as a newsletter) to our customers to explain exciting developments with our business or to offer special promotions about our Products and Services. You can always choose to stop receiving newsletters or other communications from us by clicking the “unsubscribe” link at the bottom of a marketing message. Please understand that if you choose not to receive promotional correspondence from us, we may still contact you in connection with your relationship, activities, transactions and/or communications with us.

2. HOW IS THE INFORMATION COLLECTED ON THE SITE USED AND SHARED

A. How We May Use Your Information. We may use the information we collect from and about you on the Site or otherwise (collectively, “**Information**”) for any of the following purposes: (i) to operate the Site and provide the Products and Services; (ii) to respond to your requests and inquiries; (iii) to contact you and to communicate with you about your travel itinerary; (iv) to notify you about important changes to the Site and/or Products and Services, such as updates or revisions to this Privacy Policy or our Terms of Use, security announcements or other similar messages; (v) to review Site usage and operations and to improve the content and functionality of the Site and our Products and Services; (vi) to provide you with information and materials about our Products and Services; (vii) to address problems with the Site and/or Products and Services; (viii) to protect the security or integrity of our Site and/or Products and Services, our customers, and our business, or (ix) to tailor the Site to your and other individuals’ needs.

B. How We May Share Your Information. We will not sell or lease your Information to any third party. Except as otherwise expressly provided in this Privacy Policy, Travel Honey will only share your Information: **(i)** as required by law or regulation or as we believe in good faith that disclosure of such personal information is reasonably necessary: (1) to satisfy any applicable law or regulation, (2) to respond to claims and/or to comply with a judicial proceeding, court order or legal process served on us, (3) to protect and defend our rights or property, and/or the rights or property of our customers, or third parties, as permitted by law, (4) to detect, prevent or otherwise address fraud, security or technical issues; or (5) to enforce our Terms of Use; and/or **(ii)** with our service providers that provide certain services to maintain and operate the Site and/or Products and Services and those service providers will be permitted to obtain only the Information they need to deliver their service(s).

As with any other business, it is possible that in the future we could merge with or be acquired by another company. If such an acquisition occurs, the successor company would have access to the Information, but would continue to be bound by this Privacy Policy unless and until it is amended.

3. SECURITY OF YOUR PERSONAL INFORMATION. We have implemented reasonable technical and organizational measures designed to deter unauthorized access to and use, destruction of, modification of, or disclosure of personally identifiable information we collect via the Site. Regardless of the precautions taken by us or by you, no data transmitted over the Internet or any other public network can be guaranteed to be 100% secure. We cannot ensure or warrant the security of any information you transmit to us and you provide all personally identifiable information via the Site at your own risk.

4. COOKIES AND LOG DATA.

A. Tracking Technologies. Unique identifiers such as cookies (which are small text files stored locally on your computer that help store user preferences and may be html files, Flash files or other technology), web beacons or clear gifs (which are small pieces of code placed on websites used to collect advertising metrics, such as counting page views, promotion views, or advertising responses), tags, scripts or similar technologies (collectively referred to as “**Tracking Technologies**”) may be used by Travel Honey and our marketing, analytics or other service providers to understand Site usage, help customize our content, offerings or advertisements on the Site, personalize your experience on the Site, analyze trends, and for other purposes related to our management and administration of the Site. This means that you may see advertising on our Sites tailored to how you browse or shop, or you may see advertising for Travel Honey on other websites based on your browsing behavior across websites. Some websites where we may advertise belong to ad networks that use your web browsing history to choose which ads to display on their network websites; these ads include advertising for Travel Honey and its Sites, but no personal information about you is shared with those third party ad networks. Other websites where you see our ads, such as Facebook, may use interest preferences that you have chosen on those sites, as well as registration and other information about you, to choose which ads to display to you. Some internet browsers, websites such as Facebook and mobile devices offer opt-outs for interest-based advertising. Please refer to the website that you are visiting, your browser and/or your device settings for additional information. Please consult the “Help” section of your browser for more information. At this time, we do not respond to browser “do not track” signals, but we do provide you the option to opt out of internet based advertising. To learn more about internet based advertising or to opt-out of internet based advertising, please visit the [Network Advertising Initiative website](#) and the [Digital Advertising Alliance website](#). Please know that certain areas and features of our Site may be affected by turning off Tracking Technologies and you should be aware that disabling cookies or similar devices might prevent you from accessing some of our content or experiencing certain features as designed.

B. Log Files. Log data collected on web servers supplies us with aggregate information about the number of visits to different pages on our Site. We use such aggregate information to improve access to our content based on our visitors’ browsers and operating system types to make our content available to as many users as possible. We do not link the “log data” collected to personally identifiable information submitted by users in connection with their use of the Site. This Privacy Policy covers the use of Tracking Technologies by Travel Honey and does not cover the use of cookies or other technologies by any advertisers. Some of our third-party service providers may use cookies on our site but we have no access to or control over these cookies.

C. Analytics Partners. Travel Honey works with analytics partners to improve our insight into your use of the Site and to improve quality of our Site and Products and Services, and the relevance and frequency of the content you receive via the Site (“**Analytics Partners**”). Our Analytics Partners use a variety of techniques to collect de-identified, non-personal information about your visit to

our website, such as session and persistent cookies, web-beacons, and other tracking technologies. These techniques are discussed in the section titled "Tracking Technologies" above. In order to make sure you understand how our Analytics Partners handle your information and how they interact with our Site or Products and Services, we've listed each of our Analytics Partners below, explained what they do, and shared hyperlinks to their terms of use. You should visit these pages, as Resilient has no ability to control or monitor our Analytics Partners' data collection or data use practices:

- **Google Analytics:** Travel Honey partners with Google Analytics to provide insight into our Site. Google Analytics' terms are available here: <http://www.google.com/analytics/terms/us.html> and Google Analytics' Privacy Policy is available here <https://www.google.com/policies/privacy/>.
- **Google Tag Manger:** Travel Honey partners with Google Tag Manager to add and update website tags. Google Tag Manager's terms are available here: <https://www.google.com/analytics/tag-manager/use-policy/> and Google Tag Manager's Privacy Policy is available here <https://www.google.com/policies/privacy/>.
- **Facebook:** Travel Honey partners with Facebook as a digital marketing and advertising platform to connect with potential users and customers. Facebook's terms are available here: <https://www.facebook.com/terms.php/> and Facebook's Data Use Policy is available here https://www.facebook.com/full_data_use_policy and its Data Policy is available here: <https://www.facebook.com/policy.php>.

D. BY AGREEING TO THIS PRIVACY POLICY AND USING THE SERVICES, YOU ARE CONSENTING TO THE USE OF TRACKING TECHNOLOGIES AS SET FORTH IN THIS PRIVACY POLICY.

5. THIRD PARTY ADVERTISING/PRODUCTS. You may be presented with an option on our Site to receive certain information and/or marketing offers directly from third parties or to have us send certain information to third parties or give them access to it. If you choose to do so, your personal information and other information may be disclosed to such third parties and all information you disclose will be subject to the third-party privacy policies and practices of such third parties. In addition, third parties may store, collect or otherwise have access to your information when you interact with their Tracking Technologies, content, tools, apps or ads on our Site or link to them from our Site or through our Service. We are not responsible for the privacy policies and practices of such third parties and, therefore, you should review such third-party privacy policies and practices of such third parties prior to requesting information from or otherwise interacting with them.

6. LINKS TO OTHER SITES. Our Site may contain links to other websites. The fact that we link to a website is not an endorsement, authorization or representation of our affiliation with that third party. We do not exercise control over third-party websites. These other websites may place their own cookies or other files on your computer, collect data or solicit personal information from you. Other sites follow different rules regarding the use or disclosure of the personal information you submit to them. We encourage you to read the privacy policies or statements of the other websites you visit. Please be aware that the terms of our Privacy Policy do not apply to these third-party websites.

7. CHILDREN UNDER 13. This Site is not intended for, or designed to attract, children under the age of 13 and as such, we do not intentionally gather information from individuals who are under the age of 13. Upon notification that a child under 13 has provided us with personally identifiable information, we will delete the child's personally identifiable information from our records.

8. CALIFORNIA USERS/VISITORS. California Civil Code Section 1798.83 permits users who are California residents and who have provided us with "personal information" (as that term is defined in Section 1798.83) to request certain information about the disclosure of that information to third parties for their direct marketing purposes. If you are a California resident, you may contact us by writing to: Travel Honey, PO Box 170371, Boston, MA 02117.

9. CANADIAN USERS/VISITORS. Canadian citizens, except under circumstances defined by law, are entitled to access their own personal information collected by Travel Honey by writing to: Travel Honey, PO Box 170371, Boston, MA 02117. We may ask you to pay an administrative fee for accessing or copying your personal information, but will inform you of the anticipated charges and confirm that you want us to proceed before processing your request. If you believe that the personal information about you that we have collected is incomplete or inaccurate, we will correct the information upon verification of the omission or error and of the identity of the person requesting the change. If you wish to request additional information about our information management, or would like us to access, correct or have us investigate any matters in relation to your personal information, please contact us.

10. NOTICE TO VISITORS OUTSIDE OF THE UNITED STATES. You should be aware that the United States and other countries have not harmonized their privacy regulations. Because Travel Honey and its servers are located in the United States and our services are directed towards the United States market, our Privacy Policy has been prepared to comply with applicable United States regulations. By accessing and/or using the Site and/or Products and Services and providing personal information to us via the Site, you consent to the processing of your personal information as described in this Privacy Policy and you agree to the level of privacy protection set out in this Privacy Policy.

11. CHANGES TO THIS PRIVACY STATEMENT. Each time you use the Site, the current version of this Privacy Policy will apply. When you use the Site, you should check the date of this Privacy Policy (which appears at the top of this Privacy Policy) and review any changes since the last version. You can always refuse to accept any changes to our privacy policy by terminating your use of the Site and/or Products and Services. Unless stated otherwise, our current Privacy Policy applies to all information that we have about you. Continuation of your use of the Site and/or Products and Services shall be considered acceptance of the change in the Privacy Policy.

12. HOW TO CONTACT US. If you have any questions about our Privacy Policy, please contact us by one of the following options:

By e-mail: support@travelhoney.com

By phone:

Main Office: 844-344-8755

By FAX:

Main Office: 844-344-8755

By mail:

Travel Honey, Inc.
PO Box 170371
Boston, MA 02117

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