

# Privacy Policy & Your Privacy Rights

Last updated: December 23, 2015

Protecting your privacy is important to Go Trekkin, LLC (“we” or “us”). Please read this Privacy Policy, which describes our practices relating to information we receive or collect when you access or use any websites, smartphone applications, and other Internet-based services under our ownership or control, including but not limited to our GoTrekkin.com™ website, our GoTrekkin™ electronic newsletter, and our En Route™ travel blog (collectively, the “GoTrekkin Service”).

This Privacy Policy is part of our overall agreement with you, as discussed in our Terms of Use. By accessing or using this GoTrekkin Service for any purpose, you consent to the information collection, usage, disclosure, retention, and transfer practices described in this Privacy Policy as it appears on the date of your access or use. However, this Privacy Policy does not apply to practices of third parties we do not own or control, and we are not responsible for the practices of such other persons or entities.

If you object to anything in this Privacy Policy or our Terms of Use, you are not authorized to use the GoTrekkin Service and must immediately discontinue using it. If you have any questions, please write us an email at: [info@GoTrekkin.com](mailto:info@GoTrekkin.com)

## 1. INFORMATION WE COLLECT

Like most website and mobile application operators, we may gather information that can be used to uniquely identify or contact you (“Personal Information”) as well other information (“Non-Personal Information”) so that we can improve our services, products, and user experience. The type and amount of information we collect may vary from time to time depending on our needs, but generally include the following:

- 1.1. User-Provided Information. When you register for a user account to use the GoTrekkin Service, we may ask you to provide certain information such as your full name, user name, password, and email address. (Note: To receive the full range of services and content offered on the GoTrekkin Service, you will first need to register a user account by voluntarily supplying such Personal Information). You may also provide your mailing address(es), phone number(s), additional email address(es) and other information when you send us an email or other communication, when you update information previously provided, or at other times when accessing the GoTrekkin Service. When you conduct searches and queries on the GoTrekkin Service, you provide search terms. When you engage in transactions through the GoTrekkin Service, you may supply certain financial information such as a credit card number(s), bank account information, payment processor credentials, price, payment amounts, and amount of cash raised in crowdfunding campaign(s) for your trip(s). Any contributions you make on the GoTrekkin Service will automatically be associated with your user account and profile. Information you voluntarily provide by sending a message(s) or participating in a discussion(s), rating(s), review(s), promotion(s), coupon(s), competition(s), contest(s), sweepstake(s), or giveaway(s) or other commentary(s) on the GoTrekkin Service may include information about

your location, age, gender, ethnicity, race, opinions, tastes, preferences, personality, travel history, travel plans, itineraries, and other demographic information.

- 1.2. Third-Party Login Information. We may provide you the option of accessing and registering for the GoTrekkin Service with your user name and password from another service (each an “Integrated Service”), such as through the use of your Facebook, Twitter, or Google Plus login credentials. By connecting your account with any such Integrated Service, you understand and authorize us to access and store the credentials you provide, a unique identifying number or string of characters associated with you, your name, email address(es), date of birth, gender, current city, address information, profile picture, uniform resource locator (“URL”), and other information associated with your Integrated Service account (e.g., Facebook Account) that you permit the Integrated Service provider to make available to us. We suggest that you review your Facebook or other Integrated Service privacy settings to understand and change the information available to us through Facebook Connect or similar Integrated Service portal. You also understand that we may learn information about your affiliation with and activity on such Integrated Service(s), as well as about your online behavior, activities, tastes, and preferences.
  
- 1.3. Automatically-Recognized Information. Each time you use the GoTrekkin Service, we may automatically recognize and record certain information about or related to your use of the GoTrekkin Service that is made available through your Web browser or mobile device, including your internet protocol address (“IP Address”), information about your hardware, software, operating system, web browser, connection speed, language, links, images, or other materials you click, information that may enable us to approximate your location, the pages and contents you view on the GoTrekkin Service, the dates and times you access the GoTrekkin Service, websites and webpages that you visited just before or just after accessing the GoTrekkin Service, your advertisement click-through rates, articles you read and the time you spent reading them, pictures and videos viewed, and other information about how you use the GoTrekkin Service. This information is collected through the use of different types of technologies, including standard log files and cookies.
  - 1.3.1. Cookies. One form of “automatically collected” information we may record is information stored by “cookies,” which are small text files containing a string of alphanumeric characters. Cookies simplify and authenticate the log-in process for users of the GoTrekkin Service, facilitate online transactions, and enable traffic monitoring, among other useful purposes. Whenever you access or use the GoTrekkin Service, we may send, receive, and store one or more cookies to your computer. By sending cookies with values that are unique, we may be able to uniquely identify your Web browser or device each time you access the GoTrekkin Service. The Cookies we will receive and record information on our server logs from your browser, including your IP address, session time, click-path analysis, browsing patterns, and the pages you request. We may use both “session” and “persistent” cookies to collect, store, and sometimes track various types of information. A session cookie is one that is intended to disappear after you close your browser. A persistent cookie remains after you close your browser (and may be used by your browser to identify itself when you later return to the Service). You can disable Cookies and also remove “persistent” Cookies from your computer by

changing your browser settings. Most browsers allow you to either turn off the Cookies function or turn on a “Do Not Track” function. However, if you limit, block, or remove Cookies, it is possible that some webpages on the GoTrekkin Service may not load properly, your access to certain information or content may be denied, and you may have to enter information about yourself more than once. Please review the “Help” file in your web browser or mobile device to learn the proper way to modify your Cookies settings.

We will retain your Personal Information in a private electronic database for the period that we find to be necessary to fulfill the purposes outlined in this Privacy Policy, unless we believe a longer retention period is required or permitted by law. When your Personal Information is no longer needed, we will shred, erase, or otherwise modify the Personal Information in our records and databases to make sure it is unreadable.

## 2. INFORMATION USE

We may use the information you provide or that we collect to develop, operate, administer, support, maintain, improve, and enhance user experience, marketing strategy, our technologies, products, and services, and to customize, personalize, and target content that may be more interesting, relevant, or useful to you, including targeted advertisements, promotions, marketing campaigns, offers, content, products and services, and for other administrative purposes, including:

- (a) to allow other users to identify you on the GoTrekkin Service by your name or user name;
- (b) to send notices, updates, and contact you for feedback about the GoTrekkin Service;
- (c) to conduct research, audits, data analysis, and quality control;
- (d) to provide anonymous reporting for internal and external purposes;
- (e) to notify you of technical updates or changes in policy; or
- (f) to contact you for marketing and promotional purposes.

You can opt-out of receiving certain communications, such as our GoTrekkin™ newsletter, but we reserve the right to continue to send you certain non-marketing related communications concerning the GoTrekkin Service, such as service announcements and administrative messages, without offering you the opportunity to opt out of receiving them.

## 3. INFORMATION SHARING

While Go Trekkin, LLC and its members, officers, employees, and agents are committed to maintaining your privacy, your information may be shared with our business partners, affiliates, and other third parties under certain limited circumstances:

- 3.1. Personal Information. We will not use or share your Personal Information for any purposes other than those listed herein, in the Terms of Use, or for the use of any other party, except to provide the services you request or as required by law.
  - 3.1.1. Sharing with Other Users. We will not share or expose your Personal Information such as your full name, email address, mailing address, or private content to any other visitor or registered user of the GoTrekkin Service unless you voluntarily include such Personal Information in your user name, profile, a review, a rating, an itinerary, or public-area post, or as you may voluntarily share with your friends or social media contacts if you share content via Facebook, Twitter, Google Plus or any other third party service.
  - 3.1.2. Sharing with Our Business Partners. We will only share Your Personal Information with our affiliates, contractors, or other business partners if they agree under contract (*i.e.*, a Non-Disclosure Agreement) to implement and maintain reasonable security procedures and practices appropriate to the nature of the information, to protect the Personal Information from unauthorized access, destruction, use, modification, or disclosure, to not disclose Personal Information to other parties, and to agree that they will not use this Personal Information to solicit your business.
- 3.2. Non-Specifically Identifying Aggregated Information. We may use, disclose, and share any information we collect in the aggregate – meaning all information, even if based on Personal Information, that is summarized into large groups of users so that no individual customer is uniquely identifiable) with marketing agencies, advertisers, and our business partners and joint-venturers.
- 3.3. Public Area Activity. If you participate in activities or post in any a product review area, blog, forum, discussion board, comment section, chat room, survey, or poll, or other publically-accessible discussion feature on the GoTrekkin Service, beware that any personal information you submit or post on such public area of the GoTrekkin Service may be shared, read, collected, reproduced, distributed, or used in whole or in part by others. Please note that in any of these situations, the recipient of the Personal Information may be located in another jurisdiction that may not provide an equivalent level of data protection, data privacy, or data security to the laws in your home country.
- 3.4. Website Administration. We may disclose your information to any third parties we engage to the extent that we believe it is necessary for them to have in order to perform certain services related to the GoTrekkin Service, including maintenance, studies, analytics, marketing, advertising, data processing, email and text message distribution, and surveys.
- 3.5. Legal Issues. We may disclose information about you to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety or other rights and interests of any person, violations of our Terms of Use, or as otherwise required by law. For example, we may disclose specific information upon governmental request, in response to a court order, when required by statute, or when we believe it is necessary to share information for law enforcement authorities to investigate a suspected identity theft.

- 3.6. Merger or Acquisition. In the event that the GoTrekkin Service is acquired by or merged with another company, or a similar change in control event takes place, we may need to transfer information about you to another company. But if we do, we will first notify you, either by sending an email to your last known email address and/or by at least posting a notice on this website.
- 3.7. Other. We may share information about you for any other purposes disclosed to you at the time we collect information or with your consent.

## 4. INFORMATION SECURITY

We use, among other things, commercially reasonable precautions and industry standard techniques such as firewalls, encryption, and app monitoring to help protect your Personal Information. Internally, we will restrict access to your Personally Information to only those employees who need access to the information in order to perform their jobs. These employees will likely be are limited in number, and are committed to our privacy policies. Unfortunately, no data transmission over the Internet can be guaranteed to be 100% safe or secure from accidental or unauthorized access, use, disclosure, loss, destruction, hacking, misappropriation, and theft. As a result, we cannot and DO NOT represent, warrant, ensure or guarantee the security of any information you transmit to us or receive from us or through the GoTrekkin Service. This is especially true for information you transmit to us via email. We have no way of protecting that information until it reaches us. As stated throughout the Terms of Use, you use the GoTrekkin Service AT YOUR OWN RISK.

## 5. PUBLIC INFORMATION

Some of your activities on and through the GoTrekkin Service are public by default. This may include, but is not limited to, content you have posted publicly on the GoTrekkin™ website. Registered users may have some of this information associated with their accounts. Unregistered users will not have this association, but information concerning their use of the GoTrekkin Service (such as what webpages they have visited) may be tracked anonymously through the use of Cookies and as may be stored by us. If you choose to provide Personal Information using certain public features of the GoTrekkin Service, then that information may be publicly available. Individuals reading such information may use or disclose it to other individuals or entities without our control and without your knowledge, and search engines may index that information. We encourage you to think carefully about including any specific information you may deem private in content that you create or information that you submit through the GoTrekkin Service.

## 6. CHILDREN'S PRIVACY

We do not knowingly collect, retain, or use any Personal Information from children and minors under 13 years of age. In fact, you must be at least 18 years of age, or between 13 and 18 years of age with parental consent and supervision, to use the GoTrekkin Service according to our Terms of Use. **IF YOU DO NOT MEET THESE AGE REQUIREMENTS, YOU ARE NOT ALLOWED TO USE OR ACCESS THE GOTREKKIN SERVICE AT ANY TIME OR IN ANY MANNER.** If we become aware that we collected any Personal Information from a child under 13 years of age or any unauthorized minor under 18 years of age, we will promptly delete such information from our databases.

- 6.1. Note to Parents and Guardians. Because it is difficult for us to verify a person's age online, it is entirely YOUR responsibility to supervise your child's online activities at all times. Parental control tools like filtering software and hardware are commercially available to help you limit a child's access to potentially harmful material on the Internet. For example, see: [www.ParentalSoftware.org](http://www.ParentalSoftware.org). If you discover that your child or minor has obtained a GoTrekkin account, please contact us immediately via email at [info@gotrekkin.com](mailto:info@gotrekkin.com) so we can promptly obtain parental consent or remove the child's Personal Information from GoTrekkin Service.

## 7. YOUR PRIVACY RIGHTS UNDER LAW

The GoTrekkin Service is owned and operated out of the State of Florida, U.S.A. ("Florida"). We do not have offices, agents, advertisements, agents for service of process, phone numbers, bank accounts, or any other connections in other states or countries. Any Personal Information gathered, stored, and processed through the GoTrekkin Service will be done in Florida and solely in accordance with Florida law. Beware that Florida might not provide the same levels of protection as the data protection, data privacy, and/or data security laws of your home state or country. No other laws are intended to govern or have any effect regarding the use of your Personal Information. Your use of the GoTrekkin Service or submission of any Personal Information constitutes your consent to the transfer of your Personal Information outside of your home country and stipulation to the personal jurisdiction and laws of Florida (see Terms of Use regarding personal jurisdiction, venue, and choice of law for any disputes related to the GoTrekkin Service).

- 7.1. Exception for California Residents. As an exception to the foregoing, under California's "Shine the Light" law, California residents are who provide personal information in obtaining products or services for personal, family or household use are entitled to request from us, once a calendar year, information about the user information we shared, if any, with other third-parties and businesses for their own direct marketing uses. If applicable, this information would include the categories of customer information and the names and addresses of those businesses with which we shared customer information for the immediately prior calendar year (e.g., residents who makes the request in 2015 will receive information regarding 2014 sharing activities). If you are a California resident and wish to obtain this information, please send an e-mail message to [info@GoTrekkin.com](mailto:info@GoTrekkin.com) with "Request for California Privacy Information" on the subject line and in the body of your message. We will respond to provide the requested information to you at the same e-mail address you sent the request from. Please be aware that not all information sharing is covered by the "Shine the Light" requirements and only information on covered sharing will be included in our response. If you prefer to receive such information via regular first-class mail, please send a written request to the following business address: Go Trekkin, LLC, 12537 Percy Lane, Jacksonville, FL 32218. We will not accept requests via the telephone or by facsimile, and we are not responsible for notices that are not labeled properly, delivered properly, or that do not have the complete information as requested herein.

## 8. THIRD PARTIES' PRIVACY PRACTICES

This GoTrekkin Service may contain links, hyperlinks, or advertisements to third party websites, applications, widgets, software and other platforms which we do not own or control (collectively, the "Third Party

Information”). You should read the privacy policy and terms of use of each other Third Party Information, including other websites, webpages, products and services you visit or purchase, to see the different ways they may collect your information. Beware that operators of those Third Party Sites may place their own Cookies on your computer and we do not have any control over the Cookies of those Third Party Sites, even if they are linked to from the GoTrekkin Service. We are NOT RESPONSIBLE OR LIABLE for the privacy practices, security practices, or content provided by any third parties.

## 9. THIS PRIVACY POLICY MAY CHANGE

Laws, regulations, and company policies change over time. We reserve the right to change, update, amend, or modify this Privacy Policy at any time, so please review it frequently before each time you use the GoTrekkin Service. We will post this Privacy Policy, with any such changes, on this webpage. We encourage you to review it from time to time for any changes because you will be subject to the privacy policy as it appears each time you visit. To the extent we are able, we will also attempt to send you notice of material changes to this Privacy Policy to your last known email address. It is YOUR RESPONSIBILITY to keep us updated about any changes to your email address and contact information.

## 10. Questions?

If you have any questions, concerns, or comments about this policy or our privacy practices, please contact us via email at: [Info@GoTrekkng.com](mailto:Info@GoTrekkng.com)