

## ***Sojern Privacy Policy***

Last updated: 07/13/2008

As the pioneer in providing travel content for your flight and your trip, we realize that earning and retaining your trust is of paramount importance – it’s a responsibility we take very seriously, every day. This Privacy Policy is provided to address questions about the kinds of information we collect and how such information is used. For purposes of this Privacy Policy, “personally identifiable information” means information that can be linked to a specific individual, such as a name, address, telephone number or e-mail address.

We encourage you to review our Privacy Policy carefully. We reserve the right to revise this Privacy Policy at any time without prior notice. For this reason, please check back regularly for the most recent version of our privacy policy. Privacy Policy changes will apply to the information collected from the date we post the revised Privacy Policy, as well as to existing information held by us.

Your use of the Sojern online services and any content or information therein (the “Service”) and the Sojern.com website along with such website pages on which the Service is provided (the “Site”) is governed by the [Terms of Service Agreement](#).

If you have any questions or comments, contact us using the [Contact Us](#) page.

### ***What information does Sojern gather and how is it used?***

Sharing personally identifiable information with Sojern is entirely optional.

- Each time you visit the Site or use the Service, we collect information about your visits, such as your Internet service provider, browser type, operating system, pages accessed on our Site or the Service and the date and time of access to optimize your user experience and enhance your time spent with us online. We also receive information telling us what site you linked from to get to our Site or the Service.
- When you send us a message using the [Contact Us](#) page, we retain the content of the message, your email address, any information you may provide to us regarding your personal or professional interests, demographics (such as your name or age), experience with our service, and contact preferences and our response in order to improve our Site or the Service and address any follow-up questions you may have. We also use this information to measure how effectively we address your concerns.
- If you have provided us with an email address, we may send you email messages related to your transactions with us or messages containing information about our services.

### ***Does Sojern conduct online surveys?***

Sojern values your opinions and comments, so we may conduct online surveys. Participation in these surveys is of course optional. The information you provide will be aggregated with information from other users to make improvements to the user experience and develop

appealing content, features and promotions. Your participation in surveys will remain anonymous unless otherwise stated in the survey.

***Does Sojern have a feedback center?***

You can ask us questions and share comments or suggestions with us on our Site. The comments and suggestions we receive are not kept confidential. We may use your comments and suggestions to improve our Site and Service. You may supply your name and email address so we can respond to you directly.

***With whom does Sojern share my personally identifiable information?***

Sojern does not sell your name or other personally identifiable information to third parties. We may share with third parties anonymous, aggregated information about all our users.

We may also use or disclose information to resolve disputes or investigate problems. We may disclose or access information whenever we believe in good faith that the law so requires or if we otherwise consider it necessary to do so to maintain service and improve our products and services.

We may use your IP address and share it with third parties to help diagnose problems with our servers, to manage our Site and Service and to enhance our Site and Service based on the usage pattern data we receive.

If Sojern is acquired by another company, your personally identifiable information will be shared with Sojern's new owner, however, your personally identifiable information will remain subject to the terms of the then-applicable privacy policy or another set of terms if you so agree.

***How does Sojern use cookies, tags, and similar technologies?***

Sojern uses cookies, tags, and other similar technologies to allow us to recognize your preference information and facilitate effective site administration. We use the information we collect to enhance your visit to Sojern.com and provide you with information tailored to your interests.

You may elect to refuse cookies, however, doing so may affect your use of some portions of Sojern's and our partners' web services.

Sojern has engaged third party tracking and advertising providers such as DoubleClick and Omniture to act on Sojern's behalf to track and analyze your usage of our Site and Service through the use of cookies, pixel tags, web beacons and similar technologies. These third parties collect, and share with us, as we may request, web site usage information about visits to our Site and Service, measure and research the effectiveness of our advertisements, track page usage and paths followed during visits to our Site and Service, help us target our Internet banner advertisements on our Site and Service, and track use of our Internet banner advertisements and other links from our marketing partners' sites to our Site and Service. The information collected on Sojern's behalf by these third parties does not contain your name, address, email address, or

any other personally identifiable information. If you wish, however, you may opt-out of DoubleClick tracking by going to the [Double Click website](#).

***Does Sojern collect information from children under the age of 13?***

The Site and the Service are not intended for use by children under 13. Sojern does not knowingly collect or use personally identifiable information from children under 13. Attempts by those under the age of 13 to provide us with personally identifiable information will be rejected by the Site. If a child under 13 has provided us with personally identifiable information without parental or guardian consent, the parent or guardian should contact us to remove the information and opt-out of promotional opportunities.

***Does Sojern.com contain links to other websites?***

Sojern.com contains links to other sites not owned by Sojern which may have different privacy practices from Sojern. Please be aware that we are not responsible for the content or privacy practices of those sites, and Sojern's Privacy Policy does not apply to information collected from you by those sites. We encourage you to read the privacy statements of each site that collects information from you. When you are leaving our Site or Service via a link to interact with a site that is not governed by our privacy policy, a new browser window will open.

***How is my personally identifiable information protected?***

To prevent unauthorized access, disclosure and improper use of your information, and to maintain data accuracy, we have established appropriate physical, electronic, and managerial safeguards to protect the information we collect in accordance with our Privacy Policy. Although Sojern takes reasonable steps to safeguard and prevent unauthorized access to your personally identifiable information, we cannot be responsible for the acts of those who gain unauthorized access, and Sojern makes no warranty, express, implied, or otherwise, that we will prevent unauthorized access to your personally identifiable information.

***How should I contact Sojern about my personally identifiable information?***

If you have questions or concerns about Sojern's collection, use or disclosure of your personally identifiable information, please write to us at:

Privacy  
Sojern, Inc.  
2323 S 171st St, Ste 200  
Omaha, NE 68130

***What about your California Privacy Rights?***

California's "Shine the Light" law entitles California residents who provide their personal information in obtaining products or services for personal, family or household use to obtain from Sojern information about the customer information we have shared, if any, with other businesses for the direct marketing uses of such businesses. California law permits California residents to obtain such information from us once per calendar year. 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.

The "Shine the Light" law does not require a business to provide the above-described information if the business adopts and discloses a privacy policy under which it does not disclose customer's personal information to third parties for their direct marketing purposes without the customer first affirmatively agreeing to the disclosure, as long as the business maintains and discloses this policy. For such businesses, compliance requires only notifying the customers of their right to prevent disclosure of personal information and providing a cost free means to exercise that right.

Sojern does not share information with third parties for their direct marketing purposes unless you affirmatively agree to such disclosure as stated above in this Privacy Policy. If we do share information with third parties for their direct marketing purposes and you do ask us to include your information as well, we will only share information in connection with that specific promotion. To prevent disclosure of your personal information for use in direct marketing by a third party, do not opt in to such use when you provide personally identifiable information on our Site or Service. If you later decide that you do not want that third party to use your information, you will need to contact the third party directly.

California customers may request further information about our compliance with this law by writing to us at:

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