



WORLD'S ULTIMATE

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Privacy Policy

Please read this policy to learn more about our privacy practices.

What This Privacy Policy ("Policy") Covers

- This Policy explains the privacy practices of World's Ultimate Travels and its family of related companies including licensees (collectively, "World's Ultimate Travels") and applies to your use of World's Ultimate Travels' products and services, including the websites that link to this policy (collectively, the "Services").
- This Policy covers how World's Ultimate Travels treats the personal information we collect and receive related to your use of our Services.
- When we refer to "personal information", what we mean is any information about you that is personally identifiable like your name, address, email address, credit card information, precise location data, or phone number, and any other information that is not otherwise publicly available.
- This Policy does not apply to the practices of people or companies that World's Ultimate Travels does not own, control, employ or manage, except where incorporated by reference within licensing arrangements with third parties.
- **Minors** - You must be at least 18 years old to register or subscribe for World's Ultimate Travels Services because World's Ultimate Travels is available only to individuals who can form legally binding contracts under applicable law.

Information Collection and Use

- World's Ultimate Travels collects personal information about you when you:
 - Visit and use our websites;
 - Register or subscribe for and sign in to our Services;
 - Open our email newsletters or use World's Ultimate Travels software widgets;
 - Visit the websites of or make bookings;
 - Participate in a member review;
 - Are referred deals by a user of the site; and
 - Enter promotions or sweepstakes sponsored by or in connection with World's Ultimate Travels. When you enter a promotion, sweepstakes, or contest hosted by World's Ultimate Travels or sponsored by World's Ultimate Travels and/or our many partners, we ask for your name, address, and email address. You may be asked to provide additional information or to answer certain questions, some of which may be optional, in order to participate. We may contact you in connection with a particular promotion, such as a sweepstakes or contest, in order to update you of your status, administer the promotion, let you know that a promotion has ended, and for other purposes.





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- We may combine the information that we collect about you with information that we obtain from business partners or other sources.
- When you subscribe to or use our Services, we collect the following personal information from you:
 - Contact information such as name, email address, Instant Messaging address, mailing address (including country of residence) and telephone number;
 - Billing information such as credit card information, and billing address;
 - Demographic information such as birth year, gender and occupation;
 - Information concerning your personal preferences, such as preferred airport, and other personal interests;
 - Information about your transactions with us and our business partners through our Services; and
 - Your IP address and data such as device type and OS version. Note, you are not anonymous to us when you sign in to our Services. World's Ultimate Travels receives IP addresses from all users because this information is automatically reported by your browser each time you view a web page.
- We use this information to:
 - Provide you with the products or services you have requested from us or through our Services;
 - Customize the content and provide targeted advertising for our Services and to improve our Services;
 - Contact you with offers by World's Ultimate Travels;
 - IP addresses may be used for various purposes, including to:
 - Diagnose service or technology problems reported by our users or engineers that are associated with the IP addresses controlled by a specific web company or ISP;
 - Send the most appropriate advertising based on geographic area or information derived from your IP address. Many IP addresses are commonly associated with Internet service providers, universities, or major corporations in specific regions or localities;
 - Estimate the total number of users visiting World's Ultimate Travels from specific countries or regions of the world;
 - Assist third party advertisers to track the effectiveness of the promotions they run on our website, such as to track visits to and business on the advertised websites; and
 - Help determine which users have access privileges to certain content that we host.
 - By signing up for our mobile services, downloading our mobile application or providing your phone number, you consent to receiving push notifications, advertising messages and text messages from World's Ultimate Travels relating to our products and services. To opt-out of receiving push notifications, you can disable push notifications on your mobile device system settings.
 - When using our mobile website or application, if you tell World's Ultimate Travels where you are located (e.g., by allowing your mobile device to send World's Ultimate Travels your precise location), World's Ultimate Travels may use that information to provide you with location-based





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information, tailored offers and advertising. Precise location information is not shared with any third parties who are not providing services to us. If you wish to deactivate this feature, you can disable location services on your mobile device.

- Furthermore, when you use our Services, we receive and record information from your computer and browser, including your IP address, World's Ultimate Travels cookie information, the type of software and hardware you are using and the web page(s) you visit.

Sharing and Disclosing Information

- World's Ultimate Travels does not rent or sell personal information about you to third parties, however, we reserve the right to share the personal information we collect about you through our Services with third parties when we have your permission or under the following circumstances:
 - If you are making a purchase on the Site, we often work with third parties and trusted business partners to securely collect your credit card, billing address and other verifying information. Our third parties partners are required to follow generally accepted industry standards to protect the personal information they receive and/or process on our behalf. While we strive to use commercially acceptable means to protect your personal information, no method of transmission over the Internet, or method of electronic storage, is 100% secure and thus we cannot guarantee its absolute security. We assume no liability for disclosure of personal information due to, among other things, errors in transmission or unauthorized third parties;
 - When you use our website to make a booking or to take advantage of any of our other products and services, we may share your personal information with the Hotel or other involved third parties to provide you with services, or require that you transact directly with a third party partner. Additionally, we may partner with other companies to provide inventory as part of our booking service. A partner consists of a third party company with which we have contracted in order to provide you with our Services featured on our publications or booking platform. Should we partner with a company to provide you a booking, we may share your personal information with that third party partner;
 - We may provide data to trusted partners who work on our behalf to communicate with you about offers from World's Ultimate Travels and our marketing partners, or to provide you with our location based services. Note, these companies do not have any right to use or share your personal data for any other purposes, however they may use aggregate data for statistical purposes;
 - We may also provide data to our third party analytics partners, such as Google Analytics, for the purposes of tracking usage information. We will share your personal information only as necessary for the third party to provide that service. To opt-out of Google Analytics use of your information, please visit: tools.google.com/dlpage/gaoptout
 - We may contract with third parties to analyze our customer data and/or handle web chat, email, customer services and other services. These third parties may monitor or record telephone calls in order to evaluate and improve the overall customer experience. The





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companies we employ to help us with these tasks may have access to personal data to perform their functions, but are not permitted to use it for other purposes;

- Promotions that are hosted on World's Ultimate Travels may be sponsored by World's Ultimate Travels, may be co-sponsored by World's Ultimate Travels and another company, or may be sponsored by companies other than World's Ultimate Travels. Some or all of the data collected during a promotion may be shared with the sponsor(s) or companies indicated on the entry form so that we may administer the promotion, for prize fulfillment, and as otherwise specified in the official rules for the promotion. Promotions that are hosted by a third party may collect and use information alone or in conjunction with World's Ultimate Travels. The nature of this information sharing policy will be indicated on the entry form. If information is collected and used by a third party, you will need to see their Privacy Policy to understand how that information may be used;
- We may invite you to write a member review on your personal experience and display the information that you provide us. When submitting a review you should not provide any personally information that you do not wish to make publicly available. If you wish to update or delete your testimonial, you can contact us via the website contact page. You may also wish to leave a comment on one of our posts by means of a third party, such as Facebook. Please be aware that you may be sharing information with these other networks;
- If you purchase certain services for others, such as hotel reservations, we will collect the personal information of the recipients of these services. You must make sure that you have the right to provide such personal information. By providing any personal information for another person, you represent that you have all necessary authority and/or have obtained all necessary consents from such person to enable us to collect, use and disclose such personal information as set forth in this Privacy Policy. If an individual whose personal information you have provided us wishes to request the removal of their personal information they can contact us via the contact page on our website;
- In order to provide our users a seamless experience, some pages on our websites may be hosted by unrelated third parties. The governing privacy policy will be present on those hosted pages; and
- Our websites also include links to other websites whose privacy practices may differ from those of World's Ultimate Travels. If you submit personal information to any of those sites, your information is governed by their privacy policies. We encourage you to carefully read the privacy policy of any website you visit.
- We may also disclose your personal information to:
 - Provide personal information, when required by law, in connection with security-related or law enforcement investigations;
 - Comply with legal requirements, orders, or proceedings;
 - We may transfer, share, or disclose your personal information to third parties as part of any corporate reorganization process such as a merger, acquisition, and/or a sale of all, substantially





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all, or part of our assets, and/or a licensing agreement with third parties. World's Ultimate Travels will provide you with notice before your personal information becomes subject to a different privacy policy unless the privacy policy remains tied to World's Ultimate Travels own practices;

- Investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of World's Ultimate Travels Terms & Conditions, or as otherwise required by law;
- Perform credit checks, report or collect debts owed, or to protect the rights or property of World's Ultimate Travels, our employees, our members, and our Services.

Tracking Technologies

- As is true of most web sites, we gather certain information automatically and store it in log files. This information may include internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and/or clickstream data. We may combine this automatically collected log information with other information we collect about you in order to improve the services we offer you, improve our marketing efforts, perform analytics, or improve site functionality.
- World's Ultimate Travels and our partners, affiliates, and service providers, such as our marketing partners, use cookies, web beacons, etags, and scripts to personalize our Services to your preferences and to provide an automatic log-in process. If you are not comfortable with the use of cookies on your computer, you may set your computer preferences to decline cookies. Note, if you choose to decline cookies, you may not be able to fully experience all the features of our Online Services. A web beacon is activated as part of a web page or email and allows us to count visitors to our websites and to recognize users by accessing World's Ultimate Travels cookies which help us personalize your experience when you use our Services.
- World's Ultimate Travels also uses web beacons to conduct research on behalf of our partners and for auditing purposes. No personally identifiable information about you is shared with partners from this research. We may partner with third party ad networks to either display advertising on our website or to manage our advertising on other sites. In addition, we may partner with an ad network, which may use cookies and web beacons to collect information on your activities on this and other websites, to provide you targeted advertisements based on your interests.
- Some promotions, sweepstakes or contests may use cookies in order to track your progress and number of entries in some of our promotions, sweepstakes, and contests.

Local Storage – HTML5/Flash Cookies

- On World's Ultimate Travels we use Local Storage Objects (LSOs) such as HTML5 storage to store content information and preferences. We use Flash cookies on World's Ultimate Travels for the same purpose. Various browsers may offer their own management tools for removing HTML5 LSOs.





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Your Account Information and Preferences

- World's Ultimate Travels respects your right to control how your personal information is used. World's Ultimate Travels may give you the opportunity to request communications from vendors, partners, advertisers, and other service providers
- We reserve the right to send you certain communications relating to the World's Ultimate Travels Services or your account, such as service announcements and administrative messages, without offering you the opportunity to opt out of receiving them.
- Information about how to opt out of receiving communications to which you are currently subscribed is included in the email communications we send to you.
- If you request termination of your World's Ultimate Travels account, it is our practice to deactivate your account and block further email deliveries to you in approximately ten business days. This delay is necessary to discourage users from engaging in fraudulent activity.
- We will retain your information for as long as needed to provide you Services. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

Confidentiality and Security of Your Personal Information

- World's Ultimate Travels takes reasonable security measures to protect your user information under our company's control against loss, misuse, or alteration. When you enter a credit card number on our website, we encrypt the transmission of that information using secure socket layer technology (SSL).
- World's Ultimate Travels reserves the right to enhance information about you with appropriate and legal data that may be obtained to serve you better and present you with more relevant information, for example by using Geo-IP maps. In addition, World's Ultimate Travels reserves the right to take proactive steps to unsubscribe users for a variety of reasons at World's Ultimate Travels discretion, for example if an email address stops accepting email.

Data Transfer and Storage

- Please note that the information World's Ultimate Travels collects about you may be stored on servers outside your home country. If you are visiting our websites from a country other than the United States or your home country, please note that the United States or other countries where we may be hosting servers may not have the same data protection laws as your country or jurisdiction. By providing your personal information to World's Ultimate Travels, you are consenting to: (i) the use of your personal information for the uses described in this policy; and (ii) the transfer of your personal information to a country outside your home country.





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Social Media Widgets

- Our website includes Social Media Features, such as the Facebook Like button and Widgets, or interactive mini-programs that run on our site. These Features may collect your IP address, which page you are visiting on our website, and may set a cookie to enable the Feature to function properly. Social Media Features and Widgets are either hosted by a third party or hosted directly on our website. Your interactions with these Features are governed by the privacy policy of the company providing it.

Changes to Our Privacy Policy

- World's Ultimate Travels may update this Policy from time to time. We will post any update(s) to this Policy on our websites. All update(s) will be effective immediately on posting.
- If we make any material changes in the way we treat personal information, we will notify you by including a notice in an email sent to the primary email address in your World's Ultimate Travels account or by placing a prominent notice on our Privacy Policy web pages and our home page.

Questions/Your Privacy Rights

- If you have questions about this Privacy Policy, regarding disclosure of personal information to third parties should it ever occur, or about data we may hold about you, please email us at info@wutravels.com.

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