

## PRIVACY POLICY

### 1 Background

This Privacy Policy ("Policy") explains in general terms how Aaron Travels Pvt Ltd, related bodies corporate and franchisees, and all their brands (collectively referred to in this document as "Aaron Travels Pvt Ltd") protects the privacy of your personal information. We are firmly committed to protecting the privacy and confidentiality of personal information and maintain various physical, electronic and procedural safeguards to protect personal information in our care.

### 2 WHAT IS PERSONAL INFORMATION?

Personal information is information which relates to a living individual who can be identified from that information, or from that information and other information in a person's possession, including any expression of opinion, whether true or not, and whether recorded in material form or not, about an identified or reasonably identified individual, and any indication of intention in respect of an individual.

### 3 HOW DO WE COLLECT PERSONAL INFORMATION?

Where practical, we will collect personal information directly from you. Generally, this collection will occur when you deal with us either in person, by telephone, letter, facsimile, email or when you visit our website. We may collect personal information about you when you purchase or make enquires about travel arrangements or other products and services, when you enter competitions, when you register for promotions, when you subscribe to receive marketing from us (e.g. e-newsletters) or when you request brochures or other information from us. We may also collect your personal information when you complete surveys or provide us with feedback. In some circumstances, it may be necessary for us to collect personal information about you from a third party. This includes where a person makes a travel booking on your behalf which includes travel arrangements to be used by you (e.g. a family or group booking). Where this occurs, we will assume you have consented to your personal information being collected by us and to us handling it in accordance with this Policy. You should let us know immediately if you become aware that your personal information has been provided to us by another person without your consent.

### 4. WHEN WE ACT AS AGENT

When we book products and services for you, we usually do so as agent for or on behalf of travel service providers. This means that we usually collect personal information about you both for our internal purposes (e.g. to process your booking), and on behalf of the parties for whom we act as agent, for their internal purposes (e.g. to provide the booked services). Accordingly, the consent you provide under this Policy to the collection and use of personal information by us, applies equally to the parties whose products and services we sell. For example, if you purchase a flight from us, then under this Policy you will have consented to your personal information being provided to the airline to enable your flight to be booked. We act as agent for or on behalf of many thousands of travel service providers, so it is not possible for us to set out in this Policy all of the travel service providers for whom we act nor exactly

how each of these travel service providers will use your personal information. If you wish to contact us for further information, please refer to the “Feedback / Complaints / Contact” section below.

#### HOW DO WE USE PERSONAL INFORMATION?

Where you contact us in relation to a travel booking or query, the primary purpose for which we collect your personal information is generally to provide you with travel advice and/or to assist you with booking travel and/or travel related products and services. However, the purpose for collection may differ depending on the particular circumstances as disclosed in this Policy. By providing us, or otherwise allowing us to collect, your personal information, you consent to us using and disclosing your personal information for the purposes for which it was collected, and for related or ancillary purposes, such as any one or more of the following purposes: identification of fraud or error• regulatory reporting and compliance;• developing, improving and marketing our products and services and those of our related• entities; servicing our relationship with you by, among other things, providing updates on• promotions and services we think may interest you; involving you in market research, gauging customer satisfaction and seeking feedback• regarding our relationship with you; to facilitate your participation in loyalty programs;• to analyse trends in sales and travel destinations;• for marketing activities including but not limited to mail-outs, emails, e-newsletters, SMS• notifications and telephone calls; internal accounting and administration; and• other purposes as permitted or required by law (e.g. to prevent a threat to life, health or• safety

#### 5.COOKIES

A cookie is a small text file that is stored on a user’s computer for record-keeping purposes. We may link the information we store in cookies to any personal information you submit while on our website. Cookies save data about individual visitors to the website, such as the visitor's name, password, username, screen preferences, the pages of a site viewed by the visitor, and the advertisements viewed or clicked by the visitor.

#### 6. BEHAVIOURAL TARGETING / RE-TARGETING

We partner with Third Party ad networks to either display advertising on Our Site or to manage Our advertising on other sites. Our ad network partners use cookies, Web beacons and other technologies to collect non-personally identifiable information about your activities on this and other websites to provide you targeted advertising based upon your interests.

#### 7. CHANGES TO OUR POLICY

From time to time it may be necessary for us to review and revise this Policy. We reserve the right to change our Policy at any time and for any reason. If we make a change to the Policy, the revised version will be posted on our website.