

# AVIATIONRATING.COM PRIVACY POLICY

**Last Modified December 1, 2018**

AviationRating is committed to protecting the privacy of our users. This privacy policy explains when and how personal information is collected, used, disclosed and protected with respect to our web site located at [www.aviationrating.com](http://www.aviationrating.com) (the "Site") or mobile application(s). By using the Site and services, you consent to the privacy terms described in this Policy, as modified from time to time by us. Please carefully review this policy so you understand our data privacy practices. If you do not agree to the terms and conditions of this Privacy Policy, including having your personally identifiable information used in any of the ways described in this Privacy Policy, you may not be able to use certain parts or features of our Site and Services, and in some instances, this may necessitate the revocation of your membership.

## **Information Collected**

AviationRating collects information on our users in various ways, such as, by your voluntary submissions, participation in services provided via the Site and Services, from third parties with your consent, and through cookie and other tracking technology. AviationRating collects the following information:

### **Personal Information**

Personal information is information that specifically identifies an individual such as a name, address, telephone number, e-mail address, or other account number, and information about that individual's activities when directly linked to that person such as information about his or her use of the Site. Personal information might also include demographic information such as date of birth, gender, geographic area and preferences when such information is linked to other personal information that identifies you.

### **Reviews, Ratings, and Comments**

Please note that your reviews and comments are displayed publicly. Your member name is automatically displayed with reviews and comments you publish. If other members choose to, they can receive email notifications of your publications or publish their own comments to your reviews. We collect information that you voluntarily provide as part of our Site and Services, including messages, posts, comments, responses, reviews, and ratings you submit through the Site and Services, ("User Content"). AviationRating may in our sole discretion share your User Content with others such as your business reviews. If you do not want certain information shared with others, you should not submit User Content, or should not submit User Content that contains information or Personal Information you do not want shared.

You may not harvest personal data (including email addresses) from the site, and specifically you may not use email addresses displayed on the site to ask users to join or contribute to your services.

### **Cookies**

AviationRating may automatically collect non-personally identifiable information and data through the use of cookies. Cookies are small text files a website uses to recognize repeat users, facilitate the user's ongoing access to the website and facilitate the use of the website. Cookies also allow a website to track usage behavior and compile site usage information that will allow for the improvement of content and target advertising. Most browsers allow you to control cookies, including whether or not to accept them and how to remove them. You may set your browsers to notify you if you receive a cookie, or you may choose to block cookies with your browser. However, please be aware that some features of our Site and Services may not function or may be slower if you refuse cookies. You may also get cookies from our advertisers or other third parties with links on the Site. We do not directly control these cookies. The use of advertising cookies sent by third party ad servers is standard in the Internet industry. We may use the services of third parties to collect and use anonymous information about your visits to and interactions with our website through the use of technologies such as cookies to personalize advertisements for goods and services.

### **Email Tools**

If you send emails through our site, your email will include your email address and any personal message you include. However, these emails aren't private communications. We do not retain, in any easily-retrievable way, the addresses you are emailing. You may not use these tools to send spam or content that violates our agreement.

### **Aggregate Information**

We may collect general, non-personal, statistical information about the use of the Site and Services, such as how many visitors visit a specific page on the Site, how long they stay on that page, and which hyperlinks, if any, they click on. This information represents a generic overview of our users, including their collective viewing habits, and allows us and other third parties to modify information, promotions, offers and/or discounts on products and services based on user traffic and behavior. We collect this information through the use of technologies such as 'cookies' and web beacons, which are discussed in greater detail below. We collect this information in order to help enhance the Site and Services to make for a better visitor experience.

### **Use of Information**

The information AviationRating collects is used in a variety of ways, including

- to optimize third-party offers of products and/or services;
- for our marketing purposes and the marketing of discounts offered through our Site and Services by service contractors;
- to verify the legitimacy of reviews and ratings;
- to get reviews and ratings;
- for internal review;
- to improve the Site and Services;

- to notify you about updates to the Site and Services;
- to let you know about services that you may be interested in;
- internal business analysis or other business purposes consistent with our mission; and to carry out other purposes that are disclosed to you and to which you consent.
- to fulfill and provide products and services, including personalized or enhanced services, requested by you; and

### **Sharing of Information and Disclosures**

We do not sell, rent or share personal information with third parties without your prior consent except in the limited circumstances described in this Policy. We may share personal information with third-party vendors who assist us in performing functions necessary to operate our business. These functions may include, without limitation, Website hosting, credit card transaction processing and data entry. We limit the information shared with our third-party vendors to that which we believe is necessary to carry out those functions. Moreover, we require them to comply with our privacy practices, and not to use the information for other purposes except as required by law. We are not responsible for any failure on their part to comply with our privacy practices, nor are we responsible for any additional information you provide directly to these parties, and we encourage you to become familiar with their practices before disclosing information directly to them.

We do not disclose Personal Information to third parties, except but not limited to when one or more of the following conditions is true:

- The disclosure is necessary for the purpose for which the personal information was obtained;
- The disclosure is permitted by relevant law;
- The disclosure is to financial service providers in order to fulfill and carry out the purchase and provision of services requested by you;
- We have your permission to make the disclosure;
- The disclosure is to the service provider from whom you purchased services through AviationRating's platform;
- The disclosure is in our sole discretion necessary for the establishment or maintenance of legal claims or legal compliance, to satisfy any law, regulation, subpoena or government request, or in connection with litigation;
- The Personal Information to be disclosed is otherwise publicly available in accordance with the applicable law;
- The disclosure is for our own marketing purposes (including, without limitation, for AviationRating to market services to you on third-party social media platforms, or, with your authorization, for the marketing purposes of third parties;

- The party to whom the disclosure is made controls, is controlled by, or is under common control with AviationRating;
- The disclosure is combined with information collected from other companies and used to improve and personalize services, content, and advertising from us or third parties;
- The disclosure is in our sole discretion about users who we believe are engaged in illegal activities or are otherwise in violation of our AviationRating Membership Agreement, even without a subpoena, warrant or court order; or
- The disclosure is to outside businesses to perform certain services for us, such as maintaining our Site and Services, mailing lists, processing orders and delivering products and services, sending postal mail, processing, providing marketing assistance, confirming your identity for review integrity, and data analysis ("Administrative Service Providers"), including Administrative Service Providers outside the country or jurisdiction in which you reside.

We may disclose personal information in the good faith belief that we are lawfully authorized to do so, or that doing so is reasonably necessary to comply with legal process or authorities, respond to any claims, or to protect the rights, property or personal safety of AviationRating, our users, our employees or the public. Information about our users, including personal information, may be disclosed or transferred as part of, or during negotiations of, any merger, sale of company assets or acquisition. Please note that if you directly disclose personal information when posting reviews or other content to the Site, this information may be collected and used by others. You agree that AviationRating bears no responsibility for any such disclosures. We recommend you be cautious in giving out personal information to others in public online forums

We may provide certain Personal Information as a service to others for their marketing purposes. We may also disclose your name and address to Service Providers when you submit User Content relating to those Service Providers. If you properly notify us that you no longer want us to share your Personal Information, we will cease sharing your Personal Information. However, except as otherwise stated in this Privacy Policy, we do not directly control the third parties to which we share such Personal Information and you will need to further notify such third parties directly if you would like them to cease use of your Personal Information.

We may also disclose aggregate visitor data in order to describe the use of the Site and Services to our existing or potential business partners or other third parties, or in response to a government request. We may also share aggregated demographic and preference data with third parties to enable the provision of targeted information, promotions, offers and/or discounts on products and services.

### **Protection Of Our Rights**

We may use your Data to protect the rights, property or safety of AviationRating, the Consumer Services, our users and employees, or any third party. For example, we may use your Data if we need to enforce or apply our Terms of Service or Policies.

### **Security**

The Personal Information you provide and we collect is stored within databases that we control directly or through our Administrative Service Providers. As we deem appropriate and as

required by the applicable law, we use security measures appropriate for the sensitivity of the Personal Information and consistent with industry standards, including physical, organizational and technological protections, such as firewalls, to protect your Personal Information. However, since no security system is impenetrable, we cannot guarantee the security of our databases, nor can we guarantee that information you supply will not be intercepted while being transmitted to us over the Internet. Should any breach occur AviationRating will not be responsible for any data lost or stolen.

We have put into place reasonable security measures in an effort to protect personal information while it is under our control. Your account information is accessible online only through the use of a password. To protect the confidentiality of personal information, you must keep your password confidential and not disclose it to any other person. You are responsible for all uses of our web site by any person using your password. Please advise us immediately if you believe your password has been misused.

We retain Personal Information that we collect only as long as reasonably necessary to fulfill the purposes for which it was collected or to otherwise meet any legal requirements.

### **Third Party Websites and Links**

Please note that you may have cookies placed on your computer by third party websites that refer you to the Site. In addition, AviationRating would like to inform you that anytime you click on links (including advertising banners), which take you to third party websites, you will be subject to the third parties' privacy policies. While we support the protection of our customer's privacy on the Internet, AviationRating expressly disclaims any and all liability for the actions of third parties, including but without limitation to actions relating to the use and/or disclosure of Personal Information by third parties.

Our Site and Services may contain links to other sites operated by third parties. AviationRating does not control such other sites and is not responsible for their content, their privacy policies, or their use of Personal Information. AviationRating's inclusion of such links does not, by itself, imply any endorsement of the content on such sites or of their owners or operators except as disclosed on the Site and Services. Any information submitted by you directly to these third parties is subject to that third party's privacy policy.

### **Children's Privacy**

AviationRating does not intend the Site and Services to be used by individuals under the age of majority within the jurisdiction within which they reside without the supervision of a parent or guardian of majority age. AviationRating relies upon such parents or guardians to determine if the Site and Services is appropriate for the viewing, access, or participation by such individuals under the age of majority. If an individual under the age of majority uses the Site and Services, such individual may only use the Site and Services under the supervision of a parent or guardian of majority age.

We do not seek or knowingly collect any Personal Information about children under 13 years of age. If we become aware that we have unknowingly collected Personal Information from a child under the age of 13, we will make commercially reasonable efforts to delete such information from our database.

If you are the parent or guardian of a minor child who has provided us with Personal Information, you may contact us via our contact us page to request it be deleted.

**How To Contact us**

For all requests, questions, concerns, or complaints about your Personal Information or this Privacy Policy, please contact us by email at [privacy@aviationrating.com](mailto:privacy@aviationrating.com)