

Privacy Policy

Introduction

At The Mark Travel Corporation, we believe that it is extremely important to protect the privacy of our customers. We are providing this privacy policy to help you better understand the ways in which your personal information is gathered and used on the www.marktravel.com website.

The Mark Travel Corporation's affiliate sites gather, store, and process data for marketing purposes and will not sell that data.. The Mark Travel Corporation uses customer information to create and distribute products, specials, promotions, and website features for our customers. The Mark Travel Corporation, and their affiliated technology and marketing agencies, and travel agency distributors (hereafter "Mark Travel ") will not sell or share your personally identifiable information with any third party company or agency without your permission.

If you have any comments or questions regarding this privacy statement, please contact Mark Travel at 414-228-7472.

Information Mark Travel Collects

Mark Travel website collects customer information in a number of ways: when you sign up to receive emails, when you fill out a Customer Service request, when you send a information request to a travel agent via their agency profile, , and when you forward an email to a friend. The types of information collected on these pages are:

- Customer Name
- Mailing Address
- Email Address
- Telephone Number
- Destination Information Desired
- Other Information Desired

How Your Information Is Used

When you sign up for the Mark Travel e-newsletter, you have the choice of receiving or not receiving emails. If you choose to receive emails, Mark Travel will send you regular emails promoting vacation travel, news and other information. You may unsubscribe from the email specials list at any time by accessing the unsubscribe link at the bottom of the email.

The information you supply when you send in a Customer Service request is used to assist you with your request. It may also be used to help Mark Travel review and improve its products, content, and customer service.

The information you supply when you send a suggestion or comment to the email suggestion link is used to reply to your comment. Your information may also be forwarded on to the

relevant product team or Customer Service team to further process your comment or to help improve Mark Travel content, promotions and customer service.

The information you supply when you send an email/webpage to a friend is used to forward the relevant email or webpage information. Mark Travel will not send additional emails or mailings to your friend. Your friend must subscribe to our e-newsletter or provide information himself/herself through one of the other available means before Mark Travel will contact him/her.

Information collected through some/all of the methods listed above may be used by Mark Travel to improve products, processes and customer service. Mark Travel may also use some/all of the information to create customer mailing lists and may occasionally send our customers promotional pieces or other mailings. Mailing lists compiled from the information you provide will only be used by Mark Travel for its own marketing and promotional efforts, and will not be sold or shared with any third parties.

Mark Travel may also use non-identifying or aggregate information to improve our website, track promotional success, and/or to share website usage information with our hotel, airline or other business affiliates. This information may include number of page views, visitor sessions, session length, hits, number of unique visitors, browser type, number of visits by each visitor, most requested pages, most accessed pages, top paths through the site, number of returning users. Not all of this information is shared with our business affiliates, but some aggregate numbers such as page views on a particular page during a particular time frame may be shared. However, no personally identifiable information about you will be shared with any third party.

Mark Travel use of IP Addresses and Cookies

Mark Travel uses cookies to track visitors to our site. Mark Travel gathers the number of unique visitors as well as the number of page views each visitor makes. The information is used for promotional and marketing purposes only and in the compilation of web usage reports. The reports generated do not recognize any information specific to your location, or anything specific to your individual machine. Cookies are tiny files that are placed on the hard drive of your computer. Cookies do not extract private or personal information from your computer.

Mark Travel Commitment to Information Security

To prevent unauthorized access, maintain data accuracy, and ensure the correct use of information, there are appropriate physical, electronic and managerial procedures to safeguard and secure the information we collect online. We use SSL (Secure Socket Layers) to encrypt and protect your personal information. We understand that this is vital in the exchange of credit card and password information.

Mark Travel Commitment to Child Privacy

Protecting the privacy of children is very important to Mark Travel. Mark Travel does not collect or maintain information from our website from those known to be under 13 years of age. No part of our website is designed to attract anyone under the age of 13.

Opt-In Information

If you wish to receive information about Mark Travel and/or its affiliated technology and marketing agencies, and travel agency distributors via email, you may sign up on the sign up forms throughout the websites. Information you submit through any of the online methods may be used to create customer mailing lists. Mark Travel may occasionally send our customers promotional pieces or other mailings. Mailing lists compiled from the information you provide will only be used by Mark Travel for its own marketing and promotional efforts, and will not be sold or shared with any third parties.

To unsubscribe from select brand or all email communication, you can visit your email preference center at <http://www.marktravel.com/unsubscribe/>. Your information will be kept in the Mark Travel database and will not be shared with any third parties.

Notification of Changes to Mark Travel Information-Use Policies

If at some future date, Mark Travel determines that it will change the manner in which it uses the information it collects on the website, you will be notified at least 30 days prior to Mark Travel making the change. You would have the option of choosing to continue or not continue to be a member of the Mark Travel database receiving emails, and would have the option of unsubscribing. Information collected prior to any information-use changes would be managed according to the Privacy Policy in place at the time it was collected. Only new information collected online would be subject to any new information-use policies.

How to Contact Mark Travel

If you have any questions or comments regarding the Mark Travel privacy policy, please contact Mark Travel via our Contacts section on www.marktravel.com