

# PRIVACY POLICY

Ve-Go Mobile Apps, Inc.

## Privacy Policy

As a user of Ve-Go's mobile applications, websites and services (collectively, the "Ve-Go Service"), you have full control of your hotel stay experience. We know you want to remain in control of your personal information as well and realize that earning and retaining your trust is of paramount importance and it's a responsibility we take very seriously. That's why we've provided this Privacy Policy, which sets forth Ve-Go's policies regarding the collection, use and protection of the personal information of those using the Ve-Go Service. Personal information means information that can be linked to a specific individual, such as name, address, telephone number, e-mail address and credit and/or debit card number.

We encourage you to review our Privacy Policy, and become familiar with it, but you should know that **we do not sell or rent our customers' personal information to third parties**. Please note that we review our Privacy Policy from time to time, and we make changes to the policy in connection with that review. Therefore, you may wish to periodically review this page to make sure that you have the current version.

This Privacy Policy explains the following:

- What personal information we collect and how we use it
- With whom your personal information is shared
- How you can opt-out of receiving our promotional e-mails
- How you can update or correct your personal information
- What safeguards we have in place to protect your personal information
- Other information you should know about your privacy

### **What personal information does Ve-Go collect and how is it used?**

You are not required to provide any personal information to us unless and until you download Ve-Go's mobile application and entered your hotel stay confirmation number or created a profile account. We do not knowingly permit the Ve-Go Service to be used by any person under the age of eighteen and we do not knowingly collect any personal information from children (meaning those younger than thirteen years of age). A valid credit or debit card is required to book a hotel stay using the Ve-Go Service.

### *Member Registration*

You will be able to begin using the Ve-Go Service by downloading Ve-Go's mobile application and entering your hotel stay confirmation number or creating a profile account. If you choose to create a profile account, you must provide your name, address, telephone number, e-mail address, password, and password validation, and a password hint to help you remember your password. Some of this information will already be filled in from prior hotel bookings. We collect this information for several reasons including: (i) personal identification; (ii) to complete reservations; (iii) to allow us to contact you for customer service purposes, if necessary; (iv) to customize the content of the Ve-Go Service to meet your specific needs; and (v) to make product

improvements to the Ve-Go Service. In addition, we need your e-mail address to confirm your new member registration and each reservation you make using the Ve-Go Service.

### *Member Profile*

As a Ve-Go member, you can choose to complete your profile account by providing us with hotel stay preferences, hotel rewards numbers, credit-card billing information, and other information, which may include personal information. Again, some of this information will already be filled in from prior hotel bookings. This information is primarily used to assist you in making reservations quickly without having to type in the same information again. For example, by providing us your hotel rewards numbers, we can automatically complete the hotel rewards number input box for you when you make a reservation at that hotel using the Ve-Go Service.

### *Making a Purchase*

In order to book a hotel stay using the Ve-Go Service, you must provide us with certain personal information such as your name, your credit or debit card number and expiration date, your credit or debit card billing address, your telephone number, and your e-mail address. This information may already be in your profile account. We may also ask you for other personal information, such as your hotel rewards numbers, if it is not already in your profile account. We require this information so that we can process, fulfill and confirm your reservations and transactions and keep you informed of their status.

### *Express Consent To Receive Pre-Recorded And Text Messages*

When you book a hotel stay using the Ve-Go Service, you must provide us with a contact telephone number and email address. We will use one or both methods of contact in the event that we need to inform you of changes or other matters that may affect your hotel stay. If we contact you via your telephone number, we may use an automatic telephone dialing system, artificial or prerecorded voice messages, or text messages to provide you with such updates. If we contact you via your email address, we may use a standard language, no-reply email to provide you with such updates. When you provide us with a mobile telephone number and email address as the methods of contact for a trip, you agree that you are providing us with your express consent to receive prerecorded voice messages, text messages, or emails from Ve-Go or our third party suppliers and content providers (“Third Party Suppliers”) related to your booking.

### *Newsletters and Hotel Fare Alerts*

Ve-Go’s newsletters and our hotel fare alert services are optional communications you may choose to subscribe to that keep you up to date with the latest special hotel stay deals. Hotel fare alerts track the prices of hotel stays and services at your favorite hotels. When the price for one of your favorite hotels changes based on your preferences, Ve-Go will notify you of the change via e-mail. Your e-mail address and preferred hotels are necessary to receive hotel fare alert e-mails.

### *Online Surveys*

Ve-Go values opinions and comments from members, so we frequently conduct online surveys. Participation in these surveys is optional. Typically, we aggregate the information we collect and use it to make improvements to the Ve-Go Service and to develop appealing content, features and promotions for customers. Survey participants are anonymous unless otherwise stated in the survey.

#### *Promotions & Sweepstakes*

Ve-Go may sponsor promotions and sweepstakes to give customers the opportunity to win hotel stays and hotel-related prizes. The information we collect for such activities can include historical bookings made, historical shopping behavior, contact information and survey questions. We use contact information to notify contest winners and we use survey information to develop promotions and product improvements to the Ve-Go Service.

#### *Third Parties Offering Promotions, Products, or Services*

Ve-Go may share your personal information with third parties when you engage in certain activities on our mobile applications or website that are sponsored by third parties, such as electing to receive information or communications from a third party (such as an airline or hotel company or a tourism board for a particular destination), or electing to participate in contests, sweepstakes, games or other programs sponsored in whole or in part by a third party. Ve-Go may also share your personal information when you respond to promotional materials from Ve-Go and authorize a third party to use your personal information for purposes such as sending you additional promotional materials, providing you a product or service, or entering you in a contest, sweepstakes or game. We refer to all of these activities and requests as “Sponsored Activities.” When you participate in Sponsored Activities, you will either be required or requested to agree that Ve-Go may send your personal information (such as, in some cases, your mailing address or e-mail address) to the sponsor, and the sponsor may use your personal information in accordance with the sponsor’s privacy practices. *In each case described in this section, Ve-Go will only share your personal information after receiving your consent.* You should know that when Ve-Go shares your personal information with a third party under any circumstance described in this section, your personal information will become permanently subject to the privacy policy of the third party, and the third party will not be restricted by Ve-Go’s Privacy Policy with respect to its use and further sharing of your personal information.

#### *Automatic Logging of Session Data*

We automatically log generic information about your mobile device or computer and your mobile device or computer’s connection to the Internet, which we call “session data”. Session data consists of things such as device information, IP address, operating system and browser software information, and the activities conducted by the user while using the Ve-Go Service. An IP address is a number that lets computers attached to the Internet, such as our web servers, know where to send data back to the user, such as the pages of the site the user wishes to view. We collect session data because it helps us analyze such things as what items visitors are likely to click on most, the way visitors are clicking through the site, how many visitors are surfing to various pages on the site, how long visitors to the site are staying and how often they are visiting. It also helps us diagnose problems with our servers and lets us better administer our systems. It is possible to determine from an IP address a visitor’s Internet Service Provider (ISP) and the approximate geographic location of his or her point of connectivity. We may also use some

session data, such as the pages you visited on our site, to send you e-mail messages focused on destinations that you may be interested in, unless you had previously opted out of receiving such messages. We also use session data to help prevent fraud or unauthorized use of our site.

#### *Cookies*

“Cookies” are small pieces of information that are stored by your browser on your mobile device or your computer’s hard drive. Cookies allow us to serve you better and more efficiently. Ve-Go uses cookies to personalize your experience using the Ve-Go Service. These types of cookies allow you to log in without having to type your log-in name each time (only your password is needed), let us know if you are a [Hotel Special Alert] participant, your preferred language and so forth. We may also use such cookies to display an advertisement to you while you are using the Ve-Go Service or to you communications focusing on destinations that we think you might be interested in.]

Most web browsers automatically accept cookies. By changing the options on your web browser or using certain software programs, you can control how and whether cookies will be accepted by your browser. Ve-Go supports your right to block any unwanted Internet activity, especially that of unscrupulous websites. However, blocking Ve-Go cookies may disable certain features on our site and may make it impossible to purchase or use certain services available on the site. Please note that it is possible to block cookie activity from certain web sites while permitting cookies from sites you trust, like Ve-Go.

#### *Advertising Data Collected By Us to Display Relevant Advertising to You*

Ve-Go is committed to providing you with relevant content and information. To do this, we may, through cookies and other technologies, collect information about your travel-related searches, such as whether you are looking for flights. We use this information, together with other information we have collected, to display ads to you on our website or elsewhere online, that match your apparent interests. So, for example, if you search for a hotel in Hawaii using the Ve-Go Service, you may see an advertisement for a Hawaii hotel stay package on our sites or on another website you visit.

#### *Advertising Data Collected By Business Partners and Ad Networks to Display Relevant Advertising to You*

The advertisements you see on the Ve-Go Service are served by us or by our service providers. Third parties may collect information about your online activities through cookies and other technologies. We do not permit these third parties to collect personal information about you on our mobile applications or website. These third parties include (1) business partners, who collect information when you view or interact with one of their advertisements on our sites and (2) advertising networks, which collect information about your interests when you view or interact with one of the advertisements they place on many different websites on the Internet. The information gathered by these third parties is used to make predictions about you, your interests or preferences and to display advertisements on our sites and across the Internet tailored to your apparent interests.

Please note that we do not have access to or control over cookies and other technologies these third parties may use to collect information about your interests, and the information practices of these third parties are not covered by this Privacy Policy.

### *Submitted Content*

You can contribute to the Ve-Go Service in a number of different ways, including by providing journals, recommendations, reviews, opinions, news articles, directories, guides, text, photographs, illustrations, graphics, logos, audio clips, images, information, data, photographs, software, messages, ideas, comments, questions, or other materials for public display on the Ve-Go Service (your “Submitted Content”). Note that if you include personally identifiable information in your Submitted Content, it can be used and viewed by others. We are not responsible for the information you choose to include in your Submitted Content.

### *Third Party Services*

We may allow you to access third party services, such as Facebook and Twitter, that enable you to share your selected Submitted Content with those services, and import information about who you are connected with on those other services so you can connect with them using the Ve-Go Service. Where we provide such functionality, you can always opt out on the relevant account page. Some of those third party services may also provide us with information from your accounts there to enhance and personalize your use of the Ve-Go Service. You can, at any time, adjust your account settings to remove this feature, by changing your Facebook preferences on the site. You can also further modify your privacy settings with those other services directly.

### *Location-specific information*

If you use our location-enabled products and services, such as our mobile applications, you may be sending us location information. This information may reveal your actual location, such as GPS data, or it may not, such as when you submit an address to look at hotel choices in that location. We use your location information to process and personalize your requests, such as by pre-filling the city name when you are searching for a nearby hotel. We also use location information for support, to develop new features, a better user experience and to improve the overall quality of the Ve-Go Service.

### *Other*

From time to time we may add or enhance services available using the Ve-Go Service. To the extent these services are provided and used by you, we will use the information you provide to facilitate the service requested. For example, if you email us with a question, we will use information such as your email address, name and the nature of the question, to respond to your question. We may also store such information to assist us in making the Ve-Go Service better and easier to use.

### **With whom (if anyone) will my personal information be shared?**

When you book hotel stays using the Ve-Go Service, we provide to the hotel or other involved Third Party Supplier only that portion of your personal information that is needed for the successful fulfillment of your hotel stay arrangements. We encourage you to read the privacy

statements of all such Third Party Suppliers as their policies may be materially different from this Privacy Policy. When using a mobile device, note that all requests must be sent through your mobile carrier's or Wi-Fi provider's network and your carrier or provider may have access to the personal information being transmitted. For information regarding your carrier's or Wi-Fi provider's treatment of your personal information, please consult their applicable privacy policies.

We use non-personal information in aggregate form to build higher quality, more useful online services by performing statistical analyses of the collective characteristics and behavior of our customers and visitors, and by measuring demographics and interests regarding specific areas of our site and applications. We may provide anonymous statistical information based on this data to suppliers, advertisers, affiliates and other current and potential business partners. We may also use such aggregate data to inform these third parties as to the number of people who have seen and clicked on links to their web sites. Occasionally, Ve-Go may hire a third party to act on our behalf for projects such as market-research surveys and contest-entry processing, or will contract with a third party to provide co-branded products. In such cases, Ve-Go will provide information to these third parties specifically for use in connection with these projects. The information we provide to such third parties is protected by a confidentiality agreement and is to be used solely for the purpose(s) for which it has been provided. See "[What other information should I know about my privacy?](#)" below.

### **How can I opt-out of receiving your promotional emails?**

#### **Our Opt-out Policy**

As a Ve-Go member and/or customer you will also occasionally receive updates from us about sales in your area, special offers, new Ve-Go services, and other noteworthy items. We hope you will find these updates interesting and informative. Of course, if you would rather not receive a particular communication, please click on the "opt-out" link in our e-mail, or follow the instructions in each e-mail message. You may also unsubscribe from all Ve-Go promotional communications by clicking on the "unsubscribe" link in our e-mail. From time to time, we may use your personal information to send important notices, such as notifications about your hotel stay or your account. Because this information is important to your interaction with Ve-Go, you may not opt-out of receiving these communications. With your mobile device, you may be able to configure the settings on the device not to provide location-specific information. However, if your device is configured to provide location-specific information, it is not possible at this time for you to opt-out of our gathering of such information via your mobile device.

### **How can I update or correct my personal information?**

At any time, you can view and/or update your service preferences for our services. You can also update your profile account, which includes member registration and hotel stay preferences information. You may request that account information be deleted or deactivated for marketing purposes by e-mailing [info@Ve-Go.com](mailto:info@Ve-Go.com) and referencing the Privacy Policy-Deactivate Account in the subject line. Because of the way we maintain certain files, after you update your information or request that your account be deactivated for marketing purposes, residual copies of your information may remain in our active servers for a period of time and may remain in our backup systems. We may decline to process requests that are unreasonably repetitive, require disproportionate technical effort, jeopardize the privacy of others, or would be extremely

impractical. Information may also be retained as required by law or for legitimate business purposes.

**What safeguards are in place to protect the loss, misuse or alteration of your information?**

While no website nor mobile application can promise complete security, we have implemented administrative, technical, and physical security procedures designed to protect the personal information you provide to us. We use encryption when transmitting your sensitive personal information between your system and ours, and we employ firewalls and intrusion detection systems to help prevent unauthorized persons from gaining access to your information.

**What other information should I know about my privacy?**

When using the Ve-Go Service, you will see links to third party web sites, applications and services. Please note that when you click on one of these links, you will be using another company's web site, application or service. Except as set forth herein, we do not share your personal information with those third parties, and are not responsible for their privacy practices. We encourage you to read the privacy statements of all such sites as their policies may be materially different from this Privacy Policy. Of course, you are solely responsible for maintaining the secrecy of your passwords and your Ve-Go membership account information. Please be very careful, responsible, and alert with this information, especially whenever you're online.

In addition to the circumstances described above, Ve-Go may disclose personal information if required to do so by law, court order, as requested by other government or law enforcement authority, or in the good faith belief that disclosure is otherwise necessary or advisable including, without limitation, to protect the rights or properties of Ve-Go or its affiliated companies or when we have reason to believe that disclosing the information is necessary to identify, contact or bring legal action against someone who may be causing interference with our rights or properties, whether intentionally or otherwise, or when anyone else could be harmed by such activities. In addition, if Ve-Go or substantially all of its assets are acquired, the personal information of our customers will also most likely be transferred in connection with such acquisition.

**What we do NOT do: a warning about “phishing”**

We do not and will not, at any time, request your credit card information, login name, or password, in an unsecure or unsolicited e-mail or telephone communication. Identity theft and the practice currently known as “**phishing**” are of great concern to us. Safeguarding information to help protect you from identity theft is our priority. For more information about phishing, you may want to visit the Federal Government website “OnGuard Online” at <http://onguardonline.gov/phishing.html>.

**External links**

If any part of the Ve-Go Service directs or takes you to other sites, those sites do not operate under this Privacy Policy. We recommend you examine the privacy statements posted on those other websites to understand their procedures for collecting, using, and disclosing personal information.

### **Using the Ve-Go mobile applications**

There is certain information that we collect and use automatically when you use our mobile application. Specifically:

- We collect information about the functionality of the Ve-Go mobile application that you access and use. This allows us to identify those areas of the mobile application that are of interest to our customers so that we can refine and continuously improve the mobile application. The information we collect for this purpose does not enable us to directly identify you.
- Each mobile application also sends us the device's unique device identifier (or "UID"), a sequence of numbers or characters that are unique to your mobile device. We use this only on the first opening of the mobile application so that we can confirm to our advertising networks the number of downloads resulting from clicks on their respective ad banners and other marketing tools.
- When you use a mobile application's 'Locate Nearest Hotels' feature, we use information about your current location – provided by your mobile device using GPS or similar technologies – to show hotels nearby. We do not collect location data unless you expressly click on the 'Locate Nearest Hotels' feature, and you can switch off location data collection at any time through your phone's settings menu.
- Each mobile application will also send us error-reporting information in the event that it crashes or hangs. This enables us to investigate the error and to improve the stability of the mobile application for future releases. As part of these error reports, the mobile application sends us information about the mobile device type and version, the UID, the time the error occurred, the feature being used and the state of the application when the error occurred. We do not use this information for any purpose other than investigating and remedying the error.

You always have the ability to control what information a mobile application sends to us. You can exercise this control either by changing the settings of the mobile application under its setting menu or changing the settings of your mobile device. Alternatively, you can remove the mobile application from your mobile device entirely and access our services through our website.

### **Visiting our website from outside the United States**

If you are visiting our website from outside the United States, please be aware that your information may be transferred to, stored, and processed in the United States, where our servers are located and our central database is operated. The data protection and other laws of the United States and other countries might not be as comprehensive as those in your country, but please be assured that we take steps to ensure that your privacy is protected. By using our services, you understand that your information may be transferred to our facilities and those third parties with whom we share it as described in this Policy.

### **Changes to this Privacy Policy**

This Privacy Policy was last revised on October 25, 2013. We may change or supplement this Privacy Policy from time to time. Any material changes in the way Ve-Go uses personal information will be described in future versions of this 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. If any proposed change is unacceptable to you, you may request that we remove your personal information from our records. Also, please review the



information above under the heading “How can I update or correct my personal information?” Of course, you may always submit concerns regarding our Privacy Policy or our privacy practices via [info@vego.com](mailto:info@vego.com). Please reference the privacy policy in your subject line. You can also write to us at: Ve-Go, 215 West Washington Street, #2703, Chicago, IL 60606, Attn: Privacy Team.

**How you can contact us**

If you have questions about either this Privacy Policy (or your hotel stay booking or purchases), please email us or write to us at:

Email: [info@vego.com](mailto:info@vego.com)

Address: 215 West Washington Street, #2703, Chicago, IL 60606

*Thank you for using Ve-Go Service!*