

Privacy Statement

Effective January 31, 2011
Benchmark Travel® Privacy Policy

Benchmark Travel Ltd. & Co. KG has been awarded TRUSTe's Privacy Seal signifying that this privacy policy and practices have been reviewed by TRUSTe for compliance with TRUSTe's program requirements including transparency, accountability and choice regarding the collection and use of your personal information. TRUSTe's mission, as an independent third party, is to accelerate online trust among consumers and organizations globally through its leading privacy trustmark and innovative trust solutions. If you have questions or complaints regarding our privacy policy or practices, please contact us at support@benchmark-travel.com. If you are not satisfied with our response you can contact TRUSTe here. The TRUSTe program covers only information that is collected through this Web site.

Your privacy is very important to Benchmark Travel Ltd. & Co. KG ("Benchmark Travel", "we" or "us"). This Privacy Policy describes the principles and practices that apply to Personal Information (defined below) collected used from users of our services ("you") on our Site ("www.benchmark-travel.com"), in e-mail communications, or in interviews.

Simply put:

- We will not collect Personal Information without your knowledge and permission;
- We will not knowingly disclose your Personal Information to third parties, except as provided in this Privacy Policy;
- We will allow you to view, correct or remove your Personal Information; and
- We will take reasonable steps to protect the security of the Personal Information we collect from you.

We will respond to such written requests within 30 days following receipt at the e-mail or mailing address stated above. If we receive your request at a different e-mail or mailing address, we will respond within a reasonable period of time, but not to exceed 150 days from the date received.

The remainder of this policy describes our Personal Information handling practices in detail.

1. Definitions

In this Privacy Policy, terms that commence with a capital letter are defined in this Section or in the preamble.

"Guest" means an individual who can request an offer for Products or Services on the Site without being a Member.

"Member" means an individual who has registered with the Site. Members choose a Member ID and a password.

"Member ID" means the e-mail address you chose (with your password) to login to our Site.

"Benchmark Travel" or "we" means Benchmark Travel OÜ and its subsidiaries and affiliates.



"Personal Information" means any information, recorded in any form, about an identified individual, or an individual whose identity may be inferred from the information. This includes, for example, name, e-mail and mailing address and telephone number, billing and account information, and other information incidental to providing Products or Services (including information about individuals travelling with you).

"Products or Services" means the airline travel, hotel accommodation, car rental, ground transportation, tours, theater tickets, attractions, travel insurance and other items available from the Site.

To "Book" means to reserve.

"Session Data" means usage information, such as the type of Internet browser and operating system an individual use, the domain name of the site from which the individual came, the date, time and duration of the visit, number of visits, average time spent on the individual's site, pages viewed, domain name of the individual, and number of cookies accumulated.

"Site" means the www.benchmark-travel.com site and its respective sub sites together with the respective content, Products and Services available from this site or sub sites.

"Subscriber" means an individual who elects to receive offers or promotions from Benchmark Travel without becoming a Member or a Guest.

2. Consent

BY SUBMITTING PERSONAL INFORMATION TO US, AND/OR BY USING OUR SITE, YOU AGREE THAT WE MAY COLLECT, USE AND DISCLOSE SUCH PERSONAL INFORMATION IN ACCORDANCE WITH THIS PRIVACY POLICY AND AS PERMITTED OR REQUIRED BY LAW.

If you do not agree with these terms, do not provide any Personal Information to us. If you refuse or withdraw your consent, or if you choose not to provide us with any required Personal Information, we may not be able to provide you with Products or Services that can be offered on our Site only if we have access to certain Personal Information.

Minors. Minors (as defined under the laws of their jurisdiction or residence) are not eligible to register for, use or Book the Products or Services available on our Site. We do not knowingly collect Personal Information from any Minor, and will not use this information if we discover that it has been provided by a Minor.

Other Travellers or Contacts. If you Book Products or Services for other travelers using your Member ID and password, you must make sure that you have the right to do so. By providing the Personal Information of another traveler, 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 his or her Personal Information as set forth in this Privacy Policy.

3. What Personal Information we collect

We collect only such information as necessary to provide Products and Services to you.

When you are just visiting. You can visit certain areas of our Site without revealing who you are or signing-in.

When you visit our Site as a Guest, Member or Subscriber, we collect Session Data through Cookies and log files.

When you register as a Member. If you register with us as a Member, we collect Personal Information that is necessary to provide the Products and Services offered on our Site. We require that you provide your name and e-mail address. You also need to choose a password, which will be required to gain access to portions of our Site reserved for Member use.

When you Book Products or Services as a Member. When you Book Products or Services from our Site as a Member, you must provide payment or other necessary information. This includes address and the name, date of birth, gender, title, passport number, and email address of yourself and/or the travelers.

When you Book Products or Services for a third party. When you Book Products or Services for a third party using your Member ID and password, we will collect that third party's name and contact information, and other information as required by the travel service provider(s), so that we can complete the booking.



You can access, modify or delete these third parties' Personal Information at any time, as described in How to access, modify, or delete your Personal Information.

You may choose to automatically send your friend a one-time email with your itinerary and your invoice. Benchmark Travel Ltd. & Co. KG stores this information for the sole purpose of sending this one-time email and just for the purpose, that with future bookings you can receive your itineraries and invoices.

Your friend may contact us at support@benchmark-travel.com to request that we remove this information from our database.

When you use the Site as a "Guest". If you are not a Member, you may elect to use our Site as a Guest.

If you Book Products or Services as a Guest, you must register and provide Personal Information to complete the booking (for example name, phone number or billing information) as required by the travel service provider(s). You must also provide an e-mail address, so that we can send you our welcome e-mail and a confirmation of the Booking. With the confirmation, we will provide you with a temporary password so that you can return to the Site if you wish to review information about your Booking.

When you "Subscribe". When you become a Subscriber, we collect your name and email address, so that you may receive offers or promotions from Benchmark Travel without becoming a Member or Guest.

When you participate in a blog. If you use a bulletin board, blog or chat room on this Site, you should be aware that any personally identifiable information you submit there can be read, collected or used by other means of these forums, and could be used to send you unsolicited messages. We are not responsible for the personally identifiable information you choose to submit in these forums.

To request removal of your personal information from our blog or community forum, contact us at support@benchmark-travel.com. In some cases, we may not be able to remove your personal information, in which case we will let you know if we are unable to do so and why.

When you call or write to our Customer Service. When you call or write to our Customer Service, we collect contact information (for example name, phone number, mailing address or e-mail address) and information about the relevant Booking as necessary to assist you. For example, if you call for assistance with a pre-existing Booking, or to make a Booking, we may request your contact and billing information.

4. How we use the information we collect

We use Personal Information in order to provide and enhance the Products or Services offered on our Site:

- To record your travel preferences, to make reservations or acquire travel insurance on your behalf, or to communicate with you about your travel plans;
- To issue invoices, administer accounts, collect and process payments;
- To provide tips or guidance on how to use our Site, inform you of new features on our Site, or provide other information that may be of interest to users;
- To personalize the service we provide to you, tailor your experience at our Site to your interests and make more appropriate travel recommendations;
- To send you e-mails, e-newsletters, personalized offers via direct messaging or other communications about our services, if you have subscribed to receive this information or you have not advised us that you do not wish to receive such communications;
- To manage our Site, diagnose technical problems, improve content, and allocate the resources of our systems so that your experience with our Site is as efficient as possible;
- To process and track your transactions and to send you information about our products and services and other information and materials that may be of interest to you;
- To evaluate credit standing and to match credit bureau or credit reporting agency information; to investigate, detect and protect Benchmark Travel and other third parties against error, negligence, breach of contract, fraud, theft and other illegal activities;



- To effect a corporate transaction in connection with the sale, merger, spin-off or other corporate reorganization of our corporation, where the information is provided to the new controlling entity in regular course of business;
- To audit compliance with our policies and contractual obligations;
- As permitted by, and to comply with, any legal or regulatory requirements or provisions; or
- For any other purpose to which you consent.

Session Data. We use Session Data, collected through cookies and, to better understand how our Site is navigated, how many visitors arrive at specific pages, the length and frequency of stays at our Site, the variety of searches of our Site's database, the types of browsers and computer operating systems used by our visitors and the Internet Protocol addresses from which visitors connect to our Site.

We also use this information to improve our Site content and ease of use, to personalize and improve your individual viewing experiences on our Site and provide information that may be of interest to you.

Aggregated Information. Aggregated information is information recorded in any form about more than one individual, where the identity of the individual is not known and cannot be inferred from the information. We may use aggregated information to describe our user base to current or potential partners' investors and advertisers, to understand and respond to market needs and preferences; or to make recommendations to other users of our Site. For example, if users of our Site who have travelled to a particular destination told us that they had positive experiences at a hotel in that destination, we might recommend that hotel.

What we do NOT do. We do not and will not, at any time, request your credit card information, Member ID, login password or national identification numbers in a non-secure 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 Trade Commission at <http://www.ftc.gov/bcp/edu/pubs/consumer/alerts/alt127.shtm>.

5. To whom we disclose Personal Information

From time to time, we may disclose your Personal Information as follows:

- To those travel service providers with which you make arrangements through our Site, for example airlines, car rental, hotel, ground transportation, theatre, attraction or travel insurance. We provide them with the Personal Information needed to make and complete the booking or reservation.
- To organizations that perform services for or on behalf of Benchmark Travel, for example to provide customer service including via live chat software, , process credit cards and to send out emails on our behalf. We will share with these companies only that Personal Information which they need to work on our behalf. Some of these service providers may be located in countries outside of Germany and outside the European Economic Area ("EEA"). Your Personal Information will be provided to these organizations only if they agree to use such information solely for the purpose of providing services to Benchmark Travel, and under the instructions of Benchmark Travel, and with respect to that information, to act in a manner consistent with the relevant principles articulated in this Policy. By submitting your personal data, you agree to the transfer, storing and processing of your data outside of Germany and outside the EEA.
- To protect our Site and our rights under our Terms and Conditions of Use; to protect ourselves against liability or prevent fraudulent activity; or where it is necessary to permit us to pursue available remedies or limit any damages that we may sustain.
- To effect a corporate transaction, in connection with the sale, merger, spin-off or other corporate reorganization of our corporation, where the information is provided to the new controlling entity in regular course of business.
- Where the information is public.
- To our insurers and to regulatory agencies.



Disclosure without consent. Please note that there are circumstances where the use or disclosure of Personal Information may be justified or permitted, or where Benchmark Travel may be obligated to disclose information without consent. Such circumstances may include:

- If required to comply with a subpoena or warrant issued or an order made by a court, person or body with jurisdiction to compel the production of information or to comply with the rules or court relating to the production of records.
- If we receive a formal request to disclose your Personal Information in connection with a legal action, we will attempt to contact you about it, if permitted by law, via the e-mail address you provided during registration, before we respond to that request.
- If we believe in good faith that a law, regulation, rule or guideline requires it.
- To a person who needs the information because of an emergency that threatens the life, health or security of an identifiable person or group.
- Where it is necessary to collect monies owing to us.

National Security. In order to protect national security and to ensure travel security, the German Government and other governments may request access to passenger name records, which typically includes name, flight origin, flight destination, flight time, duration of flight, seat location, travel agent, form of payment, credit card numbers, travel itinerary, address, telephone number and meal requests. In response to such request, Benchmark Travel and/or its providers will give access to all the information you provide at the time of making your reservation to the applicable government agencies of the countries to or from which you are travelling.

6. How we retain and store Personal information

My Account. If you are a Benchmark Travel Member, we store your Personal Information in "My Account." You can access My Account from the Homepage of our Site, after logging onto our Site as a registered Member.

My Account contains your name, e-mail address, password, invoice and itinerary. It may also contain other information so that you do not need to re-enter it each time you Book a Product or Service. For example, My Account may contain your billing information. It may also contain your travelers and their data.

We also keep in My Account all other information that you have elected to provide us, such as gender and favorite destinations.

You can access, modify or delete this Personal Information as described in How to access, modify, or delete your Personal Information.

Retention and storage. We will retain your Personal Information in our databases in accordance with our records management policy and applicable laws. This period may extend beyond the end of your relationship with us, but it will be only as long as it is necessary for us to have sufficient information to respond to any issues that may arise later. For example, we may need or be required to retain information to allow you to obtain credit for a trip you Booked but had to cancel. We may also need to retain certain information to prevent fraudulent activity; to protect ourselves against liability, permit us to pursue available remedies or limit any damages that we may sustain; or if we believe in good faith that a law, regulation, rule or guideline requires it.

7. How we protect Personal Information

Benchmark Travel employs physical, administrative and technical safeguards to help protect the confidentiality and integrity of Personal Information and to reduce the risk of loss, misuse, unauthorized access disclosure or modification of Personal Information. When Personal Information is sent to our service providers, we require, in our contracts with them that they protect all Personal Information in a manner consistent with the principles articulated in this Privacy Policy.

If you choose to contact Benchmark Travel through the Site, you should be aware that any information transmitted electronically via the World Wide Web might not be secure. Benchmark Travel assumes no liability for the loss of



any information that you transmit to us via the World Wide Web. However, should you choose to pay by credit card when making a booking or reservation on the Site, your card details are encrypted for the transaction.

In communicating with you, we may send e-mail as unencrypted plain text because we are aware that most Members, Guests or Subscribers cannot readily process encrypted e-mail. This is done for your convenience, but with the security concern that, if misrouted or intercepted, it could be read more easily than encrypted e-mail.

If you have any questions about security on our Web site, you can contact us at support@benchmark-travel.com.

8. How to access, modify or delete your Personal Information

We endeavor to ensure that Personal Information is as accurate, complete and current as necessary for the purposes for which we use that information. We encourage you to visit the My Account link to review your Personal Information.

You can access your Personal Information in My Account and update it, correct it or modify it as necessary. For example, you can change at any time your e-mail address.

If you wish to modify or delete other Personal Information, you can do so by contacting us as indicated in Contact Information.

If you request that we remove all of the Personal Information or travel records stored in the My Account links, we will promptly do so, to the extent possible. Once required Personal Information is removed, however, you will not be able to use many of the services available on our Site to Members, unless you re-register.

Please remember that we may not be able to honor your request if we are legally obligated to retain that information, or for other reasons as described in our Retention and Storage policy.

9. Privacy

Cookies. A Cookie is a small text file that our computer sends to your computer, and that your computer sends back to us each time you make a request from our Site. A cookie contains a unique identification number that identifies the visitor's browser, but not necessarily the visitor.

When you access our Site, our computer may seek to place "cookies" on your personal computer to collect Session Data. Cookies are used to help us recognize you when you visit our Site again, or to help us customize your online experience. Unless a visitor specifically informs us of his/her identity (e.g. by registering with us), we will not know who the individual visitor is. We do not link the information we store in cookies to any personally identifiable information you submit while on our site.

The use of cookies by our partners, affiliates, tracking utility company, service providers is covered by our privacy statement. We do/do not have access or control over these cookies. Our partners, affiliates, tracking utility company, service providers use session ID cookies to make it easier for you to navigate our site, in order for you to use the shopping cart, etc.

Most Internet browsers automatically accept cookies. You can instruct your browser, by editing its options, to stop accepting cookies or prompt you before accepting a cookie from the sites you visit. You can learn more about the use of cookies by visiting <http://networkadvertising.org> or <http://www.allaboutcookies.org>.

If you decide not to accept our cookies, you will be able to access those parts of our Site that are available to the general public, but you will not be able to access many of the Products and Services offered at our Site.

Log Files. As is true of most Web sites, we use third party tracking partners to gather certain information automatically and store it in log files. This information includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and click stream data.

We use this information, which does not identify individual users, to analyze trends, to administer the site, to track users' movements around the site and to gather demographic information about our user base as a whole.

Opting-Out. As part of the registration process we give you the ability to receive via e-mail information about our Products and Services, updates to our Site and customized advertisements and promotions that are targeted to



your specific interest, such as flight specials, promotions, contests, sweepstakes and other travel opportunities available on our Site and/or sponsored by our travel service providers and advertisers. We send this information directly ourselves or via third party service providers.

If you do not opt-out from receiving these communications about our Site, we will send them to you.

If you decide you do not want to receive any future marketing or promotional e-mails from us our e-mails and other communications include instructions on how to unsubscribe and inform us of preferences.

Monitoring. Benchmark Travel may from time to time monitor and review any information transmitted or received through the Site, or through telephone or email communications, for quality assurance and other purposes. We reserve the right to censor, edit, remove or prohibit the transmission or receipt of any information that Benchmark Travel deems inappropriate or in violation of these Terms and Conditions. During monitoring the information may be examined, recorded or copied.

Links. For your convenience, our Site provides links to other sites. When you click on one of these links, you are leaving our Site and entering another site. We are not responsible for such third party sites. You should carefully review the privacy statements of any other sites you visit, because those privacy statements will apply to your visit to such other sites.

Testimonials. We post customer testimonials on our web site which may contain personally identifiable information. We do obtain the customer's consent via email prior to posting the testimonial to post their name along with their testimonial. If you would like to request the removal of your testimonial you may contact us at support@benchmarktravel.com.

10. Changes to the Privacy Policy

Changes to the Privacy Policy and Changes in Ownership

We may change or supplement this Privacy Policy from time to time. We may also undergo a change of ownership. Privacy Policy changes will apply to the information collected from the date we post the revised Privacy Policy to the Site, as well as to existing information held by us.

If we decide to change this policy in a material way, we will notify you by email (sent to the e-mail address specified in your account) or by means of a notice on this Site prior to the change becoming effective. We will obtain the necessary consents required under applicable privacy laws if we seek to collect, use or disclose Personal Information for purposes other than those to which consent has been obtained, unless otherwise required or permitted by law. If any proposed change is unacceptable to you, you may request that we remove your Personal Information (and/or that of other individuals for whom you made travel reservations) from our records, as described in How to access, modify or delete your Personal Information.

11. Contact Information

If you have any questions or concerns about (a) access to Personal Information, (b) the collection, use, management or disclosure of Personal Information, (c) this policy or our information handling practices, (d) with whom your Personal Information is shared, or if you need further assistance with respect to our Privacy Policy,

you may contact our Chief Privacy Officer or our Customer Service department as indicated below. We will attempt to respond to your questions or concerns promptly after we receive them.

E-mail: office@benchmark-travel.com,

Mailing address:

Benchmark Travel Ltd. & Co. KG
Invalidenstr. 104, 10115 Berlin, Germany

Telephone:

0800-666 57 88 (within Germany)/+49-30-25760880 (outside of Germany)

Benchmark Travel Ltd. & Co. KG
Invalidenstraße 104
10115 Berlin, Germany
info@benchmark-travel.com
www.benchmark-travel.com

Tel. +49 30 2576088-0
Fax +49 30 23 32 90 60
AG Berlin-Charlottenburg, HRA 44221 B
UST ID: DE 273 273 246

