

# Privacy Policy

## Introduction

At Lariona Travel, 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.lariona.com](http://www.lariona.com) website.

Lariona Travel is wholly owned by MBKS Ventures II, LLC. MBKS Ventures II, LLC and its affiliated technology and marketing agencies, and travel agency distributors, gather, store, and process the information from the [Lariona Travel website](#). They help Lariona Travel use customer information to create and distribute products, specials, promotions, and website features for our customers Lariona Travel, MBKS Ventures II, LLC, and their affiliated technology and marketing agencies, and travel agency distributors (hereafter "Lariona 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 Lariona Travel via email at [larionatravel@lariona.com](mailto:larionatravel@lariona.com).

## Information Lariona Travel Collects

The Lariona Travel website collects customer information in a number of ways: when you sign up to receive emails, when you book a Lariona Travel package online via an Online Travel Agency, when you book online using the Lariona Travel online booking form, 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/webpage to a friend.

The types of information collected on these pages are:

- Customer Name
- Traveling Companion Name
- Mailing Address
- Email Address
- Telephone Number
- Credit/Debit Card Information
- Reservation Number
- Age Range
- Gender
- Destination Information Desired
- Other Information Desired
- Travel Habits

## **How Your Information Is Used**

The information you supply when you book a vacation online is used to process and complete your online order. Lariona Travel does not share this information with any outside parties except to the extent necessary to process your order (for example, credit card authorizations). Information you submit for the purposes of online bookings will not be used to subscribe you for the email guest book unless you specifically opt-in for the email guestbook by checking the appropriate box on the online booking form.

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 Lariona Travel review and improve its products, promotions, and customer service.

The information you supply when you send a request to a travel agent via an agency profile is a confidential communication between you and the travel agency. Lariona Travel does not monitor these communication or collect data from them, except the total number of requests sent. Lariona Travel makes no guarantees as to the way in which the travel agencies will use or protect the information you send them via their agency profile information request form.

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 Lariona Travel product, 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. Lariona Travel will not send additional emails or mailings to your friend. Your friend must subscribe to our guestbook or provide information himself/herself through one of the other available means before Lariona Travel will contact him/her.

Information collected through some/all of the methods listed above may be used by Lariona Travel to improve products, processes and customer service. Lariona 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 Lariona Travel for its own marketing and promotional efforts, and will not be sold or shared with any third parties.

Lariona 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.

### **Lariona Travel use of IP Addresses and Cookies**

Lariona Travel uses cookies to track visitors to our site. Lariona 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.

### **Lariona 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.

### **Lariona Travel Commitment to Child Privacy**

Protecting the privacy of children is very important to Lariona Travel. Lariona 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. When online bookings are made, the ages of children traveling with an adult are collected so that the appropriate hotel room and pricing can be chosen for the reservation. The lowest age range specified on the guestbook sign up form is "18 and under."

### **Notification of Changes to Lariona Travel Information-Use Policies**

If at some future date, Lariona 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 Lariona Travel making the change. You would have the option of choosing to continue or not continue to be a member of the Lariona 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 Lariona Travel**

If you have any questions or comments regarding the Lariona Travel privacy policy, please contact Lariona Travel via email at [larionatravel@lariona.com](mailto:larionatravel@lariona.com)