

# Privacy Policy

Travel Advantage Network, Inc. (TAN) is committed to respecting your privacy and securely maintaining your personal information. The information TAN collects from you and how we use it is summarized as follows:

## The Information TAN Collects

TAN may collect information (including name, address, telephone number, email address, device location, transaction information, credit card or other payment information and date of birth) when you:

- Enter into a Vacation Program Agreement with one of TAN's third-party sales affiliates, which include Sundance Vacations and SmarTravel
- Create an online account at www.planwithtan.com
- Book a reservation online at www.planwithtan.com or via telephone with a TAN representative
- Pay your Service Charge online at www.planwithtan.com or via telephone with a TAN representative
- Sign up for TAN email updates
- Participate in a contest or sweepstakes
- Participate in a survey following a stay at one of our properties
- Participate in a marketing survey, promotion or event

TAN maintains the information that you provide, along with a record of your transactions in a secure database. TAN may supplement the information you provide with data that is publicly available and data received from other reputable sources, including our third party sales affiliates, which include Sundance Vacations and SmarTravel.

TAN also gathers information about how visitors navigate through our Web site by using clickstream data gathered with "cookies" and other online tools.

## How TAN Uses the Information it Collects

TAN believes it is time for you to travel. Our mission is to motivate and compel travel. To achieve this goal, TAN collects information to:

- Process, confirm and fulfill your reservations
- Process your payments
- Provide services you request
- Contact you about the status of a payment or reservation

- Send you promotional offers we believe will be of interest to you
- Send you email updates concerning new destinations, special offers, etc.
- Recognize you when you return to our website
- Optimize the functionality of our website to make it easier to use •

Identify your service and destination preferences

- Customize our communications to you and our other clients
- Improve our inventory and customer service

## **Information TAN Shares with Third Parties & Your Privacy Rights**

TAN contracts with other companies to provide certain services, including cleaning, maintenance, check-in/concierge services, name and address verification, email distribution, market research, and payment processing. TAN provides such companies with the minimum information they need to deliver their services and requires them to ensure that your privacy and information are respected and protected. Specifically, such companies are contractually prohibited from using any information they receive from TAN for their own purposes or from sharing such information with anyone other than TAN.

TAN may also be required to disclose specific information upon governmental request, in response to a court order, or when required by law to do so. TAN may also share information with companies assisting in fraud protection or investigation; however, TAN does not provide any information to these agencies or companies for marketing or commercial purposes.

No mobile information will be shared with third parties/affiliates for marketing/promotional purposes. All other categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties

## **"Do Not Track" Policy as Required by California Online Privacy Protection Act (CalOPPA)**

Our Service does not respond to Do Not Track signals. However, some third-party websites do keep track of Your browsing activities. If You are visiting such websites, You can set Your preferences in Your web browser to inform websites that You do not want to be tracked. You can enable or disable DNT by visiting the preferences or settings page of Your web browser.

## **Tracking Technologies and Cookies**

We use Cookies and similar tracking technologies to track the activity on Our Service and store certain information. Tracking technologies used are beacons, tags, and scripts to collect and track information and to improve and analyze Our Service.

You can instruct Your browser to refuse all Cookies or to indicate when a Cookie is being sent. However, if You do not accept Cookies, You may not be able to use some parts of our Service. If you set your browser to refuse cookies, please call us at (800) 223-0088 to book a reservation or pay your Service Charge.

Cookies can be "Persistent" or "Session" Cookies. Persistent Cookies remain on your personal computer or mobile device when You go offline, while Session Cookies are deleted as soon as You close your web browser. Learn more about cookies: [All About Cookies](#).

We use both session and persistent Cookies for the purposes set out below:

- **Necessary / Essential Cookies**

Type: Session Cookies

Administered by: Us

Purpose: These Cookies are essential to provide You with services available through the Website and to enable You to use some of its features. They help to authenticate users and prevent fraudulent use of user accounts. Without these Cookies, the services that You have asked for cannot be provided, and We only use these Cookies to provide You with those services.

- **Cookies Policy / Notice Acceptance Cookies**

Type: Persistent Cookies

Administered by: Us

Purpose: These Cookies identify if users have accepted the use of cookies on the Website.

- **Functionality Cookies**

Type: Persistent Cookies

Administered by: Us

Purpose: These Cookies allow us to remember choices You make when You use the Website, such as remembering your login details or language preference. The purpose of these Cookies is to provide You with a more personal experience and to avoid You having to re-enter your preferences every time You use the Website.

## • Tracking and Performance Cookies

Type: Persistent Cookies

Administered by: Third-Parties

Purpose: These Cookies are used to track information about traffic to the Website and how users use the Website. The information gathered via these Cookies may directly or indirectly identify you as an individual visitor. This is because the information collected is typically linked to a pseudonymous identifier associated with the device you use to access the Website. We may also use these Cookies to test new pages, features or new functionality of the Website to see how our users react to them.

## How TAN Uses Email

When you provide your email address, TAN will email you as needed to process your bookings and/or payments, respond to a request or provide customer service. TAN may also send promotional emails about new destinations/inventory, special offers, promotions, services or events we believe may be of interest to you. TAN's goal is to send promotional emails only to those who wish to receive them. For this reason, you can "opt

out" from receiving promotional emails by clicking on the "unsubscribe" link provided at the bottom of every such email. You may also contact us at (800) 223-0088 or [vacationservices@planwithtan.com](mailto:vacationservices@planwithtan.com) to opt-out from receiving promotional emails. Because email campaigns are planned in advance, it may take several days for your request to take effect. If due to human error you continue to receive unwanted email communications, please contact us again, and we will make every effort to correct the situation. Also note that if you choose to opt-out of receiving promotional emails, TAN will continue to send you emails concerning specific bookings and/or payments and may send email responses to communications received from you. If you decide later that you would like to again receive promotional emails from us, you can also re-subscribe to TANs email distributions.

## **Receiving Communications From TAN**

If TAN needs, or is required, to contact you concerning your account with TAN, we may also do so by telephone, and/or mail.

To provide TAN with a preferred method of communicating with you, please contact us at (800) 223-0088 or [vacationservices@planwithtan.com](mailto:vacationservices@planwithtan.com). To identify you correctly, please be sure to provide us with the name on your account and your account number.

## **Updating and/or Reviewing Your Information**

To update your personal information on file with TAN (including name, address, telephone number and email address), please contact us at (800) 223-0088 or via Email to [vacationservices@planwithtan.com](mailto:vacationservices@planwithtan.com). Limited information regarding prior bookings and payments may also be available to you. To safeguard your privacy, we will need to validate your identity before you update or review your information.

## **Security**

It is TAN's intent to protect against loss, misuse or alteration of information that we have collected from you or received from other reputable sources. TAN uses various current technologies and processes to protect our client's data and limits the information provided to outside companies with whom we contract to only what they need to provide their services. It is TAN's practice to encrypt sensitive data we receive or transmit. When you book a reservation, make a payment or create an account on our website, your transactional information is transmitted in a safe, encrypted format. TAN websites do not allow access to its' websites outside of the United States, Canada and Mexico.

## **Policy Changes**

On occasion, TAN may use customer information for unanticipated uses not previously disclosed in this Privacy Policy. If TAN's Privacy Policy and/or information practices change, we will update this Privacy Policy on our website. For this reason, TAN encourages our clients to review our Privacy Policy periodically.

## **Quality Assurance for Customer Service Purposes**

To make sure we continue to offer the best service possible, your communication with TAN's Travel Vacation Services and Account Management representatives may be monitored for quality assurance.

## **Effective Date**

*Effective September 24, 2020*

The effective date of this privacy policy is September 24, 2020.

**Questions or Comments**

For questions, comments or assistance concerning TAN's Privacy Policy, please contact us at (800) 223-0088 or [vacationservices@planwithtan.com](mailto:vacationservices@planwithtan.com)