

## **ACTIVE VACATION HOMES PRIVACY POLICY**

### **INFORMATION THAT WE GATHER**

Active Vacation Homes ("Activevacationhomes.com") are serious about respecting the privacy of our online visitors. As a general policy, we do not anonymously collect personal data from visitors to our web site, though we may use "cookie" technology to gather non-personal information from visitors. This is standard practice on the web. We use the information gathered by cookies to improve your visit to our site, among other things. We also may collect aggregate information about our visitors. For example, we may track the total number of web site visitors in a particular period.

This privacy policy pertains only to this site and other sites owned and operated by Active Vacation Homes and does not extend to third party sites entered via a link from any of our websites.

### **NEWSLETTERS AND E-MAIL**

In general, when you visit our websites and access information, you remain anonymous. Activevacationhomes.com may collect personally identifiable information that is, your name, address and email when you voluntarily subscribe to a service offered by Activevacationhomes.com. When you provide such personally identifiable information, you have the right to opt out of receiving materials from us. When you sign up for an Active Vacation Homes electronic newsletter or e-mail list, each message you receive should have instructions on how to unsubscribe from that list. Any personally identifiable information you provide is used solely by Activevacationhomes.com or other companies who are involved in the operation of this web site. Activevacationhomes.com does not sell this information to third parties, though we may share aggregated non-personal information with advertisers on our site.

### **LEGAL REQUIREMENTS**

Your personal data may be disclosed if we or an entity processing your data on our behalf are compelled to do so by a subpoena, a court order or by legal process issued by a law enforcement or governmental authority.

### **HOW WE PROTECT YOUR INFORMATION**

We take appropriate technical and organizational measures to guard against unauthorized or unlawful processing of your personal data and against accidental loss or destruction of, or damage to, your personal data. While no computer system is completely secure, we believe the measures implemented by our site reduce the likelihood of security problems to a level appropriate to the type of data involved. We have security measures in place to protect our user database and access to this database is restricted internally. However, it remains each user's responsibility:

1. to protect against unauthorized access to your use of the Site;
2. to ensure no-one else uses the Site while the user's machine is "logged on" to the Site service;
3. to log off or exit from Site when not using it; and
4. Where relevant, to keep his/her password or other access information secret.

All personal information is stored on a secure server. We do not store credit card numbers or related identifying information on any Site server. All such information is stored by our credit card processing partner, on their secured servers, and is protected via its proprietary methods. Please remember that many services and transactions are performed by our business partners. Our privacy policy and our security or common practices do not apply to other companies.

Many of our websites that collect information store and process that information in databases in the United States, U.K. and other countries. We also take reasonable security measures to protect all information stored in these databases.

### **PRIVACY POLICY CHANGES**

Note that we reserve the right to change this policy at any time, so you should check this page periodically for any changes. Also note that our websites may provide links to third-party sites. Since we do not control those websites, we encourage you to review the privacy policies of these third-party sites.