

PRIVACY POLICY

Allison's Travel Agency Ltd.

167 Tecumseh Road West, Windsor, Ontario, N8X 1E8, (519) 258-5404

Purpose for Personal Information

Allison's Travel Agency provides worldwide travel capabilities for our customers. These services include travel information, making and changing reservations, purchasing tickets and other travel requirements. In providing these services, information about consumers including data about them and their travel plans and preferences is collected, maintained and shared with travel vendors.

Protecting Information

Allison's Travel Agency obtains information directly from customers for the purpose of fulfilling or enhancing travel plans and this includes information about travel reservations, payment and contact information, and travel preferences and needs. Allison's Travel Agency is concerned about protecting the privacy of personal information we hold. We use and disclose this information only to facilitate or enhance customer's travel plans, to complete the processing of the travel, as required by law, and for internal business purposes. Allison's maintains high standards of privacy protection in obtaining, using and managing customer information.

Availability of Privacy Policy

Our Privacy Principles are published on our web site (www.allisonstravel.on.ca) and in our office. Upon request, we will give or send a copy of these Privacy Principles.

Consent for Use of Information

We treat a booking request as representing the consumer's authorization and agreement that the personal information may be used to arrange for, confirm, facilitate the consumer's trip and may be kept after the trip for purposes of billing, security and making the consumer aware of other travel related opportunities. A written consent form is available. When consistent with legal requirements, Allison's Travel Agency will take reasonable measures to accommodate consumer requests to delete, change or correct consumer information.

Information Maintenance

Allison's Travel Agency keeps information about a particular consumer trip for no more than the legal period of seven years and then the information is destroyed by shredding. Allison's Travel Agency takes reasonable steps to assure that consumer information is maintained and retained in a timely manner that accurately and reliably reflects the data provided and to protect this information from unauthorized modification or destruction.

Using and Disclosing Information

Our primary reasons for using and disclosing consumer information are to facilitate the customer's travel plans, to enhance the consumer's travel experience, and as required for travel processing. We take reasonable steps to protect the consumer information we receive from access, dissemination, modification, and unauthorized use.

Access to Private Information

Access to consumer information within Allison's Travel Agency is limited to those employees and personnel who have a need to see and use consumer information in order to provide travel reservation information and services to our customers and partners and our internal business purposes.

Disclosure

We limit disclosure of consumer information outside of Allison's Travel Agency to organizations that have a relationship with the consumer, i.e. vendors. Other disclosures include those required by law, to address safety and security concerns, to meet the legal interests of consumers, travel industry suppliers, and disclosures with the consumers' consent. We cannot share personal travel information with family or other persons without your express consent. Subject to applicable laws, Allison's Travel Agency is not responsible for the use of this information by third parties such as travel suppliers, and such use is subject to their privacy policies.

Keeping Consumer Information Secure

Allison's Travel Agency places great importance on the security, confidentiality, and privacy of consumer information. Allison's Travel Agency has implemented personnel, administrative, physical and technical protections and policies, as well as Internet and other telecommunications safeguards.

Providing Consumers with Access

Allison's Travel Agency understands consumers' interest in viewing personal information we have about them and the opportunity to correct such data. We also reserve the right to require proof or authentication of identity from a person before we will provide them with any information.

Administering Our Privacy Principles

Allison's Travel Agency is committed to administering its Privacy Principles in a fair and effective manner. Our approach to administering these Principles centers on four key components.

1. Right to revise. Allison's Travel Agency reserves the right to revise these Privacy Principles at any time. To the extent possible, advance notice of such revision will be posted with these Principles.
2. Privacy responsibility. Allison's Travel Agency has established a Privacy Contact within the Company to be responsible for consumer privacy issues. This person is responsible for implementing these Privacy Principles; serving as a point of contact relating to privacy issues; and being the first point of contact for resolving consumer privacy complaints.
3. Employee training and accountability. Allison's Travel Agency employees with access to consumer information receive training about our Privacy Principles, privacy laws and regulations, and our policies and procedures. Further, we require that all employees comply with our policies and procedures, and we hold our employees accountable for violations of this pledge.
4. Privacy audits and assessments. Allison's Travel Agency will conduct periodic assessments to assure that our Privacy Principles, policies, and procedures are being implemented properly, to identify any weaknesses, and to revise them to address changing circumstances.

Inquiry and Dispute Resolution

Allison's Travel Agency will respond to questions about our Privacy Principles, policies and procedures; address privacy complaints and possible privacy violations; and assist consumers in accessing their information.