



## RedeemORC.com Web Site Privacy Policy

Please read the Terms and Conditions of use carefully before redeeming the On-the-Go Travel Reward Card or using or obtaining any content, products, or services through the RedeemORC.com website.

Access to and use of the Site is subject to acceptance of the Terms and Conditions, which include our Privacy Policy below. By accessing, using or obtaining any content, products, or services through the RedeemORC.com website (the "Site"), you agree to be bound by these terms. If you do not accept all of these terms, then you are not authorized to redeem the On-the-Go Travel Reward Card or use the Site or the services provided through the Site.

Your privacy is very important to BreakAway Card Services, Inc. ("BreakAway"). BreakAway has created this Privacy Policy to demonstrate its firm commitment to privacy and security. This Privacy Policy describes how BreakAway collects and uses personal information that you may provide to us. BreakAway requests that you read this Privacy Policy carefully and in its entirety as it relates to your rights regarding your personal information.

This Privacy Policy applies to all BreakAway Card Services Internet sites and services that display or link to this Privacy Policy. BreakAway utilizes single sign on connectivity to its third-party Travel Service Providers as part of the services provided on this Site. Once you leave this Site, the privacy policy of the site to which you link to shall apply.

### What Personal Information Does RedeemORC.com Collect?

The information we collect from customers helps us personalize and continually improve your On-the-Go Travel Reward Card redemption experience. Here are the types of information we gather for that purpose:

- **Information You Provide Us:** We receive and store any information you enter on the Site or give us in any other way. You can choose not to provide certain information, but then you might not be able to redeem your On-the-Go Travel Reward Card or take advantage of some of the features of the Site. We use the information that you provide for such purposes as responding to your requests, customizing future shopping for you, improving our Site, and communicating with you.
- **Automatic Information:** We receive and store certain types of information whenever you interact with us. For example, like many Web sites, we use "cookies," and we obtain certain types of information when your Web browser accesses RedeemORC.com and other content served by or on behalf of BreakAway. Examples of the information we collect and analyze include the Internet protocol (IP) address used to connect your computer to the Internet; login; e-mail address; password; computer and connection information such as browser type, version, and time zone setting, browser plug-in types and versions, operating system, and platform; and purchase history.
- **E-mail Communications:** To help us make e-mails more useful and interesting, we often receive a confirmation when you open e-mail from RedeemORC.com if your computer supports such capabilities.
- **Information from Other Sources:** We might receive information about you from our third-party Travel Service Providers in conjunction with your use of their third-party Travel Service Providers site(s). An example would be the confirmation number or confirmed travel arrangements made on these sites resulting from your use of your RedeemORC.com account.

## Use of Cookies

- Cookies are unique identifiers that we transfer to your device to enable our systems to recognize your device and to provide features such as your preferences, account information, and storage of items in your Shopping Cart between visits.
- The Help feature on most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. Additionally, you can disable or delete similar data used by browser add-ons, such as Flash cookies, by changing the add-on's settings or visiting the Web site of its manufacturer. Because cookies allow you to take advantage of some of RedeemORC.com's essential features, we recommend that you leave them turned on. For instance, if you block or otherwise reject our cookies, you will not be able to add items to your Shopping Cart, proceed to Checkout, or connect to third-party Travel Service Providers to arrange travel services as part of your redemption of your On-the-Go Travel Reward Card(s).

## Does RedeemORC.com Share the Information Received From You?

Information about registered users is an important part of our business, and we are not in the business of selling it to others. We share customer information only with third-party Travel Service Providers only as needed to arrange travel related services on your behalf.

- **Third-Party Service Providers:** RedeemORC.com utilizes third-party Travel Service Providers such as reservation companies, airlines, hotels, rental car agencies and other companies and entities to perform functions on our behalf. Examples include fulfilling travel services, sending postal mail and e-mail, removing repetitive information from customer lists, analyzing data, providing marketing assistance, providing search results and links (including paid listings and links), processing credit card payments, and providing customer service. These third party Travel Service Providers have access to some of your personal information which is needed to provide travel reservations or services on your behalf, but do not use it for any other purposes.
- **Business Transfers:** As we continue to develop our business, we might sell or buy subsidiaries or business units. In such transactions, customer information generally is one of the transferred business assets but remains subject to the promises made in any pre-existing Privacy Notice (unless, of course, the customer consents otherwise). Also, in the unlikely event that BreakAway Card Services, or substantially all of its assets are acquired, customer information will of course be one of the transferred assets.
- **Protection of BreakAway, our Third-Party Service Providers and Others:** We release account and other personal information when we believe release is appropriate to comply with the law; enforce or apply our Terms and Conditions; or protect the rights, property, or safety of BreakAway, our users, Third-Party Service Providers, or others. This includes exchanging information with other companies and organizations for fraud protection and credit risk reduction. Obviously, however, this does not include selling, renting, sharing, or otherwise disclosing personally identifiable information from users for commercial purposes in violation of the commitments set forth in this Privacy Notice.
- **Prior Consent:** Other than as set out above, you will receive notice when information about you might go to third parties, and you will have an opportunity to choose not to share the information.

## How Secure Is Information About Me?

- We work to protect the security of your information during transmission by using Secure Sockets Layer (SSL) software, which encrypts information you input.
- We utilize your sensitive credit card and personally identifiable information only as needed and only with those services that require this information. Access to this information is strictly controlled on a need-to-know basis by BreakAway and Third Party Service Providers.
- We utilize sophisticated encryption and tokenization strategies to safeguard your credit card information in our data bases to protect this information in the unlikely event of unauthorized access to our databases.
- We reveal only the last four digits of your credit card numbers when confirming an order. Of course, we transmit the entire credit card number to the appropriate credit card company during order processing.

- It is important for you to protect against unauthorized access to your password and to your computer. Be sure to sign off when finished using a shared computer.

**Conditions of Use, Notices, and Revisions**

If you choose to utilize the RedeemORC.com website, your visit and any dispute over privacy is subject to this Notice and our Terms and Conditions, including limitations on damages, resolution of disputes, and application of the law of the state of Georgia. If you have any concern about privacy at RedeemORC.com, please contact us with a thorough description, and we will try to resolve it. Our business changes constantly, and our Privacy Notice and Terms and Conditions will likely change over time also. We may e-mail periodic reminders of our notices and conditions, but you should check our Site frequently to see recent changes. Unless stated otherwise, our current Privacy Notice applies to all information that we have about you and your account. We stand behind our commitment to your privacy, however, and will never materially change our policies and practices to make them less protective of customer information collected in the past without the consent of affected customers.