



## Privacy Policy

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Dated: July 18<sup>th</sup>, 2018

Further Frontiers Expeditions, LLC dba “Furthest Frontiers” and “FFX” (“**Furthest Frontiers,**” “**we**” or “**us**”) takes the responsibility of protecting your privacy very seriously. For this reason, we have created this Privacy Policy to help you understand how we collect, use and protect the information we obtain through our website [www.furthestfrontiers.com](http://www.furthestfrontiers.com) (“**Site**”). By visiting this website or using any of our services (“**the Services**”), you agree to be bound by the terms and conditions of this Privacy Policy. This policy may change from time to time so we recommend that you check it regularly. Your continued use of this website after the posting of any changes will constitute your acceptance of those changes.

The type of information we collect from you relates to your reservation or potential booking with us.

### **Information We Collect and How We Use It**

We use your personal information for such purposes as to provide the services and products that you request from us, communicate with you, enhance your experience on our website, resolve issues, detect and safeguard us from fraud and illegal activity, and enforce our policies.

- **Information You Choose to Give Us:** We receive and store any information you enter on our website or give us by phone, email or in any other way. On our website, you may purchase our products and services, including tours and vacation packages, request information, subscribe to our newsletter, read and post comments on our site, view our photos and videos, communicate with our representatives through live chat, and use any other services we provide.

We use a third-party booking system named Rezdy, which stores the travel details that you provide for yourself and others in your party on the Rezdy

system. Your travel details consist of any information that you provide to book or reserve a Tour, including your personal information and financial information such as credit card information. Rezdy has its own privacy policy, which is available here: <https://www.rezdy.com/privacy-policy/>. Your use of our Site is also governed by Rezdy's privacy policy.

To take advantage of some of these offerings, it is necessary for you to disclose personal information (referred to as "**personal information**," "**personally identifiable information**," and "**your information**") to us about yourself and others, including but not limited to one or more of the following identifying information: name, age, address, birthdate, telephone number, email address, credit card details, and billing information. We use the information you provide to respond to your requests, communicate with you, provide information about our company and services, provide information and promotional material from some of our third-party partners, and customize and improve our services. To make a reservation, you may be required to provide additional information about yourself and other persons listed on the reservation such as pertinent medical information and dietary restrictions.

To purchase our goods or services, you must submit financial information, including credit card or debit card information in addition to certain personal information, which we use to bill you for the purchased goods or services. We use a leading payment gateway called CyberSource to process credit cards and electronic check payments for our customers. The information you provide to FFC or CyberSource to process a payment will be used by FFX and CyberSource for the purpose of verifying and authorizing your purchase. We at FFX do not store your entire credit card number if you book online using our payment processor CyberSource. Instead, to the extent we store your credit card information, we store the last digits of your credit card or debit card number and credit card type for reference. Any information you provide to us to book, reserve or purchase FFX Services is subject to CyberSource's privacy policy, which is available here: <https://www.cybersource.com/privacy/>.

If you provide a testimonial, we may post your testimonial along with your personal information on our website. We will obtain your consent by email before posting your testimonial. You may request the removal of your testimonial by contacting us as specified in the "contact us" section of the Privacy Policy.

- **Information We Automatically Receive From Our Website:** We automatically receive and store certain types of information whenever you visit our website. Like many websites, we use cookies, which allow us to automatically collect certain types of information when your Web browser accesses our website or when you view advertisements and other content served by us or on our behalf on other websites. See the “More About Cookies” section below for more information about cookies.

These are some examples of the types of information that we automatically collect: the Internet protocol (IP address) that is used to connect your computer to the Internet, your Internet service provider (ISP), browser type, the full Uniform Resource Locator (URL) clickstream to, through, and from our website, including date and time, cookie, the length of time you spend on particular pages, which links you click while on our site, and similar site visit information.

We may collect and process information about your actual location. We use various technologies to determine location, including IP address, GPS, and other sensors that may, for example, provide information on nearby devices, Wi-Fi access points and cell towers. We may collect device-specific information (such as your hardware model, operating system version, unique device identifiers, and mobile network information including phone number).

We use the information to make our website easier to find on the Internet and to improve our website by learning which pages and features are interesting to our visitors. We treat this information as non-personal information and do not attempt to connect it to personally identifiable information, except as otherwise required by law.

- **Information from Others:** We collect information from third parties, including but not limited to our payment processor and other vendors, as well as our travel partners, including but not limited to our destination management companies.

## **More About Cookies**

Cookies are alphanumeric identifiers that are placed on your computer’s hard drive that help us provide our services. Cookies allow us to recognize your device, make navigating our site easier, provide certain features such as data

access control and user permission validation and provide personalized advertisements about our services on other websites. Most browsers automatically accept all cookies by default. You should be able to adjust your browser's settings to reject new cookies, prompt you before accepting a cookie, or disable cookies. Check your browser's help section for instructions on how to do this. By disabling cookies, you may not be able to access certain features and portions of the Site.

The use of cookies by our partners and affiliates is also covered by this Privacy Policy. We do not have access or control over these third-party cookies.

## Sharing Your Information

As described above, we need your information to provide certain features and services. We are not, however, in the business of renting or selling your information to others. We share your information with third parties only as described in this Privacy Policy.

- **Third-Party Partners:** Reservations and traveler information may be shared with our destination management companies ("DMC"), third party suppliers, vendors, and partners, depending on the travel experience that you requested/signed up for/designed, who work with us to provide/fulfill your travel experience.
- **Third-Party Service Providers:** We employ and use other companies and persons to perform certain business functions on our behalf, including but not limited to processing and managing reservations, website development and maintenance, marketing, customer service, accounting and payment processing. These third parties have access to user information needed to perform their functions, but they may not use it for any other purposes.
- **Business Transfers:** As our business continues to develop, your information may be sold to any successor to or purchaser of part or all of the assets of our business. Business assets typically include customer information. In the event of a sale, acquisition or sale of all or a portion of our assets, we will notify you by email if you have provided it to us and/or a notice on our website.
- **Legal Purposes:** We may disclose your information if required to do so pursuant to judicial or governmental subpoenas, warrants, and orders, or as

otherwise required by law. In addition, we retain the right to use, disclose and/or share your personal and nonpersonal information to investigate, prevent or take action regarding illegal activities, suspected fraud, and situations involving potential threats to the physical safety of any person whether or not there is a subpoena, court order or substantially similar legal procedure.

- **With Your Permission:** For situations other than those described in this Privacy Policy, we will notify you when personally identifiable information might be disclosed to a third party and you can opt-out of sharing your information unless prohibited by law or court order.

### **Links to Third-Party Websites, Third-Party Advertisers and Google Analytics**

This website contains links to third-party websites that are not owned by or affiliated with us. These links do not constitute an endorsement of the linked websites or the products and/or services offered on those websites. We have no control over and are not responsible for the privacy practices or the content of such sites. These websites may or may not have a privacy policy. This Privacy Policy applies only to our website and not to any third-party websites to which it links. We encourage our users to contact those sites directly about their privacy practices.

We use Google Analytics, which is a web analytics tools that helps us understand how visitors use our website. Google Analytics collects our visitors' IP addresses to give us a sense of where in the world our visitors come from. The add-on communicates with the Google Analytics JavaScript (ga.js) to indicate that information about the website visit should not be sent to Google Analytics. The Google Analytics Opt-out Browser Add-on does not prevent information from being sent to our website or to other web analytics services. If you wish not to have send information about your website visit to Google Analytics, download and install the [Google Analytics Opt-Out Browser Add-On](#) for your current web browser.

We may also implement and use features of Google Analytics for Display Advertisers (e.g., Remarketing). We may use Remarketing with Google Analytics [and other third-party vendors and ad networks to advertise online.] This means that third-party vendors, including Google, show ads on sites across the Internet. Google and its vendors may use first-party cookies (such as the Google Analytics cookies) and third-party cookies (such as the DoubleClick cookie) together to inform, optimize and serve ads to you based on your past visits to our website. You may read more about the DoubleClick cookie on the [Google AdSense Help Page](#). You may opt out of the DoubleClick cookie by visiting the Google advertising opt-out pages. You may opt out of Google's use of cookies and customize Google Display Network ads by visiting the [Google Ads Preferences Manager](#). Alternatively, you may opt of a third-party vendor's use of

cookies to serve you targeted ads by visiting the [Network Advertising Initiative opt-out page](#) at the [Digital Advertising Alliance](#).

## **Security**

We take commercially reasonable steps to maintain the security of the information under our control. We adhere to national and international security standards that are designed to protect customer data, including secure sockets layer software. Storage of customer data is provided through third-party services such as Google Cloud Storage. Your data may be processed and stored in the United States or any other country in which these third parties and their agents maintain facilities. By using the Service, you consent to this processing and storing of your data. We also use the HTTPS security protocol to protect information that is transmitted to your web browser. In the event of any data breach, we will promptly respond and notify customers.

## **Your Choices**

- You can always choose not to give us your personally identifiable information, although this information is required if you want to take advantage of some of our services such as booking a tour or subscribing to our newsletter.
- Most browsers automatically accept all cookies by default. You should be able to adjust your browser's settings to reject new cookies, prompt you before accepting a cookie, or disable cookies. Check your browser's help section for instructions on how to do this.
- You may opt-out of receiving emails or other communications from us and our partners at the point where we ask whether you would like to receive such communications.
- You may a) unsubscribe from our newsletters and other mailing lists, or b) request that your personally identifiable information, be removed from our database so that you no longer receive our communications or our service. If you wish to unsubscribe from our newsletters, please use the "unsubscribe" link within the email. If you wish to unsubscribe from our mailing, sharing or email list or remove or amend your personally identifiable information from our database, contact us using the information provided in the "Contact Us" section of this Privacy Policy. If possible, you will be removed from our databases usually within 14 business days of our receipt of your request, except where we are required to maintain the personal information by law. If you request that your personally identifiable information be removed from our database, please understand that it may be impossible to remove this information completely due to backups and records of deletions. Further, we will not be able to delete audit logs or delete

information that we are required to retain by law (for instance, tax purposes, notices, etc.) and information that we have shared with third parties pursuant to this policy, including but not limited to DMCs.

If you wish to terminate your account, please contact us using the information provided in the “Contact Us” section of the Privacy Policy. We will terminate your account as soon as reasonably possible subject to our policies, applicable law, and as is reasonably possible based on any services you have asked that we perform. We will terminate your account and remove your contact information, billing and shipping information, and financial details from our current databases unless we need to retain that information for legal or financial purposes.

We may take reasonable steps to confirm your identity before fulfilling any of the requests described in this section. If we are unable to confirm your identity, we will not be able to remove your personal information or terminate your account. Note that if you opt-out of our marketing materials but you purchased a product or service from us, you will continue to receive communications from us about your specific purchase. Further, if third parties already have your information, you will have to contact them directly to optout of their marketing communications.

### **Information Collected by Third Parties**

If you disclose information to third parties through our site or services or follow links to other sites, that information will be subject to the policies and practices of those third parties, which may be different than ours. Those third parties may or may not have a privacy policy. We do not control and are not responsible for the privacy policies and/or practices of third parties.

### **Children**

Our website is not directed to children under 18, and we do not offer products or services for use by children. If you are under 18, you may not provide us with any personally identifiable information and you may not use our website without the supervision of a parent or guardian. If a child under the age of 18 has provided us with personally identifiable information, the child’s parent or guardian may contact us and request that such information be deleted from our records.

### **Spam**

We have a strict no spam policy. You are not licensed to send any communications through our service that would qualify as spam, including unsolicited mass mailings

outside your organization, and any communications in any form to another one of our users without their express written consent.

### **Notice to International Users**

Our website is hosted in the United States and the data we collect is stored in the United States. If you are accessing our website from the European Union (“EU”) or elsewhere, be aware that you are transferring your personal data to the United States, which does not have the same personal data protection laws as the EU and other regions. We take steps to ensure that your privacy is protected as described in this policy. By using our website, you consent to have your personal information used and transferred to the United States as set forth in this policy.

### **Changes to Privacy Policy**

As stated above, this policy may change from time to time so we recommend that you check it regularly. Your continued use of our website after the posting of any changes will constitute your acceptance of those changes. If we are going to use any personally identifiable information in a manner that is materially less restrictive from that stated in our Privacy Policy at the time we collected such information, we will either attempt to obtain your consent before implementing the change or, in the absence of your consent, the new policy will not apply to information collected prior to the change.

### **Applicable Law and Choice of Forum**

This Privacy Policy is governed by the laws of the State of Missouri, USA. All matters arising out of these Terms shall be resolved exclusively by the state and federal courts located in St. Louis County, Missouri. For this purpose, each party consents to personal jurisdiction in such state or federal court and waives any right to dismiss or transfer such action or proceeding because of the inconvenience of the forum. Nothing in this section shall prevent enforcement in another forum of any judgment obtained in a court identified in this paragraph.

### **Contact Us**

To contact us, please use the methods located on our website.

You may also write to us at

Furthest Frontiers Expeditions, LLC 20 S Sarah St, St. Louis, MO, 63108

Phone: (314) 236-9668

Email: [info@furthestfrontiers.com](mailto:info@furthestfrontiers.com)

## **DMCA Agent**

The designated agent for the company to receive notification of claimed infringement under the Digital Millennium Act (“DMCA”) is: Copyright Agent Furthest Frontiers Expeditions, LLC S Sarah St, St. Louis, MO 63108

Phone: (314) 236-9668

Email: info@furthestfrontiers.com

- The DMCA specifies that all infringement claims must be in writing (either electronic mail or paper letter) and must include the following:
- A physical or electronic signature of the copyright holder or a person authorized to act on his or her behalf;
- Description of the copyrighted work claimed to have been infringed, including URL of any web site;
- Description of the material that is claimed to be infringed with information sufficient to permit the university to locate the material;
- Contact information for the owner or agent, including name, address, telephone number, and email address;
- A statement that the copyright holder or authorized agent has a good faith belief that use of the copyrighted material complained of is not authorized by the copyright owner, agent or the law; and
- A statement made under penalty of perjury that the information in the notification is accurate.