

## Entertainment Cruises, Inc. Privacy Policy

Effective Date 1/1/2014

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### **This Privacy Policy applies to our sites.**

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This Policy describes how Entertainment Cruises, Inc. family of companies treats personal information on the websites where it is located. It also applies to our mobile sites.

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### **We collect information from and about you.**

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**Contact information.** For example, we might collect your name and street address. We might also collect your phone number or email address.

**Payment information.** For example, we collect your credit card number if you purchase cruise tickets.

**Information you submit.** We collect information when you contact us.

**Demographic information.** We may collect information like your gender and age. We may also collect your zip code. We might collect this when you contact us or complete a survey.

**Other information.** If you use our website, we may collect information about the browser you're using and your IP address. We might look at what site you came from, or what site you visit when you leave us.

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### **We collect information in different ways.**

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**We collect information directly from you.** For example, if you place an order online or enter a promotion. We also collect information if you contact us.

**We collect information from you passively.** We or third parties on our site may use tracking tools like browser cookies and web beacons. Learn more about these tools and how you can control them, [here](#).

**We get information about you from third parties.** For example, our business partners may give us information about you. We may combine this information with information you give us.

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### **We use information as disclosed and described here.**

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**We use information to respond to your requests or questions.** For example, we might use your information to respond to your customer feedback. We may use your information to notify you if you make a purchase.

**We use information to improve our products and services.** We may use your information to make our website and products better. We might use your information to customize your experience with us. We may do this by looking at site trends or customer interests.

**We use information for security purposes.** We may use information to protect our company, our customers, and our website.

**We use information for marketing purposes.** For example, we might send you information about new products/services and special promotions. We might tell you about new features or updates. These might be third party offers or products we think you might find interesting.

**We use information to communicate with you about your account or our relationship.** We may contact you about your order or feedback. We might also contact you about this Policy or our website Terms.

**We use information as otherwise described or permitted by law.**



### **We may share information with third parties.**

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**We will share information within the Entertainment Cruises family of companies.**

**We will share information with third parties who perform services on our behalf.** For example, we share information with vendors who send emails for us or help deliver your orders. We may also share information with companies that operate our websites or provide customer support.

**We will share information if we think we have to in order to comply with the law or to protect ourselves.** For example, we will share information to respond to a court order or subpoena. We may share it if a government agency or investigatory body requests. We might share information when we are investigating potential fraud. This might include fraud we think has happened during a sweepstakes or promotion.

**We may share information with any successor to all or part of our business.** For example, if part of our business was sold we may give our customer list as part of that transaction.

**We may share information for other reasons we may describe to you.**



### **You have certain choices about our marketing and tracking tools.**

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**You can opt out of receiving our marketing emails.** To stop receiving our promotional emails, simply send us an email at [corporate@entertainmentcruises.com](mailto:corporate@entertainmentcruises.com) with the subject “Unsubscribe;” write to us at the below address (include your email address); or use the unsubscribe function in any promotional message you get from us. Even if you opt out of getting our marketing messages, we will still send you transactional messages. These include responses to your questions and order confirmations.

**You can control cookies and tracking tools.** To learn how to manage how we – and our vendors – use cookies and other tracking tools, please click [here](#).



### **These sites and children.**

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Our site is meant for adults. We do not knowingly collect personally identifiable information from children under 13 without permission from a parent or guardian. If you are a parent or legal guardian and think your child under 13 has given us information, you can [email us](#). You can also write to us at the address listed at the end of this policy. Please mark your inquiries “COPPA Information Request.” Parents, you can learn more about how to protect children's privacy on-line [here](#).

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 **We use standard security measures.**

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The Internet is not 100% secure. We cannot promise that your use of our site will be completely safe. We encourage you to use caution when using the Internet.

We keep personal information as long as it is necessary or relevant for the practices described in this Policy. We also keep information as otherwise required by law.

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 **We store information in the United States.**

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Information we maintain will be stored within the United States. If you live outside of the United States, you understand and agree that we may transfer your information to the United States.

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 **We may link to other sites or have third party services on our site we don't control.**

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If you click on a link to a third party site, you will be taken to websites we do not control. This policy does not apply to the privacy practices of that website. Read the privacy policy of other websites carefully. We are not responsible for these third party sites.

Our site may also serve third party content that contains their own cookies or tracking technologies. To learn more, click [here](#). We do not control the use of those technologies.

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 **Feel free to contact us if you have more questions.**

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If you have any questions about this Policy or other privacy concerns, please email us at [corporate@entertainmentcruises.com](mailto:corporate@entertainmentcruises.com).

You can also write to us or call at:

Entertainment Cruises, Inc.  
Customer Privacy  
NBC Tower  
455 N. Cityfront Plaza Drive,  
Suite 2600  
Chicago, Illinois 60611  
Phone: (312) 321-7600

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 **We may update this Policy.**

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From time to time we may change our privacy policies. We will notify you of any material changes to our Policy as required by law. We will also post an updated copy on our website. Please check our site periodically for updates.

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