

Data Processing Terms

We, MyTaiwanTour Travel Service Co., Ltd. (“We”, “Us”, “Our”, “MyTaiwanTour”), value your privacy and take care of your personal information very seriously in accordance with our Privacy Policy.

Please kindly read this Privacy Policy before starting any Services of MyTaiwanTour. By visiting or using our Website or Services in any forms, you acknowledge that you accept our Privacy Policy, and you hereby consent MyTaiwanTour is able to collect, use, and share your information as mentioned below. The capitalized terms we used in this Privacy Policy will have same meaning as set out in the Term of Use.

1. Coverage of our Privacy Policy

Our Privacy Policy includes the practices and terms of personally identifiable information (“Personal Information”) which we, MyTaiwanTour, collect from you when you using our Website.

No Personal Information under the age of 13 will be collected knowingly by us. Please do not register our Website or provide any of your information to us. If we are aware that any information of anyone under 13 was provided to us without parental consent, such information will be deleted as soon as practicable. Please contact us at service@mytaiwantour.com, if you reasonably believe such information is held by us.

Below you will find the updated Privacy Policy for Mytaiwantour.com, which applies to any information provided or collected through this Mytaiwantour.com website and/or any Mytaiwantour.com application, including the Mytaiwantour.com mobile and tablet applications or any application on a social media or other website, each of which are provided by Mytaiwantour.com, 4F.-1, No.103, Sec. 2, Nanchang Rd., Taipei, Taiwan (“Mytaiwantour.com”, “we”, or “us”).

We understand that booking online involves significant trust on your part. We value your trust, and make it a high priority to ensure the security and confidentiality of the personal information you provide to us. Please read this policy to learn about our privacy practices. By visiting this website, you are accepting the practices described herein. If you do not agree with the practices described in this policy please do not use this website or submit your personal information to us.

2. What information we collect from you

In General

We receive and store any information you enter on our website or give us in any other way. This includes information that can identify you (“personal information”), including your first and last name, telephone number, postal and email addresses and billing information (such as credit card number, cardholder name, and expiration date). We may also request information about your hotel room preferences personal information. You can choose not to provide information to us, but in general most of the information we request from you is required in order for you reserve a hotel; book travel; complete a traveller profile; purchase insurance; participate in a survey, contest, or sweepstakes; ask us a question; or initiate other transactions on our website.

Travel Companion Information

When you make a reservation for someone else through this website, we will request personal information and travel preferences about that individual. You should obtain the consent of other individuals prior to providing us with their personal information and travel preferences, as any access to view or change their information will be available only through your account.

Information from Other Sources

We also may periodically lawfully obtain both personal and non-personal information about you from affiliated entities, business partners and other independent third-party sources and

add it to our account information. Examples of information we may receive include: updated delivery and address information, purchase history, and demographic information. Automatic Information. We automatically collect some information about your computer when you visit this website. For example, we will collect your IP address, Web browser software (such as Firefox, Safari, or Internet Explorer), and referring website. We also may collect information about your online activity, such as trips viewed and bookings made. Our goals in collecting this automatic information are helping customize your user experience and inhibiting fraud. For more information, please see “Cookies and other technologies”.

Social Media

If you make use of any Mytaiwantour.com social media features, either on our website or otherwise through a social media provider, we may access information about you via that social media provider in accordance with their policies. For example, we offer the option to register with our website via the “Facebook Connect” feature, allowing you to register with our website using your Facebook account data without entering the required data manually on our webpage. When using a social media feature and if you have chosen to include it in your social media account, we may access information such as your name, profile picture, gender, birthday, email address, town or district and any other information you have chosen to make available. Depending on the privacy settings of you and your friends, we may access information that you provide to a social media provider regarding your respective locations (“Location Data”) to provide you with relevant content. Please note that your Location Data may also be shared with your friends on a social media provider in accordance with your privacy settings for that social media provider. We may also access information from social media providers about your use of an App that we run on their website.

3. How we use your information

We use partial sensitive billing information (such as cardholder name, partial credit card number, and expiration date) for the purpose of completing the tour reservations you make on our website. We use other information about you for the following general purposes so long as you have given your consent: to provide you with the products and services you request; to provide you with your tour booking confirmation and updates; to manage your account, including processing bills and providing travel notifications; to communicate with you in general; to respond to your questions and comments; to measure interest in and improve our products, services, website; to notify you about special offers and products or services that may be of interest to you; to otherwise customize your experience with this website; to reward you as part of any reward and recognition program you choose to join; to solicit information from you, including through surveys; to resolve disputes, collect fees, or troubleshoot problems; to prevent potentially prohibited or illegal activities; to enforce our Terms of Use; and as otherwise described to you at the point of collection.

Email Communications

We want to make it easy for you to take advantage of travel-related opportunities on our website. One way we do this is by sending you email messages that contain information about your tour related interests if you consented to receiving email marketing communications. Where legally required, we will abide by existing publicly available opt-out lists when sending you marketing communications. For example, if you search for a tour in Taiwan on our website but choose not to book a hotel. We believe these email messages will provide you with useful information about travel-related special offers available through our website. Please note that you will have the opportunity to choose not to receive these email messages in any such email we send.

Please review “Your choices with respect to the collection and use of your information” below.

4. With whom we share your information

We may share your information with the following entities:

Suppliers such as hotel, airline, car rental, and activity providers, who fulfill your travel reservations. All services provided by a third party are described as such. Therefore, we encourage you to review the privacy policies of any travel supplier whose products you purchase through this website. Please note that these suppliers also may contact you as necessary to obtain additional information about you, facilitate your travel reservation, or respond to a review you may submit. While we may share anonymous reviews with our hotel

suppliers, we will not share reviewer names or contact information unless you have explicitly told us that we may. We are not responsible for the hotel deducing your identity from the content of your review and contacting you directly.

Third-party vendors who provide services or functions on our behalf, including credit card processing, business analytics, customer service, marketing, distribution of surveys or sweepstakes programs, and fraud prevention. We may also authorize third-party vendors to collect information on our behalf, including as necessary to operate features of our website or to facilitate the delivery of online advertising tailored to your interests. Third-party vendors have access to and may collect information only as needed to perform their functions and are not permitted to share or use the information for any other purpose. They are also required to follow the same data security practices that we ourselves adhere to. Please note that these third party service providers may be established in countries that might not offer a level of protection for your personal information that is equivalent to the one offered in your country of residence. However, we will endeavor to protect all personal information we collect from you in accordance with strict data protection standards.

Business partners with whom we may jointly offer products or services, or whose products or services may be offered on our website. You can tell when a third party is involved in a product or service you have requested because their name will appear, either alone or with ours. If you choose to access these optional services, we may share information about you, including your personal information, with those partners. Please note that we do not control the privacy practices of these third-party business partners.

Referring websites if you were referred to this website from another site (for example, through a link you clicked on another site that directed you to this one), we may share some information about you with that referring website. We encourage you to review the privacy policies of any website that referred you here.

Companies within our corporate family. We may share your personal information with our affiliated companies. This sharing enables us to provide you, if you have consented to it, with information about products and services, both travel-related and other, which we believe might interest you. To the extent that our parent company and corporate affiliates have access to your information, they will follow practices that are at least as restrictive as the practices described in this Privacy Policy. They also will comply with applicable laws governing the transmission of promotional communications and, at a minimum, give you an opportunity in any commercial email they send to choose not to receive such email messages in the future.

Social media providers. When you access certain Mytaiwantour.com social media features through our website, you are sharing information with the social media provider (such as Facebook) and the information you share will be governed by their privacy policies (including that we may access such information via the social media provider). You may be able to modify your privacy settings for these social media providers. Please consult the privacy policy of the relevant social media provider for further information. If you connect your Mytaiwantour.com account to a social media provider, such as through "Facebook Connect", we may make available on that social media provider information related to your use of Mytaiwantour.com. Such information may be published on that social media provider's websites or services. Information made available on the social media provider will be attributed to the social media provider account to which your Mytaiwantour.com account is connected. You may choose to disable automatic publishing by the social media provider of such information by editing your privacy settings for that social media provider. We will not provide any other social media provider with access to your Mytaiwantour.com account number or information. If you connect your Mytaiwantour.com account to a social media provider, we may also share your user name and your profile picture from that social media provider to other Mytaiwantour.com members. You may choose to disable such sharing of information by editing your privacy settings on that social media provider.

We also may share your information:

In response to subpoenas, court orders, or other legal process; to establish or exercise our legal rights; to defend against legal claims; or as otherwise required by law. In such cases we reserve the right to raise or waive any legal objection or right available to us.

When we believe it is appropriate to investigate, prevent, or take action regarding illegal or

suspected illegal activities; to protect and defend the rights, property, or safety of our company, this website, our customers, or others; and in connection with our Terms of Service and other agreements.

Where we believe that it is necessary to prevent or lessen a serious and imminent threat to somebody's life or health.

In connection with a corporate transaction, such as a divestiture, merger, consolidation, or asset sale, or in the unlikely event of bankruptcy.

Other than as set out above, you will be notified when personal information about you will be shared with third parties, and you will have an opportunity to choose not to have us share such information.

We also may share aggregate or anonymous information with third parties, including advertisers and investors. For example, we may tell our advertisers the number of visitors our website receives or the most popular hotels and vacation destinations. This information does not contain any personal information and is used to develop content and services we hope you will find of interest.

5.How you can access your information

You can access and update your contact information by visiting this website's Account section. You can close your account by **contacting us**. Please note that after you close an account, you will not be able to sign in or access any of your personal information. However, you can open a new account at any time.

By providing your personal information to us through this website, you accept that we may retain your information. We may continue to process account-related information in order to fulfill our legitimate business objectives, to comply with our legal and regulatory obligations, and for historical record and analytical purposes. We employ robust technical measures to prevent unauthorized access to account information.

If you do not hold an account with us or wish to contact us in relation to any personal information that is not displayed in your account, you may ask us to access, delete or modify the information that we hold about you by **emailing us**. You can also contact us to request an explanation as to how we process your information, and you may revoke the consent to the processing of your information provided when accepting this Privacy Policy by sending an email to the address listed below.

6.Your choices with respect to the collection and use of your information

As discussed above, you can choose not to provide us with any information, although it may be needed to book your tour packages or to take advantage of certain features offered on this website.

You also can add or update information and close your account as described above.

Whether registered as a member or not, you will also be given the opportunity to unsubscribe from commercial messages in any such email we send by email communication. Please note that we reserve the right to send you other communications, including service announcements and administrative messages, relating either to your account or to your transactions, without offering you the opportunity to opt out of receiving them.

You may have the opportunity on our website to provide a mobile number in order to receive your hotel confirmation details.

7.Cookies and other technologies

Cookies are small text files that are placed on your computer or mobile device when you visit almost all websites. Cookies do not recognize you personally and are not harmful to your computer or mobile device. They are used by websites you visit in order to improve your experience on the website, to provide us with analytics information that will help us improve

our website generally, and to collect information about travel destinations of interest to you so that you may see travel ads more relevant to you.

For instance, we use cookies on our site to allow you to login without having to type your login name each time. Other cookies help us to understand what did and didn't interest you about our website so we can provide you with features that are more relevant and useful to you next time you visit. We and some of our partners also use cookies on our site to measure the effectiveness of advertising on our site and how visitors use our site. For more detailed information about the cookies that we and our partners serve through our website, please visit our cookie policy.

Alternatively, if have any other questions about our use of cookies or other technologies, please email us using our customer service and feedback form and we'll do our best to help.

8.How we protect your information

We want you to feel confident about using this website to make travel arrangements, and we are committed to protecting the information we collect. While no website can guarantee security, we have implemented appropriate administrative, technical, and physical security procedures to help protect the personal information you provide to us. For example, only authorized employees are permitted to access personal information, and they may only do so for permitted business functions. In addition, we use encryption when transmitting your sensitive personal information between your system and ours, and we employ firewalls and intrusion detection systems to help prevent unauthorized persons from gaining access to your information.

9.Children's privacy

This is a general audience website and do not offer services directed to children. If we gain actual knowledge that a child under the age of 13 has provided any personal information to us without the parent's or guardian's consent, we will use that information only to respond directly to that child to inform him or her that we must have parental consent before receiving his or her personal information.

10.External links

If any part of this website links you to other sites, those sites do not operate under this Privacy Policy. We recommend you examine the privacy statements posted on those other websites to understand their procedures for collecting, using, and disclosing personal information.

11.Visiting our website from outside the United States

If you are visiting our website from outside the United States, please be aware that your information may be transferred to, stored, and processed in the United States, where our servers are located and our central database is operated. By providing us with your personal information or using our services or our website, you understand that your information may be transferred to our facilities and to those third parties with whom we share it, as described in this Privacy Policy. The data protection and other laws of the United States and other countries might not be as comprehensive as those in your country, but please be assured that we take all reasonable steps to ensure that your privacy is protected.

12.Changes to this Privacy Policy

We may update this Privacy Policy in the future. We will notify you about material changes to this Privacy Policy by sending a notice to the email address you provided to us or by placing a prominent notice on our website.

13.How you can contact us

If you have questions about either this Privacy Policy (or your travel planning or purchases),

or would like to raise a complaint, please contact us.

Mytaiwantour.com, 4F.-1, No.103, Sec. 2, Nanchang Rd., Taipei, Taiwan

This Privacy Statement is effective as of May 18, 2018