

Privacy Policy

Last Updated: [April 21, 2023]

Marco AI, Inc. (“Marco”) is an in-your-pocket personal trip planning assistant. This Privacy Policy describes Marco’s privacy practices and how we handle personal information that we collect through our websites (marco.app and bestflights.ai), our mobile applications, and our other interactions and correspondence with you.

Personal Information We Collect

We collect the following categories of information:

Information you provide

- **Contact details**, including your first and last name, email and mailing addresses, and phone number.
- **Travel preferences**, including your preferred dates and times of travel, preferred airlines, and hotel room preferences.
- **Booking information**, such as your passport or driver’s license number, frequent flyer numbers, and hotel rewards numbers.
- **Payment data** needed to complete your bookings and transactions on or through our services (including name, payment card information, billing information), and your purchase history.
- **Communications** that we exchange with you, including when you contact us with questions, feedback, or otherwise.
- **Marketing information**, such as your preferences for receiving communications about our services and publications, and details about how you engage with our communications.

Information we obtain from other sources

- **Social media information.** We may maintain pages on social media platforms, such as Facebook and Twitter. When you visit or interact with our pages on those platforms, you or the platforms may provide us with information through the platform.
- **Other sources.** We may obtain your personal information from other third parties, such as marketing partners, data providers, and publicly-available sources.

Automatic data collection

We, our service providers, and our business partners may automatically log information about you, your computer or mobile device, and your interaction over time with our services, such as:

- **Device data**, such as your computer's or mobile device's operating system, manufacturer and model, browser type, IP address, unique identifiers, language settings, mobile device carrier, and general location information such as city, state or geographic area; and
- **Usage data**, such as pages or screens you viewed, how long you spent on a page, browsing history, and access times.

We may collect this information using cookies and other similar technologies. Cookies are text files that websites store on a visitor's device or in the browser for the purpose of helping you navigate between pages efficiently, remembering your preferences, enabling functionality, helping us understand user activity and patterns, and facilitating online advertising. For more information on how you can control cookies, please see the [Your Privacy Choices](#) section below.

How We Use Personal Information

We use personal information for the following purposes:

To provide our services. This includes:

- Enabling you to book travel and spend your loyalty points through our services;
- Administering, hosting, and operating our services;
- Personalizing your experience with our services and our travel recommendations;
- Communicating with you and responding to any inquiries you may have; and
- Analyzing your use of our services to allow us to evaluate and improve the services.

For research, development, benchmarking, and improving our services. We may use personal information to analyze and improve the services, identify trends, and operate and expand our business activities. We may also create aggregated, anonymized, or other de-identified statistics, which we may use for lawful business purposes, including for analytics, forecasting, and strategic planning.

For marketing and advertising.

- **Direct marketing.** We may send you direct marketing communications, including, but not limited to, sending newsletters or publications, and notifying you of promotions, offers and events via postal mail, email, telephone, text message, and other means.
- **Interest-based advertising.** We engage our advertising partners, including third party advertising companies and social media companies, to display ads around the web. These companies may use cookies and similar technologies to collect information about your interactions, including the data described in the [Automatic data collection](#) section above, over time across our services, our communications, and other online services, and use that information to serve online ads that they think will interest you. We may also share information about our users with these companies to facilitate interest-based advertising to

those or similar users on other online platforms. You can learn more about your choices for limiting interest-based advertising in the [Online tracking opt-out](#) section below.

For compliance and protection, including to enforce any applicable terms and conditions, comply with legal obligations, defend against legal claims or disputes, protect the security and integrity of our services, and identify and investigate fraudulent, harmful, unauthorized, unethical or illegal activity.

How We Share Personal Information

We may share personal information with:

Third-party business partners. We may share personal information with third-parties for their own marketing purposes. For example, we may share your travel history with airlines for the airlines to offer you loyalty or rewards cards that may be of interest to you.

Service providers. We share personal information with companies and individuals that provide services on our behalf or help us operate our services or our business (such as hosting services, communications, data and cybersecurity services, billing and payment processing services, fraud detection, investigation and prevention services, web and mobile analytics, email and communication distribution and monitoring services, and customer relation management systems).

Professional advisors. We share personal information with professional advisors, such as lawyers, auditors, bankers and insurers, where necessary in the course of the professional services that they render to us.

Advertising partners. We may share your personal information with third-party advertising companies, including for the interest-based advertising purposes described above.

Authorities and others. We may share personal information with law enforcement, government authorities, and private parties, as we believe in good faith to be necessary or appropriate.

Business transferees. We may share personal information with acquirers and other relevant participants in business transactions (or negotiations for such transactions) involving a corporate divestiture, merger, consolidation, acquisition, reorganization, sale or other disposition of all or any portion of the business or assets of, or equity interests in, Marco or our affiliates (including, in connection with a bankruptcy or similar proceedings).

Your Privacy Choices

Unsubscribe from direct marketing communications. You may opt out of marketing-related communications by following the opt-out or unsubscribe instructions contained in the marketing communication we send you. You may continue to receive service-related and other non-marketing communications.

Opt out of push notifications. If you opt in to receive push notifications within our mobile applications, we may send push notifications or alerts to your mobile device from time to time. You can deactivate push notifications and alerts at any time by changing your device settings, changing the push notification settings within the application, or deleting the app.

Online tracking opt-out. There are a number of ways to opt out of having your online activity and device data collected through our services, which we have summarized below:

- **Blocking cookies in your browser.** Most browsers let you remove or reject cookies, including cookies used for interest-based advertising. To do this, follow the instructions in your browser settings. Many browsers accept cookies by default until you change your settings. For more information about cookies, including how to see what cookies have been set on your device and how to manage and delete them, visit allaboutcookies.org.

Use the following links to learn more about how to control cookies and online tracking through your browser:

- [Firefox](#); [Chrome](#); [Microsoft Edge](#); [Safari](#)
- **Blocking advertising ID use in your mobile settings.** Your mobile device settings may provide functionality to limit use of the advertising ID associated with your mobile device for interest-based advertising purposes.
- **Using privacy plug-ins or browsers.** You can block our Services from setting cookies used for interest-based ads by using a browser with privacy features, like Brave, or installing browser plugins like [Privacy Badger](#), [DuckDuckGo](#), [Ghostery](#) or [uBlock Origin](#), and configuring them to block third party cookies/trackers.
- **Google Analytics.** We use Google Analytics to help us better understand how people engage with our services by collecting information and creating reports about how users use our services. For more information on Google Analytics, click [here](#). For more information about Google's privacy practices, click [here](#). You can opt out of Google Analytics by downloading and installing the browser plug-in available at: <https://tools.google.com/dlpage/gaoptout>.
- **Platform opt-outs.** The following advertising partners offer opt-out features that let you opt out of use of your information for interest-based advertising:
 - [Google](#)
 - [Twitter](#)
- **Advertising industry opt-out tools.** You can also use these opt-out options to limit use of your information for interest-based advertising by participating companies:
 - [Digital Advertising Alliance](#)
 - [Network Advertising Initiative](#)

Note that because these opt-out mechanisms are specific to the device or browser on which they are exercised, you will need to opt out on every browser and device that you use.

Do Not Track. Some Internet browsers may be configured to send "Do Not Track" signals to the online services that you visit. We currently do not respond to "Do Not Track" or similar signals. To find out more about "Do Not Track," please visit <http://www.allaboutdnt.com>.

Data Security

We employ a number of technical, organizational and physical safeguards designed to protect the personal information we collect. However, no security measures are failsafe and we cannot guarantee the security of your personal information.

Children

Our services are not intended for use by children under 13 years of age. If we learn that we have collected personal information through our services from a child under 13 without the consent of the child's parent or guardian as required by law, we will delete it.

Changes to This Privacy Policy

We reserve the right to modify this Privacy Policy at any time. If we make material changes to this Privacy Policy, we will notify you.

Contact Us

You can reach us by email at contact@marco.app