

# PRIVACY STATEMENT

## • AAA East Central • AAA Travel Agency

### Your privacy is important to us

AAA East Central and its affiliates are proud to have been providing top-quality AAA member services, benefits and products for more than 120 years. We greatly appreciate and value the trust that you and more than 2.7 million other AAA members, customers and consumers have placed in us. We will protect that trust by respecting the privacy of all of our members and nonmember customers/consumers.

### Gathering information

In order to provide you with the services, benefits and products that you want from us, and to insure that you receive the very best services and benefits and the highest quality products, we collect the following personal information about you:

- Information we receive from you, such as information you give us orally or in writing on applications (including membership applications) or other order forms;
- Information about your transactions with us, our affiliates or others; and
- Information we receive from an outside source, such as a consumer reporting agency.

In addition, if you visit our Internet web site at [www.AAA.com](http://www.AAA.com), the web server automatically recognizes and records information about your Internet usage, such as the referring (immediate preceding) web site, Internet workstation address, date and time of log-in/ log-out, site pages visited, time spent per page, files downloaded and search criteria used. If, during your visit to our web site, you voluntarily provide personally identifiable information such as an e-mail address, information to complete or submit an application or form online or other information (such as survey information or content of e-mail), we will collect such information. To better serve you, we may use a feature of your Internet browser called a "cookie" (an entry placed in a file on your computer's hard drive or in your browser memory) to enhance your browsing experience and to permit you to request data and conduct business transactions through the web site. You should also be aware that other online retailers, partners, third-party Internet sites and third-party services accessible through our web site have separate privacy and data collection policies and practices which are independent of and may be different from our policies and practices. Please be alert for , and be sure to review, such separate policies and practices when you encounter them as you move between the links of our web site.

### Handling of gathered information

In the course of our normal service and business operations, we use and may share or disclose all of the information that we collect, as described above. However, since some of the information we gather and share or disclose is not publicly available, we take care to ensure that your nonpublic personal information is protected from unauthorized access or use. We restrict access to nonpublic personal information about you to those employees who need to know that information in order to provide services, benefits and products to you. Where we select and use agents and service/product provider partners to deliver or offer services, benefits and products to you or to us, we restrict access to nonpublic personal information about you to such persons and firms who commit to properly use and protect your nonpublic personal information. We maintain physical, electronic and procedural safeguards that comply with applicable federal regulations to guard your nonpublic personal information. We do not share or disclose your non-public personal information in violation of any applicable law or regulation.

### Sharing information among our Affiliates and Partners

In the course of our normal service and business operations, or when we think it may benefit you, we may disclose all of the information that we collect, as described above, within our family of AAA-affiliated companies and business lines. Our family of AAA-affiliated companies and business lines includes AAA East Central, The Ashland County Automobile Club, The Massillon Automobile Club, AAA Travel Agency, AAA East Central Insurance Agency, Inc., Auto Club Driving Schools, Inc., and Automobile Club of Southern California and its affiliates/ subsidiaries, including Interinsurance Exchange of the Automobile Club, Automobile Club of Southern California Life Insurance Company, Auto Club Casualty Company, Auto Club Indemnity Company, Automobile Club Inter-Insurance Exchange, Auto Club Family Insurance Company, ACSC Management Services, Inc., Club Exchange Corporation, Auto Club Insurance Holdings, LLC, Auto Club Insurance Company of Florida, AAA Club Services, LLC, Auto Club Enterprises, Automobile Club of Missouri, Alabama Motorists Association, Inc., AAA Northern New England, Tidewater Automobile Association of Virginia, Incorporated, AAA Texas, LLC, AAA New Mexico, LLC, AAA Hawaii, LLC, Pleasant Travel Holding Company, LLC, Pleasant Holidays, LLC, and Hawaii World, LLC. The sharing of information among affiliates is permitted by law. Some of our affiliates may receive personal health care information (such as information received from

medical or health care providers) or consumer credit information (such as information reported by a consumer reporting agency). Such affiliates do not share such personal health care information or credit information with our other affiliates.

We may disclose all of the nonpublic personal financial information we collect (other than consumer credit information) as described above to companies that perform operational services related to your membership and/or transactional accounts with us. We may disclose all of the nonpublic personal financial information we collect (other than consumer credit information) as described above to companies that perform marketing services on our behalf or to other financial institutions with whom we have joint marketing agreements. The sharing of nonpublic personal financial information with these types of companies is permitted by law.

### Sharing information with Third Parties

From time to time, we may allow nonaffiliated companies to extend offers of products and services to AAA members and nonmember customers/ consumers when we feel that such products and services might be of special value or of particular interest to you. We may disclose nonpublic personal information about you to the following types of third parties:

- Financial service providers, such as banks & bank holding companies, depository & thrift institutions, credit unions and other consumer lenders; securities broker-dealers; investment companies; financial & investment advisers; insurance companies & agents; and others that offer financial products and services to consumers;
- Nonfinancial companies such as airlines, cruise lines, hotels & resorts, car rental companies and other travel vendors; retailers; direct marketers; and others that offer goods and services to consumers; and
- Others, such as the American Automobile Association, Inc. and other non-profit organizations.

We may also disclose nonpublic personal information about you to nonaffiliated third parties as required or permitted by law.

### Your preference/opt-out rights

If you prefer not to receive future AAA special value-added offers and notifications of products, services and special savings opportunities from us or our joint marketing partners, you may direct us not to send or contact you with such offers or savings opportunities.

If you prefer that we not disclose non-public personal financial information about you to nonaffiliated third parties, you may opt out of those disclosures – that is, you may direct us not to make those disclosures (other than disclosures required or permitted by law). An opt-out request by any member on a membership account, or by any party on a joint transactional account, will apply to all Primary and Associate Members on the membership account, and to all parties on the joint account, within the same household.

If you wish to exercise one or both of the preference and opt-out rights described above, you must do so in writing by filing a AAA Marketing Preference/Disclosure Opt-out Form with us. To request that a copy of the AAA Marketing Preference/ Disclosure Opt-out Form be sent to you, write to: AAA Member Records, PO Box 25001, Mail Stop A112, Santa Ana, CA 92799-5001.

We will continue to respect your privacy even after your AAA membership or other relationship with us ends. Please note, however, that AAA is a national association of independently chartered local AAA motor clubs and organizations. If you relocate to a AAA service territory assigned to a AAA club or organization other than AAA East Central, your AAA membership may be transferred to such other AAA club or organization. Such other AAA club or organization will have its own separate privacy and data collection policies and practices which are independent of and may be different from our policies and practices. Such separate policies and practices will govern the future handling and disclosure of your personal information.

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