

PRIVACY POLICY
Effective as of January 24, 2025

This Privacy Policy outlines the practices of **Michigan Helicopters LLC**, a Michigan Limited Liability Company (“we,” “us,” or “our”) regarding the collection, use, and sharing of personal information from customers, website visitors, users, renters, students, or others who use (“you” or “your”) our services. It is posted on the following link at <https://mihelo.com/privacy-policy> , and may be accessed at any time through written request or via the dedicated Privacy Policy link.

This Privacy Policy supplements and is incorporated by reference into the Main Service Agreement (“MSA”). By agreeing to the MSA or by otherwise using our services, you acknowledge and consent to the data collection, use, and sharing practices described in this Privacy Policy. If you do not agree with this Privacy Policy, you should refrain from using our services.

1. Data Collection

We collect personal information that you provide directly to us (e.g., when you schedule an air tour, make a purchase online, or contact us for support). In addition, we may gather certain information automatically (e.g., IP address, browser type) when you access our website. Below is a summary of the data categories we collect and the purposes for which we collect them:

Category	Examples of Data	Purpose of Collection
Personal Identifiers	First Name, Middle Name, Last Name, Suffix, Date of Birth, Sex (Male/Female), Birth City/State/Country	<ul style="list-style-type: none">• To verify identity and age requirements• To comply with aviation regulations and other legal obligations
Contact Information	ID-Listed Address, City, State, Zip Code, Country, Email Address, Home Phone, Cell Phone, Work Phone, Fax Number, Previous Address, Local Address	<ul style="list-style-type: none">• To send booking confirmations, invoices, receipts• For customer support, notifications, and updates regarding services• For emergency communication
Emergency Contact Details	Emergency Contact Name and Relationship, Emergency Contact Phone Number	<ul style="list-style-type: none">• To allow us to quickly reach designated individuals in case of emergency or urgent matters
Government-Issued IDs	Copies of Driver’s License or other official ID, Driver’s License Number and Issuing State/Country	<ul style="list-style-type: none">• To verify identity and eligibility• To comply with federal and state aviation regulations• For security and legal compliance checks

Physical Characteristics	Height (in inches), Weight (in pounds), Hair Color, Eye Color	<ul style="list-style-type: none"> • To ensure safe aircraft weight-and-balance calculations • To comply with certain flight safety guidelines and operational regulations
Payment Information	Credit Card Number, Expiration Date, Billing Address	<ul style="list-style-type: none"> • To process service fees, deposits, and other transactions • To detect and prevent fraudulent transactions
Usage and Technical Data	IP Address, Browser Type, Access Times, Device Information	<ul style="list-style-type: none"> • To monitor and improve website performance • For security, analytics, and troubleshooting

If you have questions about these categories or why we need specific information, please contact us.

2. Use of Data

We use the personal information we collect for the following purposes:

- To provide, maintain, and improve our services, including scheduling flights, fulfilling orders, and ensuring regulatory compliance.
- To process payments, send purchase confirmations, invoices, and to facilitate refunds or billing inquiries.
- To keep you informed about your bookings, provide customer support, offer promotions, send newsletters (if you've opted in), and to respond to your inquiries.
- To analyze usage trends, track user behaviors on our website, and improve overall functionality.
- To detect, investigate, and prevent fraudulent transactions or other illegal activities.

3. Data Sharing

We do not sell your personal information to third parties. We may share certain data under the following circumstances:

- We may share information with trusted third parties who perform functions on our behalf, such as payment processing, analytics, provision of insurance, and web hosting.
- We may disclose information to comply with applicable laws, regulations, or court orders, or to protect the rights, property, or safety of our company, our customers, or others.
- Consent.** We may share your information with other third parties if you consent to such disclosure.

4. Security Measures

We implement reasonable security measures to protect your personal information from unauthorized access, use, alteration, or disclosure. These include, but are not limited to:

- a. Encryption of sensitive data during transmission.
- b. Firewalls and intrusion detection systems.
- c. Secure server facilities with controlled access.

Despite these measures, no system is 100% secure, and we cannot guarantee the absolute security of our databases or the information you transmit.

5. User Rights

Under Michigan law, you have certain rights concerning your personal information:

- a. You may request details of the personal information we hold about you.
- b. You may ask us to correct inaccurate or incomplete information.
- c. You may request the deletion of your personal information, subject to legal or contractual exceptions.
- d. You can opt out of receiving marketing emails or communications by following the unsubscribe instructions or contacting us directly.

To exercise these rights, please contact us.

6. Data Retention

We retain personal information for as long as it is necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law. Factors that determine the retention period may include:

- a. We may keep records to comply with aviation, financial, or other legal obligations.
- b. We may need certain information to investigate or resolve disputes and enforce our agreements.
- c. We may retain data to maintain business records and support essential Company operations.

Once your personal information is no longer needed for these purposes, we will securely delete or anonymize it.

7. Children's and Minor's Policy

Consistent with our MSA, minors under the age of 18 ("Children") may access or use our services only if a parent or legal guardian ("Authorized Representative") has provided consent. We do not knowingly enter into agreements or collect personal information directly from minors without verifiable parental or guardian consent.

If a minor participates in our services with proper parental or guardian authorization, we may collect personal information necessary to facilitate the service (e.g., name, address, birthdate, and other details as outlined in our data collection chart). Such data is used and retained in accordance with this Privacy Policy and the MSA.

By signing the MSA on behalf of a minor, the Authorized Representative consents to the collection and use of the minor's personal data as described in this Policy and assumes financial responsibility for the minor's activities, as detailed in the MSA.

The Authorized Representative grants the Company permission to administer first aid or seek medical treatment for the minor in an emergency, which may involve disclosing the minor's relevant personal information to healthcare providers.

A parent or guardian who has previously authorized a minor's participation may withdraw consent by contacting us. Upon withdrawal, we will delete or deidentify the minor's personal information unless retention is otherwise required or permitted by law.

If you believe we have collected personal information from a minor in violation of this Privacy Policy or the MSA, or if you have questions about how we handle minors' data, please contact us.

8. International Data Transfers

Depending on your location and the location of our service providers or partners, your personal information may be transferred to, and processed in, countries other than your own. We will take appropriate measures to ensure such transfers comply with applicable data protection laws, including using technical safeguards. You will retain all rights as specified in this Privacy Policy regardless of where your data is transferred.

9. Changes to This Policy

We may update this Privacy Policy from time to time. If we make changes, we will revise the Effective Date at the top of the policy and, in some cases, provide additional notice (e.g., by posting a statement on our homepage or sending you a notification). We encourage you to periodically review this policy to stay informed about how we are protecting your information.

10. Contact Us

If you have any questions or concerns about this Privacy Policy or our data practices, you may contact us at:

Michigan Helicopters
1675 Airport Road, Waterford, MI 48237
michiganhelicopters@gmail.com

We appreciate you taking the time to review our Privacy Policy. By using our services, you acknowledge and accept the practices described herein.