



Privacy Policy for Lafrancemb Travel, L.L.C.

Effective Date: 7/21/2025

At **Lafrancemb Travel, L.L.C.**, we are committed to protecting your privacy. This Privacy Policy outlines how we collect, use, and safeguard your personal information when you engage with our travel services. By using our website or booking services, you consent to the practices described in this policy.

1. Information We Collect

We collect personal information when you visit our websites, book travel services, or communicate with us. This may include:

- **Personal Identification Information:** Name, email address, phone number, mailing address, passport details, and other personal contact information.
- **Payment Information:** Credit card details, billing information, and transaction history.
- **Travel Preferences:** Flight preferences, accommodation needs, special requests, and travel companions.
- **Technical Information:** IP addresses, browser types, device identifiers, cookies, and usage data through website analytics.

2. How We Use Your Information

The personal information we collect is used for the following purposes:

- **To Process Transactions:** We use your data to process bookings, confirm travel arrangements, and facilitate communication with vendors and partners.
- **Customer Support:** To assist with inquiries, resolve issues, and ensure the best travel experience.
- **Marketing and Promotions:** With your consent, we may send promotional emails or newsletters about our services and special offers. You can opt-out at any time.
- **Legal Compliance:** To comply with applicable laws, regulations, and contractual obligations.
- **Improvement of Services:** To improve our website, customer experience, and the services we offer.

3. How We Share Your Information

We value your privacy, and your personal data is not shared without your consent. However, we may share your information in the following circumstances:

- **Third-Party Service Providers:** We may share your information with trusted third parties, such as airlines, hotels, car rental companies, and other travel service providers, to fulfill your booking or request.

- **Legal Compliance:** We may disclose your information if required by law, such as in response to a subpoena, legal process, or governmental request.
- **Business Transfers:** In the event of a merger, acquisition, or sale of our business, your information may be transferred to the new entity.
- **No Cold Calling:** We will never call you and ask for your personal information unless you have called us and left a message for vacation planning services.

4. Data Security

We use industry-standard security measures to protect your personal information from unauthorized access, disclosure, alteration, and destruction. While we strive to use reasonable security measures, no method of transmission over the internet is 100% secure, and we cannot guarantee the absolute security of your data.

5. Cookies and Tracking Technologies

Our websites may use cookies and similar tracking technologies to enhance your user experience. Cookies help us analyze website traffic, provide personalized content, and store preferences for future visits. You can control cookie settings through your browser preferences.

6. Your Rights and Choices

- **Access and Correction:** You have the right to access and correct the personal information we hold about you. Please contact us if you wish to review or update your information.
- **Opt-Out of Marketing:** If you no longer wish to receive marketing communications, you may opt-out at any time by clicking the “unsubscribe” link in our emails or contacting us directly.
- **Data Retention:** We retain your personal information only for as long as necessary to fulfill the purposes for which it was collected or as required by law.

7. Third-Party Links

Our website may contain links to third-party websites. We are not responsible for the content, privacy practices, or security of those external sites. We encourage you to review the privacy policies of any third-party websites before providing personal information.

8. International Data Transfers

As our business operates globally, your personal data may be transferred to and stored in countries outside of your country of residence. By using our services, you consent to such transfers, provided that we ensure your data is treated securely and in accordance with this Privacy Policy.

9. Children's Privacy

Our services are not intended for children under the age of 18. We do not knowingly collect or solicit personal information from children. If we become aware that a child under 18 has provided us with personal information, we will take steps to delete such data.

10. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technologies, or legal requirements. When we do, we will post the updated policy on our website and revise the “Effective Date” at the top of this page. We encourage you to review this policy periodically for any updates.

11. Contact Us

If you have any questions about this Privacy Policy or our privacy practices, please contact us at:

Lafrancemb Travel, L.L.C.

Email: lafrancembtravel@gmail.com

Phone: 517-528-0991

Address: 5989 Nixon Rd, Potterville, MI 48876

Acknowledgment

By using our services, you acknowledge that you have read and understood this Privacy Policy, and consent to the collection, use, and sharing of your information as outlined above.

Matthew LaFrance, M.S. (e.s.)

President/CEO Lafrancemb Travel, L.L.C.

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Vice President Lafrancemb Travel L.L.C.