



## Privacy Policy Statement

Royale Limousines is a specialist in luxury transport services to corporate, personal and VIPs. We have relationships with customers to whom we provide transportation and transfer services. As a part of these customer relationships, we collect information necessary to book customers, to provide the services they have selected, to administer their accounts, and to offer them related or additional Royale Limousines products and services. Because we advocate the protection of customer information, we believe that the adoption and implementation of the following Privacy Policy Statement makes good business sense and will serve the interests of our customers in effective privacy protection.

This Royale Limousines Privacy Policy Statement applies only to our Australian customers and to visitors to our web site.

Protecting your privacy is important to us. We hope the following information will help you understand how Royale Limousines collects, uses and safeguards your personal information on our web site.

### What Information we Collect and How we Use it

#### Tracking Activity on Our Web Site

When you browse [royalelimousines.com.au](http://royalelimousines.com.au) and have not registered for any online service from Royale Limousines, you browse anonymously. Personally identifiable information - such as your name, address, phone number, and email address - is not collected as you browse.

However, we track how our site is used by both anonymous visitors and our registered customers. One way we track is by using a small string of text that is sent to your browser known as a "cookie." Cookies collect information that includes the server your computer is logged onto, your browser type (for example, Netscape or Internet Explorer), and whether you responded to a Royale Limousines banner ad from outside our site or through an e-mail link. A cookie cannot retrieve any other data from your hard drive, pass on computer viruses, or capture your e-mail address or any other personally identifiable information. Please note that accepting cookies is required if you want to view personal or confidential information online, because they are essential for site administration and security.

Another way we track site activity is by using transparent electronic images called "clear GIFs," "Web bugs," or "Web beacons" on [royalelimousines.com.au](http://royalelimousines.com.au) Web pages. These images count the number of users who visit that page from specific banner ads outside [royalelimousines.com.au](http://royalelimousines.com.au) or through e-mail links. A similar image, sometimes called a "Spotlight Tag," is used on [royalelimousines.com.au](http://royalelimousines.com.au) Web pages where transactions take place. The Tag collects numeric information, such as the dollar amount of an online purchase, to help us understand usage of the site. We do not use any of these electronic images to collect personally identifiable information.

### **Information We Collect After You Have Booked online**

When you make an online booking on our web site, you provide us with personal information such as your e-mail address and your contact details.

Royale Limousines collects the following information after you have booked with us for a service:

- Your usage of royalelimousines.com.au
- Your usage of the Royale Limousines online service in which you have enquired

### **How We Use Your Personal Information**

Once you've booked online, we use this information to deliver the service to you and to process transactions you conduct on our website. We also use it, together with information we have about you as a Royale Limousines customer, publicly available information, and preferences you indicate, to customize your online experience and to provide you with more relevant online and offline offers and updates.

### **How We Use Your Email Address**

We may use your e-mail address to send you the following types of e-mail messages:

- Occasional updates about our products and services as well as Royale Limousines marketing offers
- Regularly scheduled e-mail newsletters related to the Royale Limousines products or services you are enrolled in
- Service notifications related to your account(s)

You can also signup to receive the following types of e-mail messages from us:

- Optional Royale Limousines e-mail newsletters; we occasionally invite customers to signup for these newsletters via e-mail or other communications, and we also post signup forms on the Royale Limousines site

You may decline to receive e-mail offers from Royale Limousines at any time. This is made available in every email communication sent to you by way of an unsubscribe link, usually located at the end of the email. We do not share your e-mail address with other companies for them to market their products or services to you.

When we hire vendors to deliver e-mails to you on our behalf, they cannot use your e-mail address for any other purpose.

To make our e-mail offers more relevant to you, we may use information you provided in your initial transaction with us, in surveys, from information we have about you as a Royale Limousines customer - such as purchasing preferences or lifestyle - and information available from external sources such as census bureau data.

When we send e-mail to you, we may be able to identify information about your e-mail address, such as whether you can view graphic-rich HTML e-mail. If your e-mail address is HTML-enabled, we may choose to send you graphic-rich HTML e-mail messages.

These e-mail messages may contain "clear GIFs" or "Web beacons" to measure the offer's effectiveness so we know how to serve you better. We do not collect personally identifiable information through "clear GIFs" or "Web beacons."

You may also receive e-mail offers from another company for Royale Limousines products and services if you have actively requested that the company send you offers' from its partners and/or

**Royale Limousines:** [www.royalelimousines.com.au](http://www.royalelimousines.com.au)

**Royale Travel:** [www.royaletravel.com.au](http://www.royaletravel.com.au)

**Royale Coach:** [www.royalecoach.com.au](http://www.royalecoach.com.au)

advertisers. Royale Limousines does not provide these companies with personal information about you. To decline offers from other companies who may send offers on our behalf, follow the instructions provided by that company.

### **Setting Your Cookie Preferences**

You can adjust your computer browser settings so that you are informed when a cookie is being placed in your browser. You can also set your browser to decline or accept all cookies. However, you must accept cookies if you need to access Royale Limousines site pages that enable you to review or use your confidential account information. These cookies are essential for site administration and security.

### **Ads That Link to Our Web Site**

Royale Limousines hires other companies to place our ads on other Web sites and to perform tracking and reporting activities ("third-party advertisement servers"). They do not collect personally identifiable information in doing this work for us, and we do not give any personally identifiable information to them.

Third-party advertisement servers are subject to their own privacy policies.

### **Children under 16**

We do not knowingly solicit data online from or market online to children under the age of 16.

## **Choosing How we Market to You**

### **How to Opt Out of Email Marketing Offers**

To opt out of receiving e-mail offers or newsletters either contact our marketing department on 02 9660-3666 or click on the subscribe link provided in every email communication sent to you. All e-mail offers and e-mail newsletters sent to you by Royale Limousines provide instructions on how to opt out of receiving future offers or newsletters. These instructions are located at the bottom of the e-mail message. You may receive separate newsletters pertaining to different Royale Limousines products and services. In that case, you must reply to and decline the newsletters individually. If you opt out, we will still send you e-mail with service updates as well as other important information related to the Royale Limousines online products or services for which you have signed up.

## **How we Safeguard Information**

### **SSL Technology and how you benefit from it**

Royale Limousines realizes how important security is to you, so we've taken a number of steps to enhance the protection of personal or confidential information sent to or from Royale Limousines over the Internet. This includes Card and other account information. First, we require that a "secure session" be established, using Secure Socket Layer (SSL) Technology. This is done any time you supply or access personal or confidential information in one of our secure online areas.

SSL technology creates a private conversation that only your computer and Royale Limousines systems can understand. The SSL technology encodes information as it is being sent over the

Royale Limousines: [www.royalelimousines.com.au](http://www.royalelimousines.com.au)  
Royale Travel: [www.royaletravel.com.au](http://www.royaletravel.com.au)  
Royale Coach: [www.royalecoach.com.au](http://www.royalecoach.com.au)

Internet between your computer and Royale Limousines systems, helping to ensure that the transmitted information remains confidential.

The use of SSL requires two components: an SSL-compatible browser and a Web server to perform the "keyexchange" that establishes a secure connection to Royale Limousines Web server systems.

### **The technological requirements needed to benefit from SSL Technology:**

#### **A Compliant Browser**

You will need a browser with SSL capabilities. (Note that some older versions of browsers will not support SSL sessions). In order to securely access your personal or confidential information via the Internet, we recommend you use the latest browser versions available.

#### **A Compliant Internet Service Provider**

Nearly all Internet Service Providers (ISPs) automatically enable the SSL session described above. If you use your company's internal connection to access the Internet and you find you cannot access the Royale Limousines secure pages with an SSL browser described above, your company may be blocking access via a "firewall." Please speak to your firm's Internet access systems administrator for further details on your network's Internet access.

#### **Enabled Cookies**

You also must have enabled cookies on your browser in order to access confidential information. If you have chosen to disable cookies on your browser, you will not be able to access confidential information.

### **Selected Business Partners**

In order to bring you the many online products and services offered by Royale Limousines, we work with carefully selected vendors and business partners. If we have to share any information with these companies in order to provide a product or service to you, we first conduct a careful evaluation of their information and security systems and practices, and require administrative, technical, and physical safeguards to ensure the security and confidentiality of Royale Limousines customer information. At any time, we may audit our partners and vendors to verify the continued security of their systems and practices.

### **Linking to Other Internet Sites**

You should be aware that other Internet sites that you link to from the Royale Limousines site or a Royale Limousines e-mail may contain privacy provisions that differ from the provisions of our Privacy Statement. To ensure your privacy is protected, we recommend that you review the privacy statements of other Internet sites you visit.