

**AIR WISCONSIN AIRLINES CORPORATION**  
**PRIVACY POLICY**  
**Version 1.0**  
**Last Updated: July 24, 2014**

This privacy policy (“**Policy**”) describes how Air Wisconsin Airlines Corporation and its related companies (“**Company**”) collect, use and share information regarding use of this website, [airwis.com] (the “**Site**”). This Policy also applies to any of our other websites, products or services that post, link to or otherwise incorporate by reference this Policy. This Policy does not apply to websites, products or services that post, link to or otherwise incorporate by reference different statements.

## **WHAT WE COLLECT**

We collect information regarding this Site in a number of ways.

**Information You Give Us.** We may collect your name, postal address, email address, phone number, and demographic information (such as your gender and occupation), as well as other information, you directly give us on our Site.

**Information We Collect From Others.** We may collect information, including information about you, from other sources. We may add this to information we collect from this Site.

**Information Automatically Collected.** We may automatically log information about you and your computer. For example, when you visit our Site, we may log your computer operating system type, browser type, browser language, the website you visited before browsing to our Site, pages you viewed, how long you spent on a page, access times and information about your use of and actions on our Site.

**Cookies.** We may log information using “cookies.” Cookies are small data files stored on your hard drive by a website. We may use both session cookies (which expire once you close your web browser) and persistent cookies (which stay on your computer until you delete them) to provide you with a more personal and interactive experience on our Site. This type of information would be collected in an effort to make the Site more useful to you and to tailor the experience with us to meet your special interests and needs.

## **USE OF PERSONAL INFORMATION**

We may use your personal information as follows:

- We may use your personal information to operate, maintain, and improve our Site, products, and services.
- We may use your personal information to respond to comments and questions, as well as to provide customer service.
- We may use your personal information to communicate with you about promotions, upcoming events, and other news about our products and services and those of our selected partners.
- We may use your personal information to link or combine user information with other personal information.

- We may use your personal information to protect, investigate, and deter against fraudulent, unauthorized, or illegal activity.
- We may use your personal information to provide and deliver products and services that you may request.

## **SHARING OF PERSONAL INFORMATION**

We may share personal information as follows:

- We may share personal information with your consent. For example, you may let us share personal information with others for their own marketing uses. Those uses will be subject to their privacy policies.
- We may share personal information when we do a business deal, or negotiate a business deal, involving the sale or transfer of all or a part of our business or assets. These deals can include any merger, financing, acquisition, or bankruptcy transaction or proceeding.
- We may share personal information for legal, protection, and safety purposes.
  - We may share information to comply with laws.
  - We may share information to respond to lawful requests and legal processes.
  - We may share information to protect the rights and property of the Company, our agents, customers, and others. This includes enforcing our agreements, policies, and terms of use.
  - We may share information in an emergency. This includes protecting the safety of our employees and agents, our customers, or any person.
- We may share information with those who need it to do work for us, including those who provide data analytics services for us. For data analytics services, we currently use Google Analytics. How Google uses data in connection these services is described at [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/), or any other URL Google may provide from time to time.

We may also share aggregated and/or anonymized data with others for their own uses.

## **INFORMATION CHOICES AND CHANGES**

Our marketing emails tell you how to “opt-out.” If you opt out, we may still send you non-marketing emails. Non-marketing emails include emails about our business dealings with you.

You may send requests about personal information to our Contact Information below. You can request to change contact choices, opt-out of our sharing with others, and update your personal information.

You can typically remove and reject cookies from our Site with your browser settings. Many browsers are set to accept cookies until you change your settings. If you remove or reject our cookies, it could affect how our Site works for you.

**CONTACT INFORMATION.** We welcome your comments or questions about this Policy. You may also contact us at our address:

Air Wisconsin Airlines Corporation  
W6390 Challenger Drive, Suite 203

Appleton, Wisconsin 54914

**CHANGES TO THIS POLICY.** We may change this Policy. If we make any changes, we will change the Version number and Last Updated date above.