

## Facebook – Limited Data Use

The following terms apply if you have a TravelClick website:

To better support with your California Consumer Privacy Act (CCPA) compliance efforts, Facebook released a new feature that enables you (our customer) to choose whether or not to apply restrictions to personal information about people in California that you send to Facebook, called “Limited Data Use” (the “Program”). When Limited Data Use is implemented, Facebook will only use personal information you share about people in California subject to Facebook’s [State-Specific Terms](#) effective as of July 1st 2020. Please review the Facebook Limited Data Use terms carefully with your legal counsel.

Facebook opted you into this Program. **Unless you provide us with written instructions that you do not wish to continue your participation, you will remain in the Program.** Please contact your Media Campaign Manager or Strategist if you wish to opt-out.

### What this means for you:

- Facebook automatically applied Limited Data Use by default to personal information from people in California shared with Facebook through the Facebook Pixel product.
- As a result, you may have noticed an impact to your advertising depending on the degree to which you market to people in California. That impact may continue to the extent you remain in the program.
- Facebook’s Limited Data Use flag will be implemented and Facebook will continue applying restrictions to personal information you share about people in California through the Facebook Pixel product, unless you opt-out. You may opt-out now or at any time in the future by providing us written instructions.
- If you do not opt out of the program, you understand and agree that by remaining in the program you will be bound by all applicable Facebook terms for the services. Please consult with your legal counsel should you have any questions with respect to the Facebook terms.
- If you would like the Limited Data Use feature turned off, please contact your TravelClick Media Campaign Manager. For example, if the CCPA does not apply to you, you may wish to opt-out.

Notwithstanding anything to the contrary in your agreement with TravelClick, TravelClick is not responsible or liable for any act or omission arising from or relating to third party services, including the Facebook services. You understand the decisions you make with respect to your Facebook services are at your sole risk and discretion.

The following terms apply if you do not have a TravelClick website:

To better support with your California Consumer Privacy Act (CCPA) compliance efforts, Facebook released a new feature that enables you (our customer) to choose whether or not to apply restrictions to personal information about people in California that you send to Facebook, called “Limited Data Use”. When Limited Data Use is implemented, Facebook will only use personal information you share about people in California subject to Facebook’s [State-Specific Terms](#) effective as of July 1st 2020. Please review the Facebook Limited Data Use terms carefully with your legal counsel.

**If you want to continue use of this feature after October 20, 2020, you or your third party provider must implement Facebook’s Limited Data Use flag on your website(s) and your booking engine, if you do not use iHotelier®. If you do not, this feature will be disabled.**

**What this means for you:**

- Facebook automatically applied Limited Data Use by default to personal information from people in California shared with Facebook through the Facebook Pixel product during a transition period from July 1, 2020 through October 20, 2020 (the “Transition Period”).
- As a result of these temporary measures, you may have noticed an impact to your advertising during the Transition Period, depending on the degree to which you market to people in California. That impact may continue after the Transition Period to the extent you decide to implement Limited Data Use permanently.
- **After the Transition Period, you or your third party provider must implement Facebook’s Limited Data Use flag in order for Facebook to continue applying restrictions to personal information you share about people in California via the affected Facebook products.**
- While you are responsible for implementing the Limited Data Use flag on your website(s) your booking engine if you are not using iHotelier®, we have created the attached guidance regarding implementation of Facebook’s Limited Data Use flag.
- You agree to be bound by all applicable Facebook terms for the services. Please consult with your legal counsel should you have any questions with respect to the Facebook terms.

Notwithstanding anything to the contrary in your agreement with TravelClick, TravelClick is not responsible or liable for any act or omission arising from or relating to third party services, including the Facebook services.