



Subject line: ARC – Notice of Changes to the Agent Reporting Agreement (ARA)

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Following ARC's consultation with travel agency representatives, ARC's board of directors has approved certain updates to the Agent Reporting Agreement (ARA) as provided below. As part of an ongoing effort to prevent and deter fraud, these updates reflect ARC's desire to further clarify what type of conduct or representations by an Agent or its representatives would be considered wrongful under the ARA. Additionally, the updates explicitly incorporate modern technological means by which Agents provide information to their customers.

**Summary of Changes**

**Part II, Section 8.3.5**

**Background**

ARC intends to clarify that the Agent's name, information, and/or graphic representations on its website or mobile application should not be identical or misleadingly similar to those of any Carrier without consent. For the avoidance of doubt, ARC intends to explicitly prohibit unauthorized usage of Carrier logos and images of its aircraft. ARC also seeks to clarify that Agents' representatives must not misrepresent themselves as being affiliated with any Carrier. In making these changes, ARC aims to ensure that Agents avoid misleading their customers into believing that they are doing business directly with either ARC or a specific Carrier.

**Changes**

8.3.5 The name of Agent, or any information displayed on any website or mobile application owned, operated, or used by Agent, is not the same as, or misleadingly similar to, a Carrier's name or any information displayed on Carrier's website or mobile application, unless authorized by the Carrier to do so. This includes any name involving the terms "ARC" or "Airline(s)." Any website or mobile application owned, operated, or used by an Agent must not include any text, color scheme, layout, or design similar to those of any Carrier in a manner that could be considered misleading, as determined by ARC at its sole discretion, and must not include any images containing Carrier's logo or branded aircraft imaging or other marks, without Carrier's prior written consent. Agent's representatives must not communicate or make any representations to any third-party, whether directly or indirectly by phone, e-mail, social media or any other method, that they are employed by, affiliated with, subcontracted by, or otherwise represent any Carrier.

**These changes will take effect on October 29, 2021.** Please note that, in accordance with Section 5 of the ARA, your continued participation with ARC after October 29, 2021, serves as your acceptance of the amendments.

If you have any questions, please contact ARC's Customer Care Center at 855-816-8003 or [ccchelp@arccorp.com](mailto:ccchelp@arccorp.com).