Aero's Family Travel

Core Values & Business Charter | Revised 31 October 2026 | Version 1.3

Our purpose

Make family travel easier to understand, easier to prepare for and more inclusive, while protecting trust as Aero grows. **Real families, brighter journeys.**

Our permanent free-access commitment

No family should be left behind simply because they cannot afford a subscription. Essential family travel safety information, travel warnings, accessibility and additional-support guidance, and core travel planning tools will remain freely accessible. We will not place information families need to make informed, safer travel decisions behind a membership paywall. Paid memberships and advanced features must add genuine value, not remove essential help previously available for free.

Core values

Help first, product second
Be useful before asking families to buy anything. Never manufacture pressure to purchase.

Best fit for the family
Refer to official, charitable or specialist services whenever they are a better fit.

Inclusion by design
Consider disability, neurodivergence, sensory, communication, mobility and medical support needs from the outset.

Evidence before hype
Verify changing travel information, identify reliable sources and explain uncertainty.

Recommendation before commission
Keep affiliate and sponsor relationships transparent and independent of family recommendations.

Real families shape the work
Listen to questions, feedback, criticism and lived experiences; test and improve.

Safety over convenience
Never encourage disregard of legal, medical, insurance or travel safety requirements.

Privacy and dignity
Collect only necessary information and respect families' circumstances.

Financial discipline
Justify spending and compare free or lower-cost alternatives.

Test, learn, record, improve
Record lessons and avoid repeating preventable mistakes.

Long-term trust over short-term gain
Do not trade reputation, independence or family welfare for a quick sale or funding opportunity.

How the charter applies

These principles govern free advice, travel alerts, children's resources, accessibility, AI-supported help, website experience, community, research, partnerships, public claims, travel recommendations, funding, investment, spending, data protection, intellectual property and growth. When an activity conflicts with the charter, redesign,

pause or decline it.

Our four-lens accountability test

Customer: Is the offer understandable and free of pressure? **Parent:** Are safety, accessibility and family realities respected? **Investor:** Is growth disciplined and independent? **Grant assessor:** Is public benefit evidenced, inclusive and honestly reported.

Decision rule

When growth conflicts with trust, choose the path we can explain openly to a family. When speed conflicts with accuracy, verify. When commission conflicts with suitability, choose suitability. When Aero is not the best fit, refer on.

What this charter is not

This is a statement of business principles and intended standards, not an independent accreditation or regulatory certification.

Help first. Earn trust. Learn properly. Grow without losing the reason Aero exists.