



DISCLAIMER: THIS PRIVACY POLICY IS FOR INFORMATIONAL PURPOSES ONLY AND IS NOT TO BE USED, COPIED, SHARED, SOLD OR DISPLAYED FOR PERSONAL OR PROFESSIONAL USE OR COMMERCIAL PROFIT. FURTHER, THE TERMS OF THIS SAMPLE DATA PRIVACY POLICY ARE GENERAL IN NATURE AND MAY OR MAY NOT BE APPLICABLE TO THE DATA COLLECTION PRACTICES, PROCEDURES, USES OR POLICIES CURRENTLY IN PLACE OR PRACTICE BY YOUR GOLF COURSE OR BUSINESS. BEFORE IMPLEMENTING A DATA PRIVACY POLICY FOR YOUR GOLF COURSE OR BUSINESS, BE SURE TO CONSULT WITH A LICENSED ATTORNEY WHO CAN HELP YOU CRAFT A POLICY THAT IS COMPLIANT WITH CURRENT FEDERAL AND STATE LAWS, INDUSTRY BEST PRACTICE AND YOUR INDIVIDUAL GOLF COURSE OR BUSINESS' PRACTICES, PROCEDURES, RULES AND/OR POLICIES.

LAST UPDATED: January 15, 2019

XYZ GOLF COURSE
Sample Data Privacy Policy

Hello valued customer! Thank you for visiting our golf course and/or website. We appreciate and value your business. We also value the information you share with us when you visit our golf course and/or website. Accordingly, we want to be as transparent with you as possible regarding our collection, use, storage and disclosure of your personal information by sharing with you our privacy policy. Please review this privacy policy for information about how we collect, use, store and share your personal information.

PURPOSE AND DEFINITIONS

This Privacy Policy (“**Policy**”) as well as the terms and conditions of this Policy are between XYZ Golf Course (“**We**,” “**Us**,” “**Our**” and “**Golf Course**”) and Our customers, website visitors, Golf Course patrons and Golf Course members (“**User**,” “**You**,” and “**Your**”). We are posting this Policy to provide You with vital information about how We collect, use, store and disclose information that You voluntarily provide to Us, either in-person at Our golf course or through the use of Our website, that personally identifies You and/or Your contact information like your name, phone number and email address (“**Personal Information**”). It is Your responsibility to thoroughly review and ask any questions regarding this Policy prior to providing Us with any of Your Personal Information either at Our golf course or on this website: www.xyzgolfcourse.com (the “**Site**”).

PLEASE NOTE: BEFORE USING THIS SITE, BE SURE TO REVIEW THIS PRIVACY POLICY CAREFULLY AND REACH OUT TO US IF YOU HAVE ANY QUESTIONS. AS PERMITTED BY APPLICABLE LAW, YOUR USE OF THIS SITE SERVES AS CONFIRMATION THAT YOU HAVE READ, UNDERSTOOD AND AGREE TO THIS POLICY.

POLICY HIGHLIGHTS

The following list reflects the highlights of this Policy. We encourage You to read the entire Policy, but this list will help to guide Your reading:

POLICY HIGHLIGHTS	
What information do We collect?	We collect Your name, email address, phone number and/or other Personal Information that You may voluntarily provide to Us by using this Site or patronizing Our Golf Course.
How do We collect Your Personal information?	We may collect Your Personal Information through Your general use of this Site by way of “Contact Us” forms, “Tee Time Sign-Up Sheets,” “Surveys,” and “Mailing List Sign-Up Sheets,” as well as other submission mechanisms that may be found on this Site; and any Personal Information that You may provide Us through Our interactions with You at Our Golf Course.

How do We use Your Personal Information?	We use Your Personal Information to: (1) provide You with details about or reminders about tee times You may have booked; (2) respond to You regarding any concerns You have about Us, Our services or this Site; (3) analyze Your behaviors and trends through Your use of this Site and; (4) send You certain marketing text messages, e-mail messages and standard mail messages (with Your consent).
Do We track Your activity on Our Site?	We use cookies and/or similar programs to track your activity on Our site in an effort to provide You with a more personalized user experience. We may also use the Personal Information and data We collect through cookies to market products and services that are more tailored to Your preferences based on Your activity.
Do We share Your Personal Information?	We may share Your Personal Information with certain third parties including but not limited to Our affiliates, partners and vendors who help Us to operate Our Golf Course, this Site, golf course management systems, point of sale systems and credit processing systems, as well as to help Us respond to customer inquiries and fulfil any of Our other business or legal obligations.
Do We keep Your Personal Information safe?	It is Our Policy to employ the appropriate tools, practices, procedures, technologies and security measures in efforts to keep Your Personal Information safe while it is in Our Possession. Further, We use best efforts to collect only the Personal Information necessary to adequately deliver to You Our services and/or products.
Will this Policy ever change?	We may update this Policy at any time with or without providing You with individual notice. However, We will provide a notice at the top of this Policy disclosing the last date of amendment or change to this Policy. Your continued use of this Site will serve as consent to any changes made to this Policy
Does this policy apply to other sites linked to this Site?	Any third-party websites that You may access via weblink or URL while You are on this Site are not subject to this Policy. Be sure to read each individual website's privacy policy for information on their data collection practices.

PERSONAL INFORMATION COLLECTION

When You patronize Our golf course or visit this Site, We may collect certain personally identifying information about You, including but not limited to: your name, email address, phone number and/or other Personal Information that You may voluntarily provide to Us either when prompted or by use of this Site. We may collect Your Personal Information both online and offline using several tools, techniques methods and platforms including but not limited to: tee time booking tools; restaurant reservation tools; merchandise or e-commerce platforms; as well as Your general use of this Site by way of "Contact Us" forms, "Tee Time Sign-Up Sheets," "Surveys," "Mailing List Sign-Up Sheets;" as well as other submission mechanisms that may be found on this Site; and any Personal Information that You may provide Us through Our interactions with You at Our Golf Course. We may also collect Your Personal Information through Your use of a mobile device, such as a smartphone, tablet and iPad. This information includes Your mobile device identifier, device type and IP address. Further, when You are physically present at Our Golf Course, We may use closed circuit television and other security measures that may capture or record images of You. We may also use closed-circuit television and other technologies to record Your voice for loss prevention and security purposes, where permitted by law.

PERSONAL INFORMATION USE

Once collected, We may use Your Personal Information to:

- provide You with details or reminders regarding tee times You may have booked;
- respond to You regarding any concerns You have about Us, Our services or this Site;
- analyze Your behaviors and trends through Your use of this Site;
- provide You with a cost estimate for Our greens fees, services and/or products;
- measure the effectiveness of Our online and offline marketing efforts;
- provide You with convenient and easy-to-use tools to book tee times, make dinner reservations or other services at Our Golf Course;
- provide safety and security to You and other customers;
- make it easy for You to communicate with Us;
- enhance Your experience on Our golf course and on this Site;
- diagnose and resolve technical issues on Our Site;
- comply with regulatory and/or legal obligations;
- send You certain marketing text messages, e-mail messages and standard mail messages (with Your consent); and
- provide You with information that We believe may be of interest to You.

PROMOTIONAL OFFERS FROM US AND AFFILIATES

If You do not wish to have Your Personal Information used by Us to promote Our own or third parties' products or services, You can opt-out by using any opt-out method described in this Policy or Our third parties' privacy policies, and/or by sending Us an email stating Your request to info@xyzgolfcourse.com. If We have sent You a promotional email, You may send Us a return email requesting to be omitted from future email distributions. This opt out does not apply to information provided to Us as a result of a product purchase, warranty registration, product service experience or other transactions.

YOUR RIGHTS UNDER GDPR

If You are an EU citizen or reside in the EU, You may have certain additional rights with respect to the Personal Information You provide to Us. To the extent permitted by applicable data protection laws, under EU laws You may:

- Request access to or modify Your Personal Information;
- Object, on grounds relating to Your particular situation, at any time to the collection, use, storage or disclosure of Your Personal Information;
- Request that Your Personal Information be erased if it is no longer necessary for the purposes for which it was processed, You have withdrawn consent to, or object to, the collection, use, storage or disclosure of such Personal Information and We meet no other legitimate basis for such collection, use, storage or disclosure, or such Personal Information has been unlawfully collected, used, stored or disclosed;
- Restrict the use of Your Personal Information if You contest its accuracy or the lawfulness of Our collection, use, storage or disclosure; or We no longer need Your Personal Information but You need it for a legal claim or You have objected to its collection, use, storage or disclosure and await verification of Our legitimate grounds for collecting, using, storing and/or disclosing it;
- Request that You stop receiving Our marketing communications by unsubscribing or opting out of Our mailing list. If You opt-out of marketing emails, You may continue to receive messages from Us about Your business relationship with Us where permitted by law;

- Under certain circumstances, have Your Personal Information transferred to another company; and
- Withdraw any consents that You may have previously provided to allow Us to collect, use, store or disclose Your Personal Information

We shall only collect the information necessary to adequately provide to You the goods and/or services You are purchasing, viewing, reviewing and/or considering. We will not require You to provide Personal Information that falls outside of the scope of Our business interaction, transaction and/or relationship. If You wish to exercise these rights or contact Us with questions, please email Us at: info@xyzgolf.com.

CALIFORNIA PRIVACY RIGHTS

California Civil Code Section § 1798.83 permits users of Our Site that are California residents to request certain information regarding Our disclosure of Personal Information to third parties for their direct marketing purposes. To make such a request, please send an email to info@xyzgolf.com.

COOKIES

Cookies are small data files filled with information that uniquely identify individual website users and are placed on the hard drives of their devices when they visit a website. When We refer to cookies, this includes other similar technologies such as flash cookies, pixel tags, web beacons or bugs (including transparent or clear gifs). Like most websites, We use cookies to keep track of how You use Our Site so We can provide the best experience possible for You when You visit our Site. If You do not want to share Your Personal Information with Us via Cookies, You can instruct Your browser to refuse all cookies or to indicate when a cookie is being sent. However, if You do refuse Our cookies, You may not be able to use some portions of Our Site.

Further, for research purposes and to improve Your customer experience, We may share Your Personal Information as well as anonymous, aggregated statistics about You with third parties, and We may allow third parties to collect aggregate data through Our Site for these purposes.

SHARING PERSONAL INFORMATION

We share Your Personal Information with third-party service providers including but not limited to tee time booking vendors, dinner reservation booking vendors, digital marketing providers, point of sale system operators, Golf Management Systems and government agencies or departments, for the purpose of improving Your experience as a customer of Our products and/or Services; fulfilling a condition to an Agreement with any of the foregoing Parties; and/or adhering to applicable law or government subpoena. This Policy covers Us, Our business, this Site, You, Your use of this Site and/or patronization of Our business. In no event does this Policy cover any third parties with whom We may share Your information, nor do We have any control over, or assume any responsibility for the content, privacy policies, or practices of any third-party web sites or services.

Moreover, in the event of a transfer or sale of some or all of Our business or assets, We may disclose Your Personal Information to those involved in such a transfer or sale of business or assets.

PAYMENT INFORMATION

All payment information is collected and stored by a third-party vendor, not by Us or on this Site. We are not responsible for any breaches of Your Personal Information or information transmitted to the third-party payment vendor. Any issues with payment information should be addressed directly with the third-party.



SECURING YOUR PERSONAL INFORMATION

We have implemented measures designed to secure Your Personal Information from accidental loss and from unauthorized access, use, alteration, and disclosure. Unfortunately, the transmission of information via the internet is never completely secure. Although We do Our best to protect your Personal Information, We cannot guarantee the security of Your Personal Information transmitted to Our Website. Any transmission of Personal Information is at Your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Site.

UNDER-AGED VISITORS

This Site is not intended for children under 13 years of age. No one under age 13 may provide any Personal Information to Us or on this Site. We do not knowingly collect Personal Information from children under 13. If You are under 13, do not use or provide any information on this Website or on or through any of its features, make any purchases through the Website or provide any information about Yourself to Us, including Your name, address, telephone number or email address. If We learn We have collected or received Personal Information from a child under 13 without verification of parental consent, We will delete that information, as soon as practicable. If You believe We might have any information from or about a child under 13, please contact Us at info@xyzgolfcourse.com.

PRIVACY POLICY UPDATES

We may, in Our sole discretion, with or without personal delivery of notice to You, make changes to this Site from time to time for various reasons including but not limited to remaining in compliance with applicable laws, rules, regulations and/or industry best practices. We will post a notice at the top of this Policy any time We make any material changes to Our Policy. The date this Policy was last revised will also be identified at the top of this Policy. Because We may not deliver personal notice to You of any material changes made to this Policy, You are responsible for periodically visiting Our Site and this Policy to remain abreast of any changes.

THIRD PARTY WEBSITES

This Site may contain links to third--party web sites or services that are not owned or controlled by Us. We have no control over, and assume no responsibility for, the content, privacy policies, or practices of any third-party web sites or services. You further acknowledge and agree that We shall not be responsible or liable, directly or indirectly, for any damage or loss caused or alleged to be caused by or in connection with use of or reliance on any such content, goods or services available on or through any such web sites or services.

CONTACT US

If You have any questions about this Privacy Policy, please contact Us using the following contact information:

XYZ GOLF COURSE

ATTN: PRIVACY POLICY

123 Wallaby Way

Sydney, California 86257 USA

(323) 555-555

info@xyzgolfcourse.com