

## **PRIVACY POLICY**

Fairfield Mountains Property Owners Association, d/b/a Lake Lure Golf & Beach Resort, (herein referred to as the “Resort”) respects the privacy of our members/guests; privacy is an important part of how we do business. We would like to make our policy concerning information collection and use absolutely clear. This notice explains our information practices both online and off and the choices our member/guest can make about the way information is collected and used.

### **The Information We Collect:**

At the Resort, we do collect personally identifiable information on a volunteer basis. If a member/guest enters into an agreement with the Resort (i.e. reserves a room, contracts for a wedding and/or event, contracts for a golf outing) then personally identifiable information may be required at that time.

Examples of information which guest/member will need to provide to us to enter into an agreement and/or contract include:

- Name
- Address
- Phone Number
- Credit Card Information
- E-mail address

At the Resort when a member/guest uses our website we do not collect personally identifiable information about our member/guest unless they voluntarily provide it. At any time, when a member/guest has volunteered information via our website they may opt-out of providing such personal identifiable information by simply not providing it or by discontinuing the use of the Resort website.

Examples of information which member/guest may voluntarily provide to us while using our website include:

- E-mail address
- Name
- Address
- Phone Number

If member/guest wants to ask detailed questions or request information that meets their specific needs, they will need to supply some personally identifiable information. This may include identifying topics of interest, providing a home/office address, or providing a home/office phone number or other information the Resort feels necessary to fulfill the request.

To improve the Resort’s web site, the Resort collects information on the number of visits to the web site, the time visitors spend on the web site, the number of pages viewed and the domains

from which visitors visit the Resort's web site. This information is only analyzed by the Resort in the aggregate; it is not associated with any specific individuals.

Parts of the Resort's web site use cookies. A cookie is a piece of data stored on the user's hard drive or in their computer's memory containing information about their visit and preferences. They may receive a cookie that compiles site usage information (number of visits, most popular pages, etc.) and enhances their experience on the Resort's web site. Many popular browsers allow member/guest to refuse to accept cookies.

### **How We Use The Information We Collect**

The Resort uses the information member/guest provides to:

- Fulfill member/guest request
- Help member/guest quickly find and/or receive information about Lake Lure Golf & Beach Resort
- Alert member/guest to updated information and services
- Provide more complete service
- Improve the content of the Resort's web site for member/guest reference
- Improve the service member/guest receive while at the Resort
- Answer member/guest questions
- Reserve rooms and/or meals for member/guest
- Reserve tee times for member/guest
- Book activities for member/guest

In some cases, the Resort may contact member/guest to let them know about new products or services. If they do not wish to be contacted by the Resort, they may provide this request by using an email form or contacting the Resort by phone or mail.

### **Information Sharing:**

The Resort does not sell the personally identifiable information that member/guest provides for financial gain nor does the Resort share such information with third parties for the purpose of sending member/guest advertisements for products or services unaffiliated with the Resort. The Resort may, however, share personally identifiable information that member/guest provides to the resort for legitimate business purposes, including without limitation the following:

1. making such information available to third parties who are providing the product, service or information that the member/guest has requested, (for the website, never member/guest password).
2. making such information available to third parties who are providing the Resort (e.g., providing such information to third parties performing computer-related services for the Resort (for the website, never member/guest password)).
3. the Resort forms a good-faith belief that disclosure of such information is necessary to investigate, prevent, or take action regarding any illegal activities or regarding

- interference with the operation of the Resort or the Resort's website or violation of its terms of use; or
4. disclosing such information is allowed by law or our legal counsel forms a good-faith belief that such disclosure is required by federal or state law, subpoena or court order.

By providing personally identifiable information, member/guest expressly consents to these privacy practices.

Also, the Resort reserves the right to share any aggregated information (i.e., non-personally identifiable information) with any third parties for any reason, unless prohibited by law.

## **Security**

Given the nature of the Internet and the fact that no security system is ideal, the Resort does not guarantee that the information member/guest provide will never be obtained by unauthorized persons. However, the Resort will utilize industry-standard practices to protect our members/guests personal identifiable information from loss, misuse, alteration and destruction. Such measures on website include firewalls and Secure Sockets Layers (SSL) to protect certain sensitive transmissions of information.

## **Obtaining and Correcting Personally Identifiable Information**

If a member/guest wishes to obtain a copy of the personally identifiable information that has been obtained from the member/guest through the use of the Resort's website, or the member/guest believes that the Resort has personally identifiable information about them that is incorrect or they wish to delete any such information that the Resort has obtained through their use of the website, the member/guest must contact the Resort by using the information below:

### **How to Reach Us:**

#### **Postal Address:**

Lake Lure Golf & Beach Resort  
112 Mountains Blvd  
Lake Lure, NC 28746

**E-mail:** Submit a question or comment by using our e-mail form.

**Telephone:** 1-800-260-1040 or 828-625-3000

## **Links to Non-Lake Lure Golf & Beach Resort Sites**

For the convenience of our member/guest, some pages of the Resort's web site offer them the ability to link to and view pages of web sites not operated or controlled by the Resort (such as weather and partner vendor pages). Sometimes, but not always, member/guest can tell that they have linked to a non-Lake Lure Golf & Beach Resort web site because the web site will open a separate browser window. Links by the Resort to such external web sites do not imply

endorsement by the Resort of that company, its site or its privacy policy. The Resort does not monitor or control the content or the privacy policies of the external sites and are not responsible for the privacy practices or the content of linked external web sites. When using a link to a non-Lake Lure Golf & Beach Resort web site, we recommend that the member/guest investigate the privacy practices and policies of such external site.

### **Changes to Our Privacy Policy**

The Resort reserves the right to change this privacy policy at any time. If the Resort decides to change the policy regarding privacy, the Resort will post the revised Privacy Policy on the Resort's web site. Member/guest may want to visit the web site periodically to review the current Privacy Policy. Use of the website after the posting of a revised privacy policy constitutes the member/guest agreement with the revised policy. This Privacy Policy is not intended to and does not create any contractual or legal rights in or on behalf of any party.