

Overview

GolfBack has developed this Privacy Policy to inform you how we collect data and use the data that we collect.

Data We Collect

A. Information You Provide

You may register to use our Services, set up an account, or respond to communications (e.g., surveys, polls, requests for feedback), we will collect the information you provide to us. This may include your IP address, first and last name(s), demographic information, mailing address, e-mail address, phone number, and credit card number. All of this is "Personal Information," because it can be used to identify you.

b. Information We Collect about You

We collect information about your use of our Services, including but not limited to: your Internet connections, computer equipment, web browsers, websites visited before using or accessing the Services, websites visited after leaving the Services, and other similar information about traffic and usage, as you navigate to, through, and away from our website. This is "Non-Personal Information," because it does not identify you, but provides insights to us regarding the uses of our Services. For example, we use this information to generate statistical information, monitor and analyze traffic and usage patterns in connection with our Services, monitor and prevent fraud, investigate complaints and potential violations of our policies, and to improve our content and the products, services, materials, and other content that we describe or make available through the Services.

In some jurisdictions, such as the United States, an IP address may be considered Non-Personal Information. In the European Economic Area an IP address is considered Personal Information under applicable data protection laws. If this is the case, we process Non-Personal Information for the same purposes as Personal Information under this Privacy Policy.

What do we use your informaion for?

* To personalize your experience

(your information helps us to better respond to your individual needs)

* To provide services- your information is provided to the golf course where your round of golf is reserved and included in the customer database for that golf course.

* To improve our website

(we continually strive to improve our website offerings based on the information and feedback we receive from you)

* To improve customer service

(your information helps us to more effectively respond to your customer service requests and support needs)

* To process transactions

* To administer a contest, promotion, survey or other site feature or market related services

* To send periodic emails

The email address you provide may be used to send you information, respond to inquiries, and/or other requests or questions.

Note: If at any time you would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email.

How We Disclose Data.

We do have third parties that we may share your Personal and Non-Personal Information ("Collected Information") with, including the following entities:

- Corporate Affiliates, including corporate parents, subsidiaries, other affiliated entities, and associated entities for the purposes described in this Policy;
- Service Providers that perform certain functions or services on our behalf, such as to host or assist with the Services, manage databases, process payments, host a store or other e-commerce platform, perform analyses, or send communications for us. We require these service providers to comply with all applicable data privacy laws and regulations;
- Business Partners and other third parties that assist in the delivery of the Services, specifically including but not limited to the golf course location where a round of golf is reserved using the GolfBack services;
- Authorized third parties, who are parties authorized by you to receive the applicable Collected Information. By using the Services to reserve a round of golf at a golf course location you are specifically authorizing the disclosure of your Personal Information by GolfBack to that golf course location where the round of golf is reserved. The use of your Collected Information by an authorized third party is subject to the third party's privacy policy; and
- Third parties in the event of any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets or stock (including in connection with any bankruptcy or similar proceedings).
- We may use and disclose Collected Information as we believe necessary: (i) under applicable law; (ii) to enforce applicable terms and conditions; (iii) to protect our rights, privacy, safety or property, and/or that of our affiliates, you, or others; and (iv) to respond to requests from courts, law enforcement agencies, regulatory agencies, and other public and government authorities, which may include authorities outside your country of residence.

How do we protect your information?

We implement a variety of security measures to maintain the safety of your personal information when you place an order or enter, submit, or access your personal information.

We offer the use of a secure server. All supplied sensitive/credit information is transmitted via Secure Socket Layer (SSL).

Updates to Privacy Policy.

We may change this Privacy Policy from time to time. Any changes are effective when we post the revised Privacy Policy on or through the Services. Disclosures and notices in relation to this Privacy Policy or your Personal Information shall be considered to be received by you within twenty-four (24) hours after the time they are posted to our website or otherwise through the Services.

Your California Privacy Rights.

California Civil Code Section 1798.83 permits users of the Services who are California residents to request and obtain a list of what Personal Information (if any) we disclosed to third parties for direct

marketing purposes in the preceding calendar year and the names and addresses of those third parties. California residents may request and obtain such information, by e-mailing a request to **info@golfback.com**