

## **Privacy Policy**

### **Swing Center Indoor Golf**

Effective Date: 5/30/2026

Swing Center Indoor Golf (“we,” “our,” or “us”) is committed to protecting your privacy while providing an exceptional indoor golf experience. This Privacy Policy explains how we collect, use, and safeguard your information.

#### **1. Information We Collect**

##### **a. Information You Provide**

We collect personal information when you interact with us, including:

- Name
- Email address
- Phone number
- Billing and payment information
- Booking and reservation details
- Membership, league, or event registration information

##### **b. Simulator & Gameplay Data (aboutGolf)**

When you use our **aboutGolf simulators**, we may collect:

- Swing and ball performance data (e.g., speed, spin, accuracy)
- Scores, round history, and gameplay statistics
- User profiles created within simulator software
- Optional saved sessions or accounts

This data is used to enhance your playing experience and may be visible to you or others if participating in leagues, competitions, or shared sessions.

##### **c. Automatically Collected Website & System Data**

When you visit our website or booking platform, we may collect:

- IP address
- Device and browser type

- Usage patterns and activity
- Cookies and similar tracking technologies

#### **d. Video Surveillance**

For safety and security, our facility uses **24-hour video surveillance**.

- Cameras operate continuously throughout the premises
- Recordings may include video (and no audio unless otherwise posted)
- Footage is securely stored and retained for **up to 30 days**
- Recordings may be reviewed for:
  - Security and loss prevention
  - Incident investigation
  - Facility management and liability protection

By entering our facility, you acknowledge and consent to this recording.

### **2. How We Use Your Information**

We use your information to:

- Process reservations, memberships, and payments
- Deliver simulator services and gameplay features
- Maintain player profiles and performance history
- Communicate confirmations, updates, and promotions
- Operate leagues, events, and leaderboards
- Improve customer experience and facility operations
- Ensure safety and security through monitoring systems
- Comply with legal and regulatory requirements

### **3. Sharing of Information**

**We do not sell your personal information.**

We may share information with trusted third-party service providers, including:

- Payment processors (e.g., credit card providers)

- Booking and scheduling platforms
- aboutGolf simulator systems and software services
- Email and marketing systems

These providers only access the data necessary to perform their services and are expected to keep it secure.

We may also disclose information if required by law or to protect our rights, customers, or property.

#### **4. Leaderboards, Leagues & Public Display**

If you participate in leagues, tournaments, or events:

- Your name, scores, and rankings may be displayed within the facility or online
- This information is used to operate competitions and enhance community engagement

#### **5. Cookies & Tracking Technologies**

Our website may use cookies to:

- Improve functionality and booking experience
- Analyze site traffic
- Support marketing and advertising efforts

You can adjust cookie preferences through your browser settings.

#### **6. Data Security**

We use reasonable administrative and technical safeguards to protect your personal information, including:

- Secure payment processing systems
- Controlled access to sensitive data
- Industry-standard security measures

However, no system can be guaranteed 100% secure.

#### **7. Data Retention**

We retain personal information only as long as necessary to:

- Provide services

- Maintain customer records and gameplay history
- Comply with legal, tax, and accounting obligations

Surveillance recordings are retained for **up to 30 days**, unless needed longer for investigation purposes.

## **8. Your Privacy Rights (California Residents)**

As a California resident, you have rights under the California Consumer Privacy Act (CCPA), including the right to:

- Request access to personal information we collect
- Request deletion of personal data (subject to legal exceptions)
- Request information about how your data is used

To exercise your rights, please contact us using the information below.

## **9. Third-Party Services**

Our systems may link to or integrate with third-party providers (e.g., booking systems or simulator software). We are not responsible for their privacy practices.

## **10. Children's Privacy**

Our services are not directed toward children under 13, and we do not knowingly collect personal information from children without parental consent.

## **11. Updates to This Policy**

We may update this Privacy Policy periodically. Changes will be posted with a revised effective date.

## **12. Contact Information**

For questions or privacy-related requests, please contact:

### **Swing Center Indoor Golf**

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