

Our Privacy Policy

This page is used to inform website visitors regarding our privacy policy with the collection, use, and disclosure of Personal Information if a person decides to use our Service and Website. Personal information means information that can be linked to a specific individual, such as name, address (including billing and shipping), ip address, telephone number, e-mail address, credit card number, driver's license, government-issued ID or passport, social media account information, traveler trip information, such as dates and number of people/children traveling with you, your location-facilities, financial information, special needs or conditions that may impact your stay, geolocation information, communication, product, service or other preferences, demographic information. You are not required to provide any personal information unless and until you choose to make a purchase or sign up for one of our e-mail newsletters or other contests or services. If you choose to use our Service, then you agree to the collection and use of information in relation with this policy. The Personal Information that we collect are used for providing and improving the Service. We will not use or share your information with anyone except as described in this Privacy Policy.

Security of Your Information. We value your trust in providing us your Personal Information. We want you to know we will never sell, lease or rent your Personal Information and will always endeavor to take steps to assure that any personal information you provide to us will remain private and secure. Unfortunately, no method of transmission over the internet, or method of electronic storage is 100% secure and reliable, and we cannot guarantee its absolute security.

How and What Information is Collected. When you interact with us, such as registering for, making a reservation, use of our services, making payment, contacting us with a question or request, staying at a rental property, participating in any loyalty or other programs, providing a testimonial, review or comment, participating in any promotional activity, sweepstakes or competition, "Like", "Follow" or otherwise connect with or post to one of our Social Media Pages, we may gather information from you. **Making a Purchase.** For a better experience while using our Service and in order to purchase travel and related services through our site, you must provide us with certain personally identifiable information including but not limited to your name, your credit card number and expiration date, your credit card billing address, your telephone number, your e-mail address and the name or names of the person(s) traveling. The information that we collect will be used to contact or identify you.

Relationship data: We may collect or obtain your Personal Information in the ordinary course of our relationship with you (e.g., if you purchase a service from us). **Service data:** We may collect or obtain your Personal Information when you visit, download, use or register to use any part of our Service.

Content and Advertising Information: If you choose to interact with any third-party content or advertising services, we may receive Personal Information about you from the relevant third party. **Third Party Information:** We may collect or obtain your Personal Information from third parties who provide it to us. This may include offline channels such as through telephone or direct mail efforts; from customers, vendors, suppliers, third parties, commercially available or publicly-available sources (e.g., data brokers, data aggregators, public databases, etc.); third party affiliate network operators; referral sources; social network sites or services (e.g., Facebook, Twitter, LinkedIn, etc.). If you use a third party connection or log-in (e.g., Facebook Connect, Twitter, or Google+) to access the services, create a membership or profile on any part of the services, access our content or forward our content to another person, platform or service, we may also receive your username or email address for those third party services or other information available about you or collected from you on those services. We may employ third-party companies and individuals due to the following reasons: To facilitate our Service; To provide the Service on our behalf; To perform Service-related services; or To assist us in analyzing how our Service is used. We want to inform our Service users that these third parties have access to your Personal Information. The reason is to perform the tasks assigned to them on our behalf. However, they are obligated not to disclose or use the information for any other purpose. **Links to Websites.** Our Services may have links to other websites not operated by us and If you click on a third-party link, you will be directed to that site. We have no control over how these websites may collect your information and no liability for the practices, policies and security measures implemented on these websites. We strongly advise you to review the Privacy Policy of these websites before you submit your information through them. We have no control over, and assume no responsibility for the content, privacy policies, or practices of any third-party sites or services. **Social Media Sites.** Please note that we are not

responsible for the collection, usage and disclosure policies and practices (including data security) of other organizations, such as Facebook, Apple, Google, Microsoft, RIM or any other app developer, app provider, social media platform provider, operating system provider, wireless service provider or device manufacturer, including any Personal Information you disclose to other organizations through or in connection with the Apps or our Social Media Pages. **Log Data.** We want to inform you that whenever you visit our Service, we collect information that your browser sends to us that is called Log Data. This Log Data may include information such as your computer's Internet Protocol ("IP") address, browser version, pages of our Service that you visit, the time and date of your visit, the time spent on those pages, and other statistics. **Cookies.** Our website uses "cookies" to collect information and to improve our Service. Cookies are also used for statistical or marketing purposes, to determine how the Website is used. These cookies are provided by us or by third parties (e.g., advertising partners). While we do not control or have access to the advertiser cookies, we do permit them to be used on this Website to facilitate tailored advertising and monitor patterns of buying specific goods or interest in – for example, holidays or hobbies. These cookies run advertisements tailored to the user based on their online buying habits. You have the option to either accept or refuse these cookies and know when a cookie is being sent to your computer. If you choose to refuse our cookies, you may not be able to use some portions of our Service. **Google Analytics.** We use Google Analytics to help us better understand how visitors use this Website and to facilitate interest-based advertising associated with your Google Account and other devices you use. The information generated by the Google Analytics cookie about your use of this Website is transmitted to and stored by Google. **Mobile Devices.** When you use or access our Services from a mobile device, we may collect information such as your unique device ID and your location. If you download and use an App, we and our service providers may track and collect App usage data, such as the date and time the App on your device accesses our servers and what information and files have been downloaded to the App based on your device number, as well as any other Personal Information specified by the App in its terms or notices. **Internet Based Advertising.** We may use third-party advertising companies to serve advertisements regarding goods and services that may be of interest to you based on information relating to your access and use of our Services and other websites, apps and services on any of your devices, as well as information received from third parties. To do so, these companies may place or recognize a unique cookie on your browser (including using beacons, pixel tags). We, our third party service providers or third party ad servers, may use invisible pixels or beacons on this Website to collect information concerning user interactions with the Website, such as count how many users visit certain pages, track keypresses or mouse location, movements or clicks on the Website. We may use this information to diagnose Website technical problems, improve our marketing programs and content, and to target advertisements at this Website and/or on other sites. They may also use these technologies, along with information they collect about your online use, to recognize you across the devices you use, such as a mobile phone and a laptop. If you would like more information about this practice, and to learn how to opt out of it in desktop and mobile browsers on the particular device on which you are accessing this Privacy Notice, please visit www.aboutads.info and www.networkadvertising.org to opt out in mobile apps. You may also opt out in Twitter by going to your account privacy settings and unchecking the box next to "Tailor ads based on information shared by ads partners."

Sensitive Personal Information. We do not collect or otherwise process Sensitive Personal Information about race or ethnicity, political opinions, religious or philosophical beliefs, trade union membership, physical or mental health, sexual preference, any actual or alleged criminal offences or penalties, or any other information that may be deemed to be sensitive (collectively, "Sensitive Personal Information") in the ordinary course of our business except where we are explicitly given consent to support the booking process.

Information Provided on Someone Else's Behalf. If you provide us with information about someone else, please ensure you have the person's permission to do so for the purposes detailed in this Privacy Policy.

Minors (meaning those individuals under 18). Our services are not intended for and do not address anyone under the age of 18. We do not knowingly permit the site to be used by any person under the age of eighteen and we do not knowingly collect any personal, identifiable information from a Minor. No one under the age of 18 should provide any Personal Information or use our public discussion areas, forums or chats. If we do incidentally collect or maintain Personal Information from individuals under 18, you may request deletion of such information by contacting us as set forth under “Contact Us” below. In the case we discover that a Minor has provided us with personal information, we immediately delete this from our server. If you are a parent or guardian, and, notwithstanding these prohibitions, your Minor discloses information about themselves in our public discussion areas, consequences may occur that are not intended for a Minor (for example, they may receive unsolicited messages from other parties). Please contact us so that we will be able to implement the necessary actions.

Non-Personal Informational Use. In addition to any Personal Information or other information that you choose to provide to us regarding the Services, we and our third-party service providers may use a variety of technologies, now and hereafter devised, that automatically collect certain website usage information whenever you visit or interact with the Services. Non-personal information may be used in a variety of ways, including to help analyze site traffic, understand customer needs and trends, diagnose technical issues, carry out targeted promotional activities and to improve our services. This information may include browser type, operating system, the page served, the time and date of the visit or interaction, the source of the request, the preceding page view, language preferences or other settings and other similar information. We may use this usage information for a variety of purposes, including enhancing or otherwise improving the Services. In addition, we may also collect your IP address or some other unique identifier for the particular device you use to access the Internet, as applicable (collectively, referred to herein as a “Device Identifier”). A Device Identifier is a number that is automatically assigned to your device, and we may identify your device by its Device Identifier. When analyzed, usage information helps us determine how our Services are used, such as what types of visitors arrive at the Services, what type of content is most popular, what type of content you may find most relevant and what type of visitors are interested in particular kinds of content and advertising. We may use your non-personal information by itself or aggregate it with information we have obtained from others. We may share your non-personal information with our affiliated companies and third parties to achieve these objectives and others, but this aggregate information is anonymous information and will not involve disclosing any of your personally identifiable information. As aggregated or anonymized information does not constitute Personal Information, we may use it for any purpose. If we combine aggregated data with Personal Information, we will treat the combined information as Personal Information according to this Privacy Notice.

Other. From time to time we may add or enhance services available on the site. To the extent these services are provided and used by you, we will use the information you provide to facilitate the service requested. For example, if you email us with a question, we will use your email address, phone number, name, nature of the question, etc. to respond to your question. We may also store such information to assist us in making the site the better and easier to use.

Purposes for Which We May Process Your Information. We may Process your Personal Information in connection with any of the following, including but not limited to, our business transactions with you: to respond to your inquiries and fulfill your requests, communicating with you via any means, including via email, telephone, text message, social media, post or in person), to enter into or perform a contract with you, to complete and fulfill any purchases or requests for services, to send administrative information to you, customer support and relationship management. For our legitimate business interests, including, but not limited to: personalizing your experience on the Services by presenting products, surveys and offers tailored to you, to carry out data analysis, audits, fraud monitoring and prevention, internal quality assurance, developing new products, enhancing, improving or modifying our Services, identifying usage trends, auditing use and functionality of our Services, helping enforce compliance with our Terms of Use, helping protect our Services, determining the effectiveness of our promotional campaigns

and operating and expanding our business activities, subject to your marketing preferences (which may include consent to marketing under applicable law), to send you newsletters or marketing communications we believe may be of interest to you, for our own products and services, and on behalf of our Affiliates or selected third parties, via postal mail, email, telephone or text messaging, to allow you to participate in sweepstakes, contests, and similar promotions, and to administer these activities (each of which may have additional rules and could contain additional information about how we Process your Personal Information), to facilitate social sharing functionalities of your social media account(s).

When we Disclose your Information. Vendors and Service Providers: We may disclose your information to vendors and service providers we retain in connection with our business such as: travel services companies, financial services companies, property owners' associations, vacation insurance companies, website hosting, website analytics or content development, website support, data analysis, payment processing, order fulfillment, information technology and related infrastructure provision, customer service, email delivery, credit card processing, tax and financial advisers, legal advisers, accountants or auditing services. **Business Partners, Sponsors, and Other Third Parties:** We may disclose your Personal Information to business partners, co-sponsors of promotions, and other third parties in order to provide you with services that may be of interest to you. For example, we may share your Personal Information with the owners and operators of affiliated and unaffiliated hotels and resorts, airlines, car rental services, retail stores, credit agencies and other third parties to facilitate reservations, to offer you products or services, or in connection with our loyalty program or a loyalty program of one of our partners. We may also co-sponsor promotions, sweepstakes, or other events with a third party and may share your Personal Information in connection with these events. Further, we may share your Personal Information with third party providers located on-site at hotels or resorts, such as time-share, spa, golf, concierge, and dining providers. If you provide additional information to any of these third parties, such information will be subject to such third parties' privacy practices. **Affiliates:** To any other entity that is, at the time you disclose your Personal Information, directly or indirectly controlled by, or under common control with us ("Affiliates") for the purposes described in this Privacy Notice, including under "Why and How We Use Your Information", unless otherwise prohibited by applicable law. **Message Boards:** We may make reviews, message boards, blogs, and other such user-generated content facilities available to users. Any information disclosed in these areas becomes public information and you should always be careful when deciding to disclose your Personal Information. We are not responsible for privacy practices of other users including website operators to whom you provide information. **Legal Compliance:** Subject to applicable law, we reserve the right to release information concerning any user of services to law enforcement authorities, government or public agencies or officials, regulators, and/or to any other person or entity having appropriate legal authority or justification for receipt of your information, if required or permitted to do so by law or legal process, to respond to claims, or to protect our rights, interests, privacy, property or safety, and/or that of our Affiliates, you or other third parties, when we have grounds to believe that the user is in violation of our Terms and Conditions or other published guidelines or has engaged in (or we have grounds to believe is engaging in) any illegal activity, and to release information in response to court and governmental orders, other requests from government entities, civil subpoenas, discovery requests and otherwise as required by law or regulatory obligations. We also may release information about users when we believe in good faith that such release is in the interest of protecting the rights, property, safety or security of Beach Room Rentals, LLC, any of our users or the public, or to respond to an emergency. **Merger or Acquisition:** We may disclose your Personal Information to a third party who acquires any part of our business or the business of any of our Affiliates, whether such acquisition is by way of merger, consolidation, divestiture, spin-off, or purchase of all or a substantial portion of our assets.

Video Surveillance. We always care about your safety. When you visit our properties, you may notice that we have implemented camera systems in order to register the activity in public areas. These video records will not be shared outside of Beach Room Rentals, LLC unless there is a valid legal or

government requirement to do so. In our public areas and on our properties that are utilizing video surveillance you will find a visible sign that indicates video recording in use.

Retention Period. We will retain your Personal Information for the period necessary to fulfill the purposes outlined in this Privacy Notice unless a longer retention period is required or permitted by law.

Your Choices and Rights. Changes to Your Marketing Preferences: You can opt-out from receiving future marketing communications from us at any time by using the unsubscribe function in the email you receive from us; or contacting us as set forth under “Contact Us” below.

Withdrawing Your Consent: You may withdraw any consent that you have provided to us to Process your information at any time. **Accessing your Information:** In accordance with applicable law, you may access the Personal Information we Process about you. Any request to access or obtain copies of your Personal Information must be made in writing by contacting us as set forth under “Contact Us” below. We may, depending on the applicable law in your country, be entitled to charge a nominal fee to cover some of our administration costs in connection with the provision of such information. We may also ask you to verify your identity and to provide further details relating to your request. **Correcting your Information:** We will take reasonable steps to ensure the accuracy of the Personal Information we retain about you. It is your responsibility to ensure you submit true, accurate, and complete information to us, and timely update us in the event this information changes. You may request that any inaccurate or incomplete Personal Information held by us or on our behalf is corrected, by contacting us as set forth under “Contact Us” below. **Deleting your Information:** Under certain circumstances, you may request we delete Personal Information we hold about you by contacting us as set forth under “Contact Us” below. We will assess your request and determine, under applicable law, whether we are required to delete this information. We may, depending on the applicable law in your country, be entitled to charge a nominal fee to cover some of our administration costs in connection with the provision of such information. We may also ask you to verify your identity and to provide further details relating to your request. Please note that deletion of Personal Information may affect the access you have to our services and even after we delete your information, portions of your data may remain in aggregated, anonymized, or tokenized form, but are not associated with personal identifiers. In addition, because we regularly back up our systems, portions of your personal information may continue to reside in backup copies for a period of time after it is deleted from our main systems. **Objecting to Processing:** If you would like us to stop Processing your Personal Information, you can request this by contacting us as set forth under “Contact Us” below. We will assess your request and determine, under applicable law, whether we have any justification for the continued Processing. **Transferring your Information:** Under certain circumstances, you may receive your Personal Information in a format that allows you to send it to another company or to direct us to transfer it directly to another company.

Contact Us: If after reviewing this Privacy Notice, you have any questions, complaints or privacy concerns, or would like to make any requests in relation to your Personal Information, or obtain further information on safeguards or if you are a resident of California, California Civil Code Section 1798.83 allows you to request information regarding the Personal Information we collected and third parties to whom we disclosed your Personal Information for the third parties’ direct marketing purposes during the preceding calendar year, please send a request to:

Beach Room Rentals, LLC
Attn: Legal Dept.
PO Box 9554
Panama City Beach, FL 32417

No fee usually required. You will not usually have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

You may also direct your complaint/concern to the applicable data protection authority.

This Privacy Notice may be amended or updated from time to time to reflect changes in our practices with respect to the Processing of your information, or changes in applicable law. We encourage you to read this Privacy Notice carefully and periodically review this page to make sure you are familiar with the updated version as any changes are effective immediately. Last updated: March 24, 2020.