

Effective Date: February 1, 2022

## Privacy Policy

Welcome to jlaac.org (“**Site**”). This website is owned and operated by Jack Link Community Center, Inc. dba Jack Link’s Aquatic and Activity Center (“**we,**” “**us,**” “**our,**” or “**JLAAC**”). This Privacy Policy explains our practices, defines our users’ (“**you**” or “**your**”) privacy options, and describes how your information is collected and used.

**By using the JLAAC website or any of our applications, products, services, features, tools, or resources, you agree to the terms of this Privacy Policy and our Terms of Use.**

This Privacy Policy, along with our Terms of Use, governs your use of the Site. It does not apply to third-party platforms or to other platforms owned by JLAAC. It also does not apply to information collected through other channels, such as over the phone or in person.

We reserve the right to modify this Privacy Policy and will mark new versions with a corresponding effective date. We recommend you visit the Site to review any changes in our practices. Your continued use of the Site constitutes your agreement to our then-current Privacy Policy.

### Types of Information We Collect

Some of the information we collect through this Site may be “personal information”- information that identifies you personally, alone or in combination with other information available to us. The Site may also collect general information about your technology interface or preferences (such as the type of browser used or the files requested). Additionally, we may collect information regarding the websites you visit and other information as described in this Privacy Policy.

The information we may collect includes, but may not be limited to:

*Information You Manually Provide.* JLAAC collects the information you manually provide (using your keyboard, mouse, or touchpad) when you use this Site. For example, we collect the information you provide when you subscribe to our email updates, contact us with questions, or otherwise interact with this Site. Some of the information you manually provide may be personal information, such as your name and contact information and your transaction history relating to the use of our products and services.

*Information from Third-Party Social Media Platforms.* You may be able to register with, log on to, or enhance your profile on this Site by choosing to automatically populate the requested data fields with information you previously provided to a third-party social media platform (such as Facebook or Twitter). By doing this, you are asking the third-party platform to send us information, including personal information, from your profile on that platform.

*Information from Your Browser or Device.* JLAAC collects information that is sent to us automatically by your web browser or mobile device. This information typically includes your IP address, the name of your operating system, the name and version of your browser, the date and

time of your visit, and the pages you visit. The information we receive may depend on your browser or device settings.

*Information Collected by Cookies and Other Technologies.* Computer data or files, often called “cookies”, may be sent by your web browser and stored on an individual computer to allow our server to “recognize” you through the navigation of the Site and for us to credit your account for various online transactions. We use cookies and other technologies, including device identifiers, to collect information and support certain features of this Site. We may also use computer data files, often called “web beacons” that are collected from emails or links on third-party sites that allow our server to evaluate the popularity of those links or the information contained in emails or on third party sites. For example, we may use these technologies to:

- Collect information about the ways visitors use this Site—which pages they visit, which links they use, and how long they stay on each page;
- Support the features and functionality of this Site—for example, to save you the trouble of reentering information already in our database or to prompt the settings you established on previous visits;
- Personalize your experience when you use this Site; and
- Improve our marketing efforts, including through use of targeted advertising.

## **How We Use Information Collected Through This Site**

We collect information about you in order to provide you with services and products, and also to collect information that is necessary for the Site to work properly. We use personal information about our users for a variety of purposes related to our business, including but not limited to:

- Providing the information, products and services you request and allowing you to receive information from us regarding JLAAC’s products or services;
- Sending or initiating direct marketing programs, such as newsletters or information about new products or services we are offering;
- Using content from social media platforms where you discuss our products or use a hashtag related to our products;
- Processing your payment transaction and payment status;
- Completing transactions through the Site initiated by you and sent to your designated recipient;
- Providing you with effective customer service;
- Providing you with a personalized experience when you use this Site;
- Contacting you with information and notices related to your use of this Site;
- Contacting you with special offers and other information we believe will be of interest to you (in accordance with any privacy preferences you have expressed to us);
- To better understand your needs and interests;
- For security, credit or fraud prevention purposes;
- Tracking information about your visits to this Site to allow us to provide better service;
- Inviting you to participate in surveys and provide feedback to us (in accordance with any privacy preferences you have expressed to us);
- Improving the content, functionality and usability of this Site;
- Improving our products and services and to attract investors;

- Improving our marketing and promotional efforts;
- Providing information about your usage or preferences to our third-party vendors and providers; and
- For any other purpose identified in an applicable privacy notice, click-through agreement or other agreement between you and us.

## **How We Share Information with Others**

*With Third-Party Vendors.* JLAAC shares information collected through this Site with third-party vendors who act on our behalf. For example, we may use third-party vendors to design and operate this Site, to conduct surveys, to process your credit card information, and to help us with our promotional efforts. These third-party vendors may need information about you to perform their obligations. Typically, they are required by contract to keep your information confidential and to use it only to provide services on our behalf; however, as described below, we may allow them to use aggregate or de-identified data for their own purposes or to market the products and services of their other clients.

*With Other Users of this Site.* You may be able to submit User-Generated Content on or through this Site. In this Privacy Policy, User-Generated Content (“**UGC**”) refers to content that you post, using the social networking tools we make available to you, which does not constitute “Feedback” (as that term is defined in our Terms of Use). Any personal information contained in UGC can be read, collected, or used by others. In addition, we may use UGC you submit for advertising campaigns and other promotions. We may or may not use your name in connection with such use, and we may or may not seek your consent before using the content for such purposes. Therefore, you should have no expectation of privacy with respect to UGC you submit on or through this Site.

*With Third-Party Social Media Platforms.* We may provide functionality on this Site that allows you to automatically post information about the actions you take on this Site to a third-party social media platform (such as Facebook, Instagram, or LinkedIn). If you choose to take advantage of this functionality, people with access to your profile on the third-party platform may be able to see the actions you have taken—for example, the items you have purchased. Thus, you should have no expectation of privacy in those actions. Further, if you choose to link your profile on this Site with an account on a third-party social media platform, we may share the information in your profile with that third-party platform.

*Within the JLAAC Corporate Family.* The owner and operator of this Site may share information collected through this Site with other companies in the JLAAC’s corporate structure. These affiliate companies are permitted to use your information for their own marketing purposes and in a manner otherwise consistent with this Privacy Policy.

*In Aggregate or De-Identified Form.* We use information collected through this Site to create a compiled, aggregate view of usage patterns. We may share aggregate information with third parties so we and they can better understand our user base. We may also share with third parties information about how particular individuals use this Site, but only on a de-identified basis (“**Individualized Data**”). Individualized Data is not personally identifiable, but it does reflect

the usage patterns of a particular Site user, as opposed to Site users collectively. We may provide basic demographic information (gender and age) in conjunction with providing Individualized Data. Third parties typically use this information for analytical purposes and to market their own products and services.

*With Other, Carefully Selected Business Partners.* From time to time, we may share your information with selected third parties for their own marketing purposes. For example, we may partner with third parties to sponsor contests or other promotions and we may share with these third parties the information you submit to us to participate in the contest or take advantage of the promotion. Before doing so, however, we may offer you the opportunity to “opt out” or “opt in,” as required by applicable law.

*As Part of a Business Transfer.* Your information may be transferred to successor organization if, for example, we transfer the ownership or operation of this Site to another organization, if we merge with or are acquired by another organization, or if we liquidate our assets. If such a transfer occurs, the successor organization’s use of your information will still be subject to this Privacy Policy and the privacy preferences you have expressed to us.

*To Comply with Laws and Protection of Our Rights and the Rights of Others.* We may disclose your information when we, in good faith, believe disclosure is appropriate to comply with the law, a court order, a subpoena, or other legal process. We may also disclose your information to prevent or investigate a possible crime, such as fraud or identity theft; to protect the security of this Site; to enforce or apply our online Terms of Use or other agreements; or to protect our own rights or property or the rights, property or safety of our users or others.

## **Behavioral Advertising**

In addition to the cookies we deliver to your computer or mobile device through this Site, certain third parties may deliver cookies to you for a variety of reasons. For example, we may use Google Analytics, a web analytics tool that helps us understand how visitors engage with our Sites. Other third parties may deliver cookies to your computer or mobile device for the purpose of tracking your online behaviors over time and across nonaffiliated websites and/or delivering targeted advertisements either on this Site or on other websites.

You have choices about the collection of information by third parties on our Sites. For example, if you don’t want information about your visit to this Site sent to Google Analytics, you may download an Opt-out Browser Add-on. Please note that the Add-on does not prevent information from being sent to us.

In addition, if you would like to opt out of having participating entities collect your online behavior for advertising purposes when you are browsing our websites, [click here](#) for a “Website Opt Out.” You will be directed to an industry-developed website that allows you to choose whether each listed entity may collect and use data for interest-based advertising purposes. It may be that some of the third parties that collect interest-based information on this Site do not participate in the Website Opt Out, in which case the best way to avoid third-party tracking of your online behaviors may be through your browser settings and deletion of cookies.

The Website Opt Out described above works only on websites. To opt out of having participating entities track your behaviors for advertising purposes when you are using a mobile app, download and use the Digital Advertising Alliance's "App Choices" app. As with the Website Opt Out, the "Mobile App Opt Out" prevents tracking only by participating entities. Please note that the Website Opt Out and Mobile App Opt Out are device specific and the Website Opt Out is browser specific. If you wish to opt-out from having interest-based information collected by participating entities across all devices and browsers, you need take the steps outlined above from each device and browser.

## **How Users Can Limit Information Collected**

We respect your right to make choices about the ways we collect, use, and disclose the information you provide on or through this Site. We strive to provide choices to you at a meaningful time and in a meaningful place.

While we work hard to use and disclose our users' personal information only for the purposes identified above, you can choose not to provide personal information or limit the personal information obtained by us as follows:

*Do Not Track Mechanism and Limiting Cookies.* Your browser may deliver a "Do-Not-Track ('DNT') signal" to this Site. Because of the changing state of technology and indecision within the technology and marketing industries regarding the meaning of DNT signals, we currently do not make any guarantee that we will honor DNT signals. You may also limit the collection of "cookies" through your browser settings. However, this may disable our ability to provide you with the most relevant products or information regarding the Site.

*Google Analytics:* You may limit the ability of Google Analytics to track your online activity, as outlined in the "Behavioral Advertising" section above.

*Previously Expressed Preferences.* You may change previously expressed preferences regarding how we use information you provide on or through this Site. For example, if you have provided your contact information and receive periodic emails from us, you may decide to stop receiving those emails by clicking the "unsubscribe" link in an email's footer. You may be able to change other preferences through an account you create on this Site. Otherwise, please contact us using the information provided in the "Contact Us" section below.

## **How to Access, Update or Correct Your Information**

If you have created a profile on this Site, you may be able to access, update or correct your information through your account settings. Otherwise, you may need our help. Please contact us using the information provided below. We will respond to you within a reasonable time and, in any case, within the time limits established by applicable law. We may ask you for additional information to verify your identity. In most cases, we will provide access and correct or delete any inaccurate information you discover. In some cases, however, we may limit or deny your request if the law permits or requires us to do so or if we are unable to verify your identity. If you seek deletion of information that you posted when you were a minor, please contact us using the information provided in the "Contact Us" section below.

## **Steps We Take to Safeguard Your Information**

We maintain reasonable administrative, physical and technical measures for all user information collected on or through this Site.

## **Children Under the Age of Thirteen**

Our Site is not designed or intended for children or minors under the age of thirteen years without the permission of a parent or guardian and we do not knowingly collect information from any person under the age of thirteen.

## **Links to Other Sites**

This Site may provide links to other websites operated by third parties, including in some cases our third-party vendors. JLAAC does not control these websites and is not responsible for their data practices. Any information you provide to third parties on their websites is covered under their privacy and data collection policies and is not covered by this Privacy Policy. We urge you to review the privacy policy posted on any site you visit before using the site or providing any personal information.

The Site may also contain certain social media icons or widgets. Although you can view the material we have linked to, you may have to create an individual account or register to use these third-party social media sites or to use the interactive features. Any interaction on social media websites is governed by the terms of use and privacy policy of the particular platform.

## **Your California Privacy Rights**

California Civil Code § 1798.83 permits users 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 contact us via the contact information below.

## **Contact Us**

If you have any questions regarding this Privacy Policy, please contact us at:

Jack Link's Aquatic & Activity Center  
714 W Hokah Street  
Minong, WI 54859

Phone: 715-972-8320

email: [info@jlaac.org](mailto:info@jlaac.org)