

# Privacy Policy of [www.riptidebeachclubs.com](http://www.riptidebeachclubs.com)

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We are [Riptide Beach Clubs I & II](#). This privacy policy outlines how we collect, use, and protect your personal information when you use our services.

You can contact us at [info@riptidebeachclubs.com](mailto:info@riptidebeachclubs.com).

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## Introduction

What is this policy about?

This document explains how this website collects, uses, and protects your personal data to achieve the purposes outlined in this document.

What is personal data?

Personal data refers to information that can be used to identify you directly as a homeowner or renter/guest of Riptide Beach Clubs. This includes details such as first name, last name, email address, home address, and cell phone numbers.

Types of data collected

The types of personal data that this website collects through the contact form only, which is voluntarily provided by you:

- Name
- Email address
- Phone

This website does not collect any personal data other than what you, the homeowner or renter/guest voluntarily provide. We do not share your personal data with any third-party services.

Personal data is not mandatory to use our website, as the website only provides information. You are free to use the website without providing personal data as it does not affect the functionality of the site.

## Mode and place of processing personal data

### Methods of processing

The data processing is carried out using our computers and/or IT-enabled tools, following organizational procedures and modes strictly related to the purposes indicated.

In addition to ourselves, in some cases, the data may be accessible to certain types of persons in charge, involved with the operation of this website (e.g. administration, software personnel, legal team).

### Place

The data is processed at our operating offices

### Retention time

Unless specified otherwise in this document, personal data shall be processed and stored for as long as required by the purpose they have been collected for and may be retained for longer due to applicable legal obligation or based on your consent.

## Detailed information on the processing of personal data

Your personal data is collected to allow us to provide our service, comply with our legal obligations, respond to enforcement requests, protect our rights and interests (or yours) detect any malicious or fraudulent activity, as well as the purposes set out below:

### Analytics

The services contained in this section enable us to monitor and analyze web traffic and can be used to keep track of your behavior.

#### Google Analytics (Universal Analytics) (Google LLC)

Google Analytics (Universal Analytics) is a web analysis service provided by Google LLC (“Google”). Google utilizes the data collected to track and examine the use of this website, to prepare reports on its activities and share them with other Google services. Google may use the data collected to contextualize and personalize the ads of its own advertising network.

To understand Google's use of data, consult Google's [partner policy](#) and their [Business data page](#).

**Personal data processed:** Trackers; Usage data

**Place of processing:** United States

**Privacy policy:** <https://business.safety.google/privacy/>

**Opt-out link:** <https://tools.google.com/dlpage/gaoptout>

Category of personal information collected according to the CCPA: internet or other electronic network activity information. This processing constitutes a sale according to the CCPA, VCDPA, CPA, CTDPA and UCPA **Displaying content from external platforms**

This type of service allows you to view content hosted on external platforms directly from the pages of this website and interact with them. Such services are often referred to as widgets, which are small elements placed on a website or app. They provide specific information or perform a particular function and often allow user interaction. This type of service might still collect web traffic data for the pages where the service is installed, even when you do not use it.

#### **Google Fonts (Google LLC)**

Google Fonts is a typeface visualization service provided by Google LLC that allows this website to incorporate content of this kind on its pages.

To understand Google's use of data, consult Google's [partner policy](#) and their [Business data page](#).

**Personal data processed:** Trackers; Usage data

**Place of processing:** United States

**Privacy policy:** <https://business.safety.google/privacy/>

**Opt-out link:** <https://tools.google.com/dlpage/gaoptout>

Category of Personal Information collected according to the CCPA: internet or other electronic network activity information.

#### **Contacting you**

Contact form ([www.riptidebeachclubs.com](http://www.riptidebeachclubs.com))

By filling in the contact form with your data, you authorize this website to use these details to reply to your requests for information, quotes or any other kind of request as indicated by the form's header.

Personal data processed: email address; first name; last name

Category of personal information collected according to the CCPA: identifiers. This processing constitutes: a sale according to the CCPA, VCDPA, CPA, CTDPA and UCPA

#### **Legal basis of processing**

We may process personal data relating to you **if you have given your consent for one or more specific purposes:**

- Provision of data is necessary for the performance of an agreement with you and/or for any pre-contractual obligations thereof.
- processing is necessary for compliance with a legal obligation to which we are subject.
- processing is related to a task that is carried out in the public interest or in the exercise of official authority vested in us.

In any case, we will gladly help to clarify the specific legal basis that applies to the processing, and whether the provision of personal data is a statutory or contractual requirement, or a requirement necessary to enter a contract.

#### **Understanding how long we will retain your information**

When we collect your personal information, we keep it for as long as required for the purposes we collected for. Sometimes, we might need to keep personal information longer due to a legal obligation or based on your consent.

Here's what that means in more detail. We will keep your personal information based on the purposes and reasons set out below:

- **for contractual purposes:** If we have concluded a contract with you, then we'll keep your information until the contract has been performed in full.
- **for our legitimate interests:** If we're using your personal information for purposes that are necessary and relevant to our business operations, we'll keep it as long as we need it for those purposes. You can learn more about these purposes within the relevant sections of this document or by contacting us.
- **with your consent:** We may be allowed to retain personal data for a longer period whenever you have given consent to such processing, unless you withdraw your consent.
- **legal obligations:** we may be obliged to retain personal data for a longer period whenever required to fulfill a legal obligation or upon order of an authority.

Once the retention period expires, your personal data will be deleted. Therefore, the right of access, the right to erasure, the right to rectification and the right to data portability cannot be enforced after expiration of the retention period.

#### **Information about this document**

This document was generated with the use of the [privacy policy template](#).

#### **Your rights based on the General Data Protection Regulation (GDPR)**

You may exercise certain rights regarding your data processed by us. You have the right to do the following, to the extent permitted by law:

- **Withdraw your consent at any time.** You have the right to withdraw consent where they have previously given your consent to the processing of your personal data.
- **Object to processing of your data.** You have the right to object to the processing of your data if the processing is carried out on a legal basis other than consent.
  - If your personal data is processed for public interest, by an official authority, or for our legitimate business interests, you can object by providing a reason related to your situation.
  - However, if your personal data is being processed for direct marketing purposes, you can object at any time, free of charge, and without any reason. If you do, we will stop using your personal data for marketing. To find out if we are using your data for direct marketing, please refer to the relevant sections of this document.
- **Access your data.** You have the right to learn if data is being processed by us, obtain disclosure regarding certain aspects of the processing and obtain a copy of the data undergoing processing.

- **Verify and seek rectification.** You have the right to verify the accuracy of your data and ask for it to be updated or corrected.
- **Restrict the processing of your data.** You have the right to restrict the processing of your data. In this case, we will not process your data for any purpose other than storing it.
- **Have your personal data deleted or otherwise removed.** You have the right to obtain the erasure of your data from us.
- **Receive your data and have it transferred to another controller.** You have the right to receive your data in a structured, commonly used and machine-readable format and, if technically feasible, to have it transmitted to another controller without any hindrance.
- **Lodge a complaint.** You have the right to bring a claim before your competent data protection authority.
- **Learn about the reason for data transfers.** You are also entitled to learn about the legal basis for data transfers abroad, including to any international organization governed by public international law or set up by two or more countries, such as the UN.
- **Know about security measures:** You have the right to know about the security measures we take to safeguard your data.

#### How to exercise these rights

Any requests to exercise your rights can be directed to us. Our full contact details can be found at the start of this document. Such requests are free of charge and will be answered by us as early as possible, providing you with the information required by law. Any rectification or erasure of personal data or restriction of processing will be communicated by us to each recipient, if any, to whom the personal data has been disclosed unless this proves impossible or involves disproportionate effort. At your request, we will inform you about those recipients.

#### **Cookie**

Cookies are trackers consisting of small sets of data stored in your browser.

#### **Tracker**

Tracker indicates any technology - e.g. cookies, unique identifiers, web beacons, embedded scripts, e-tags and fingerprinting -that enables the tracking of you, for example by accessing or storing information on your device.

#### **Legal information**

This privacy statement has been prepared based on provisions of multiple legislations. This privacy policy relates solely to this website, if not stated otherwise within this document.

#### **SMS Terms of Service**

By opting into SMS from a web form or other medium, you are agreeing to receive SMS messages from Riptide Beach Clubs I & II. This includes SMS messages for appointment scheduling, appointment reminders, post-visit instructions, notifications, and billing notifications. Message frequency varies. Message and data rates may apply. See privacy policy at [www.riptidebeachclubs.com](http://www.riptidebeachclubs.com). Message HELP for help. Reply STOP to any message to opt out.