

SmartPin Privacy Policy

Effective March 5, 2024

This policy explains our information practices, defines your privacy options, and describes how your information is collected and used by us, Ace Golf Technologies, LLC, a Minnesota limited liability company DBA SmartPin, whose mailing address and principal place of business is 3469 Lake Elmo Ave N, #219, Lake Elmo, MN 55042.

This policy covers the internet domain and subdomains for <https://smartpingolf.com> (the "Site") and any mobile applications created by SmartPin ("App").

By using or visiting the Site or App, you agree to the collection and use of information in the manner described in this policy. SmartPin shall have the right at any time and without prior notice, at its sole discretion, to revise this policy. Such revisions and additions shall be effective immediately upon notice, which may be given by any means, including but not limited to posting the revised or additional terms and conditions on the Site or App. You are responsible for reviewing the Site or App periodically for any modification to this policy.

Information We Collect

This policy applies to all information collected on the Site and App and any information you provide to SmartPin. You will most likely provide personal information to us when you register as a Site or App user or make use of certain SmartPin services. The personal information we collect may include user ID, password, your name, your address, your email address, and your phone number. The information you submit to SmartPin may also include video, photographs, text, graphics, music, and any other materials you might submit as part of, or in conjunction with, your use of the Site or App.

Blogs and Message Areas

The Site or App may include access to and use of blogs or other message areas that allow users to post information to the Site or App. When you post messages, other Site or App visitors may also view them. We urge you to exercise caution when providing personally identifiable financial or other information in the blogs or other message areas. Remember that any information you disclose in these areas becomes public information.

Our Collection of Your Data

In addition to the personal information you supply, we collect certain information to evaluate how visitors, guests, and members use the Site and App. We collect data to make our service work better for you in the following ways: to improve the design of the Site and App, to provide personalization on the Site and App, and to evaluate the performance of our marketing programs.

How We Use Information

Our primary goal in collecting your customer information is to provide you with a personalized, relevant, and positive experience with the Site and App and to give us useful business information.

You can register on the Site or App to receive promotions and updates, or to be contacted for market research purposes. The contact information you submit will not be used for these purposes unless you specifically “opt-in.”

From time to time, you may be invited to participate in optional customer surveys or promotions, and SmartPin may request that you provide some or all of the above-listed personal information in those surveys or promotions. We use information collected from surveys to learn about our customers to improve our services and develop new products and services of interest to our customers.

Technologies Used to Collect Data

To provide a better experience on our Site or App and to give us useful business information, we may gather non-personal information using the following technologies: “IP addresses”, “cookies”, “clear gifs”, “browser detection”, and “weblogs”.

- “IP addresses” define the Internet location of computers and help us better understand the geographic distribution of our users and manage the performance of the Site and App.
- “Cookies” are tiny files placed onto the hard drive of your computer when you visit the Site or App, so we can recognize you when you return to the Site or App and deliver content specific to your interests. You may modify your browser preferences to accept all cookies, be notified when a cookie is set, or reject all cookies. Please consult your browser instructions for information on how to modify your choices about cookies.
- “Clear gifs” are tiny graphics with unique identifiers that are used to track emails and online movements, helping us understand what marketing campaigns and content are effective.
- “Browser detection” may be used to detect the type of web browser you are using to optimize the performance of our Site or App and to understand the mix of browsers used by our users, guests, and visitors.
- “Weblogs” may be used to learn how people use our Site and App, the paths people take through our Site and App, and how long they spend in certain areas.

Our Commitment to Data Security

Access to your data is limited to registered users of our service, SmartPin staff or approved vendors.

Although total security does not exist on the Internet, SmartPin shall make commercially reasonable efforts to safeguard the information that you submit to the Site and App.

SmartPin Communications

When you sign up as a registered SmartPin user, you may elect to have SmartPin provide you with marketing communications such as e-mail newsletters, product and service updates, and promotions. Our customers generally find this type of information useful. If you no longer want to continue to receive such communications, you can select the “unsubscribe” link at the bottom of any marketing communication email and follow the opt-out instructions.

Your Information and SmartPin Service Providers/Business Partners

We engage certain trusted third parties to perform functions and provide services to us, including, without limitation, website hosting and maintenance, customer relationship management, database storage and

management, and marketing campaigns. We will share your personally identifiable information with these third parties, but only to the extent necessary to perform these functions and provide such services, and only pursuant to binding contractual obligations requiring such third parties to maintain the privacy and security of your data.

We exchange information with certain business partners to provide services to you, including, without limitation, golf courses, golf tee sheet software providers, social networking sites, and other golf-related service providers. We will share your personally identifiable information with these business partners, but only to the extent necessary to forward information relating to transactions that you have initiated through our Site or App.

We will not sell or otherwise provide lists of e-mail addresses, names, or other personally identifiable information relating to people registered on the Site or App to any 3rd party outside of the policy listed above.

How to Access or Correct Your Information

You can access and maintain your personally identifiable information within the "Profile" area of the App. To protect your privacy and security, we require an email address and password to verify your identity before granting access or making corrections.

Aggregate, Non-Personally Identifiable Information

We aggregate data for reporting and analysis to understand, for example, the total number of users performing certain activities on the Site or App or the total number of rounds of golf played at certain golf facilities. We may use this aggregate, non-personally identifiable information for any purpose and may distribute this information to any of our service providers, customers, or business partners at our sole discretion.

Disclosure of Information

We reserve the right to disclose your personally identifiable information as required by law and when we believe that disclosure is necessary to protect our rights and/or comply with a judicial proceeding, court order, or legal process. It is also possible that SmartPin would sell all or substantially all of its assets and business. In any transaction of this kind, customer information, including your personally identifiable information, may be among the assets that are transferred. If we decide to so transfer your personally identifiable information, you will be notified by email or by a notice on the Site or App.

Link to Other Websites

The Site or App may contain links to other websites. SmartPin is not responsible for the privacy practices of these other sites. We encourage you to be aware when you leave our Site or App and to read the privacy statements of each website that collects personally identifiable information. Some linked sites may be co-branded with our trademarks and those of our business partners. They may have the look and feel of smartpingolf.com or our apps, but the URL in your browser window will indicate that you are visiting a different site. This policy only applies to information collected by SmartPin.

How to Contact Us

Should you have privacy questions or concerns, please send an email to hello@smartpingolf.com, or mail to 3469 Lake Elmo Ave N, #219, Lake Elmo, MN 55042.