

PRIVACY POLICY

B AND B GOLF INC. (hereinafter referred to as “Irish Hills Golf Club,” “us,” “we,” or “our”), own and/or operate the Web sites through which you have accessed this Privacy Policy (the “Privacy Policy”) (collectively, the “Site”). By visiting, using and/or submitting information to the Site, you agree that you understand and consent to the privacy practices set forth in this Privacy Policy and agree to be bound by the terms and conditions of Irish Hills Golf Club’s Agreement of Terms of Use located on the Site (the “Terms of Use”).

We know that you care how information about you is collected, used and shared. We have created this privacy policy to disclose our most current policies regarding the collection, use and disclosure of information collected from you on the Site, and answer your questions regarding our privacy practices.

Information We Collect

Irish Hills Golf Club May Receive and Collect Your Personally Identifiable Information.

Personally identifiable information generally includes information that could be used to determine your identity, such as your name, address, phone number, email address, and birthdate. The term “personally identifiable information” does not include anonymous information such as IP address information. You can access and use most portions of the Site without providing any personally identifiable information. You may choose to provide us with personally identifiable information within certain features of the Site, however, such as within our “contact” or “contact us” forms. If you are located outside of the United States, any information you provide to us will be transferred to the United States. The following are some examples (without limitation) of how we may receive and collect your personally identifiable information in connection with the Site:

- We may collect personally identifiable information from you if you choose to fill out any forms, profiles, or surveys on the Site.
- If you send us correspondence, such as emails or letters, we may choose to collect information about you within such correspondence.
- We may receive your personally identifiable information from one of our business partners or other third-party sources.

Irish Hills Golf Club May Receive and Collect Non-Personally Identifiable Information: We may collect non-personally identifiable information about you through a variety of technical methods, including the following:

- Collection of IP Address. When you visit the Site, we collect your IP address. We may use IP addresses to collect information such as the frequency with which individuals visit various parts of the Site.
- Collection with Cookies. “Cookies” are pieces of information that a Web site sends to your computer while you are viewing a Web site. We may set and access cookies on your computer to track and store preferential information about you. Please note that most Internet browsers will allow you to stop cookies from being stored on your computer and to delete cookies stored on your computer.
- Collection with Web beacons. “Web beacons” are electronic images, tags or scripts that allow a Web site to access cookies and help track general usage patterns of

visitors to a Web site. Web beacons can recognize certain types of information, such as cookies, time and date of a page view, and a description of the page where the Web beacon is placed.

The information collected through these technical methods standing alone, cannot be used to determine your identity. Such information may, however, be combined in a way that makes it become personally identifiable information. If this happens, we will treat the combined information as personally identifiable information.

Collection of Information from Minors

The Site is intended to be accessed and used only by adults and is not directed to children under the age of 18. We do not knowingly collect personally identifiable information by anyone under the age of 18 and you should not provide us with any information regarding any individual under the age of 18.

How We Use Personally Identifiable Information

We use your personally identifiable information in the following ways:

- to fulfill your requests for certain products, services or information;
- to contact you and deliver information to you such as administrative notices, offerings, and other communications relevant to your use of the Site;
- to analyze site usage, conduct market research, improve marketing and promotional efforts, and improve and customize our content, layout, products and services;
- to provide customer support and troubleshoot and resolve problems and disputes;
- to try to detect and protect against error, fraud or other criminal activity, to enforce our Terms of Use, for other internal purposes, and as otherwise described to you at the time of collection; and
- as otherwise stated in this Privacy Policy.

How We Disclose or Share Your Personally Identifiable Information

There are various circumstances in which Irish Hills Golf Club may disclose or share your personally identifiable information with third parties.

Disclosure in the Normal Scope of Business: The following describes some of the ways that your personally identifiable information may be disclosed in the normal scope of business:

- We may aggregate personally identifiable information and disclose such information in a non-personally identifiable manner to advertisers and other third parties for their marketing and promotional purposes.
- While we do not sell your personal information, we may share your personal information with third parties (“Third Parties”) that either (i) provide services connected to the operations or business of Irish Hills Golf Club and/or its affiliates (ii) are in contractual relationships with Irish Hills Golf Club and/or its affiliates. By using

the Site, you hereby consent to the sharing of your personal information with the Third Parties.

Please note that if you provide information to an external or internal service provider directly, then the service provider's use of your personally identifiable information is governed by the service provider's privacy policy. You should evaluate the practices of services providers before deciding to provide information directly to a service provider.

Disclosure in the Event of a Transfer: Personally identifiable information and other personal information collected from or about you may also be transferred to a third party as a result of a sale, acquisition, merger, reorganization, other transfer or bankruptcy (a "Transfer") involving us. We specifically reserve the right, at any time, to transfer personally identifiable information collected from or residing within the Site, and any of its databases, as well as any part or all of our business and/or assets, to affiliates or third parties in connection with a Transfer.

Disclosure in Extenuating Circumstances: We may also share or disclose your personally identifiable information and other personal information collected from or about you if we determine that the disclosure of your personally identifiable information is necessary in the following circumstances: (1) you are or may be violating this Privacy Policy or our Terms of Use; (2) you are interfering with another's rights or property, including our rights or property; (3) you are violating any applicable law, rule or regulation; (4) where applicable law, rule or regulation requires it; and/or (5) if requested by authorities in the event of any act such as terrorism or an instance of local, regional or national emergency.

How You Can Opt-Out of Our Use of Your Personally Identifiable Information and Receiving Email from Us

You may at any time request to opt-out of our use of your personally identifiable information by sending an email to proshop@irishhillsgolfclub.com with the subject heading "OPT OUT."

After we process your opt-out request, we will stop using your personally identifiable information. You may also opt out of receiving communications via email from us by following the unsubscribe instructions that accompany certain of our communications.

Security Measures We Have in Place to Protect Your Information

Irish Hills Golf Club is committed to protecting the security of your personal information. We maintain physical, electronic and procedural safeguards to help ensure the security and integrity of information. We educate our employees about safeguarding customer information and preventing its unauthorized access, disclosure, or use. Please note, however, that no security measures are impenetrable and it is possible that your information may be unlawfully intercepted, accessed or "hacked," despite our reasonable efforts to prevent it.

Privacy Policy of Third Party Web Sites

The Site may include links to other third party Web sites. Such links are not an endorsement by us of those Web sites and/or the products or services offered there. Third party Web sites may have different privacy policies and we are not responsible for the privacy practices of those third

party Web sites. If you click on a link to a third party Web site, we encourage you to check the privacy policy of that Web site, as it may differ substantially from that of this Privacy Policy.

Changes to this Privacy Policy

We may amend this Privacy Policy at any time. Amendments will take effect immediately upon us posting the updated Privacy Policy on the Site. You are encouraged to revisit this Privacy Policy from time to time in order to review any changes that have been made. The date on which this Privacy Policy was last updated will be noted immediately above this Privacy Policy.

How to Contact Us Regarding this Privacy Policy

You can direct any questions concerning this Privacy Policy to us at:

Via e-mail: proshop@irishhillsgolfclub.com

Via U.S. or International Mail: 7020 Newark Road, Mount Vernon, OH 43050