

PROTECTING YOUR PRIVACY

GolfNorth Values Your Privacy

GolfNorth (which includes all of GolfNorth Properties Inc.'s subsidiaries) is committed to protecting the privacy, confidentiality, accuracy and security of your personal information (see the definition of "Personal Information" below). Whether we collect, use, retain or disclose your personal information in the course of conducting business, you can rest assured that we will only do so in accordance with our Privacy Policy.

Personal Information Collected by GolfNorth

In building a lasting relationship with you, and to provide you with the valued products and services that you desire, we require specific personal information. Such information varies depending on the products or services purchased or utilized by you.

Why GolfNorth Collects Your Personal Information

During the course of our relationship with you, we may collect, use and disclose your personal information for the following reasons: to identify you, to confirm your application or membership information; to provide you with ongoing products and services, establish and maintain communication, and respond to your inquiries; to offer you additional products and services; to provide you with information that we believe you may find of interest; to promote products and services to you from business partners with whom we have an association; to meet legal and statutory requirements; to share within our group of companies, with your sales representative, golf pro, banquet or wedding coordinator or any other person, firm, corporation or enterprise, as may be reasonably necessary for the purposes already stated.

You can take comfort in knowing that our use of your personal information is always in a manner consistent with applicable laws. Should we need to use your personal information for purposes other than those already listed, we will explain the purpose to you and obtain your consent – before we use it. Please note that we do not collect, use or disclose your personal information unless we have your consent or unless it is done so in accordance with our Privacy Policy. And, we do not sell your personal information.

Only authorized personnel have access to your information and our systems and procedures are designed to prevent the loss, misuse, unauthorized access, disclosure, alteration, or destruction of your personal information. We retain your information only as long as is required for the purposes for which it was collected and to meet any legal requirements.

Your Rights Regarding Your Personal Information

As a valued GolfNorth client, you have the right to access your personal information and request changes at any time. It is your legal right to choose not to provide us with some or all of your personal information, or to deny us the use or disclosure of your information for certain purposes. Should you exercise this right, we will not unreasonably withhold any requested products or services. However, certain basic information must be provided to supply most requested products or services.

By providing your consent for us to collect, use and disclose your personal information, we are better able to provide you with personalized products and services. This may include, but is not limited to, special product and service offerings, contests, league events, new discounts, and promotions.

Limiting the Use of Your Personal Information

If you would prefer not to receive further service and product information and instead are content to limit your personal information use to the current GolfNorth product and service offerings utilized by you, please let us know by sending us an email or dropping a letter in the mailbox. However, if you wish to be able to receive service and product information, simply do nothing and we will be able to use your personal information to share ideas about GolfNorth products and services that we feel may be of benefit to you.

What “Personal Information” Means in Our Policy

We define “personal information” as information – oral, electronic, or written – about an identifiable individual, including, but not limited to: name, address, telephone number, age, gender, photograph, basic employment information, identification numbers and credit or banking information. Personal information does not include an individual's business title or business contact information. Some of the personal information that we may collect while conducting business includes demographic and financial information, such as credit card information and personal address information. Personal information as set out above is typically collected through membership application forms and various documents that members and frequent players provide to us from time to time. In some instances, this includes information that customers provide through the GolfNorth web site or tee-time booking engine.

Our Policy on the Protection of Personal Information

We will not sell your personal information to third parties. We will keep all personal information that you provide to us secure from accidental disclosure. We will only gather and keep the information necessary to provide you with proper products and services. We will provide you with the opportunity to review any personal information we have on file about you and to make changes if you discover an error.

Your Consent

Before we collect any personal, private information from you, we will get your consent. Consent can be either express or implied. In matters relating to particularly sensitive information such as financial information, we would require you to provide us with express consent. Express consent can be given either in writing or orally. For example, when you apply for a membership and provide us with your credit card information, we require your signature as your consent to allow us to use your credit card information for payment purposes. In other matters, your consent may be implied. For instance, if you make a purchase at one of our golf shops and present your credit card for payment purposes, your consent to our using your credit card number will be implied and no further consent will be sought.

Disclosure and Retention of Your Personal Information

We will never sell or otherwise disclose your personal information to any outside agency or organization for commercial purposes without your consent. From time to time, certain organizations may present an opportunity for our customers that we may determine to be of interest to you and we will pass this information on to you. However, we will never pass on your personal information to someone else without first getting your consent. Due to the risk of inadvertent disclosure of your personal information to those not authorized to receive it, we will limit disclosure of information pertaining to your account. Unless you identify an individual that may make inquiries on your behalf, we will not disclose any information about you or your account with us to anyone except you or anyone named by you.

There may be certain situations where we may disclose your personal information without your consent. These situations include: Where we believe that we are required to by law; Internally, where we are required to fulfill a contract or to provide you with the services you have contracted for; Where we feel we need to, to protect our rights or our property; or Where we have first acquired your consent. We may use your personal information on an aggregated basis for disclosure to third parties. For example, to provide a third party with a demographic statistic such as 13% of our members are between the ages of 35 - 45. However, be assured that you will never be personally identified. We are subject to certain legislative requirements regarding the retention of certain records for a period of time.

As long as you are an active GolfNorth member, we will maintain a file containing the information necessary to service your needs. We will update your file as you provide us with new information. Should you ever cease to be a GolfNorth member, your personal information will be kept only for a reasonable period thereafter. When your information is no longer needed, it is destroyed, or it is made anonymous.

How We Protect Your Personal Information

All personal information we have on file is held in a secure location, whether locked in cabinets or password protected on our network. No one without proper authorization has access to your information. As it relates to our web site, our use of industry-standard firewalls are a combination of hardware and software that separately secures the Internet from our web servers and our web servers from our data. They are designed to prevent unauthorized access to our web servers or our data. Secure Socket Layer (SSL) Encryption is used whenever financial information, customer identification, personal information and passwords are transmitted to our servers over the Internet.

Accuracy and Transparency of Personal Information

We will maintain as accurate a file as possible and will update your personal information as you provide it to us. At any time, you may make a request to see the information that we have on file about you. If you believe that we have inaccurate information on file, you may request that we update our records. Likewise, you may request that we destroy any outdated information.

Contacting GolfNorth's Privacy Officer

Please direct your privacy inquiries to:

GolfNorth Privacy Officer

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