

PRIVACY NOTICE

This Privacy Notice (“Privacy Notice”) was last modified as of **September 11, 2023**.

Introduction

This Privacy Notice is provided by Margaritaville Enterprises LLC and its affiliates and subsidiaries (collectively, “Margaritaville”). Margaritaville is based in Orlando, Florida. Our headquarters are located at 6900 Turkey Lake Road, Suite 200, Orlando, Florida 32819 USA.

This Privacy Notice describes how Margaritaville collects, uses, shares, and retains information that relates to you (“personal information”) that Margaritaville collects both online and offline, including in connection with the services we provide, our main website (www.margaritaville.com), and other websites, mobile applications, and digital communications (such as emails) that link to this Privacy Notice (collectively, our “Services”).

Margaritaville is a franchise and license system in a hospitality and retail network comprised primarily of franchised and licensed branded lodging properties such as hotels, resorts and residential communities, entertainment establishments and restaurants under Margaritaville’s portfolio of trademarks. Margaritaville franchisees and licensees own and operate individual lodging properties such as hotels, resorts and residential communities, entertainment establishments and restaurants and may engage in certain business practices, such as operating and maintaining separate social media accounts and websites that use the “Margaritaville” name or other trademarks owned by Margaritaville (e.g., “Compass”, “Latitude”, “Landshark”), which are not controlled or managed by us. Margaritaville franchisees and licensees are independent third parties, not owned or controlled by Margaritaville, and this Privacy Notice does not apply to the information practices of any Margaritaville franchisee or licensee, including with respect to those websites that use the “Margaritaville” name or other trademarks owned by Margaritaville but that are controlled by a franchisee or licensee. Questions, comments or any requests regarding any of the franchisee or licensee owned properties should be directed to the applicable franchisee or licensee owner and operator.

If you do not agree with the information practices described in this Privacy Notice, please do not share your personal information with us. By sharing your personal information with us, or by accessing or using our Services, you agree to our use of your information as described in this Privacy Notice.

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1. Personal Information We Collect

1.1 - General Description

The types of personal information we collect about you depend on how you interact with us and are further described below. This section describes the types of personal information we may have collected in the previous 12 months and where the information was sourced from.

1.2 – Information You May Voluntarily Provide

We collect personal information that you voluntarily provide to us when you use our Service. This includes, for example, personal information you provide when contacting us on behalf of yourself or an organization you are affiliated with, when signing up for our mailing list or newsletter, submitting song requests in connection with Radio Margaritaville, applying or when you stay or visit one of our properties.

The categories of personal information we may have collected in this context in the previous 12 months include:

- **Identifiers**, such as your first and last name, email address, address, phone number, birthday, and links to your social media accounts.
- **Demographic information**, such as your age (so that we can ensure you are the appropriate legal age to receive communications from us) and gender (to allow us to better communicate with you).
- **Professional and educational information**, such as information you provide to participate in Margaritaville University, such as your work history, employment status, and education information.
- **Preferences**, such as when you contact us about an event, we may collect your preferred data and time. We may also collect information about your hotel stay preferences to offer a more personal service during future stays.
- **Financial data**, such as the form of payment you may use when dining at one of our restaurants.
- **Sensitive personal information**, which is a defined term under applicable law and would cover our collection of information pertaining to whether a guest requires a wheelchair accessible table.
- **Any other information** you may voluntarily choose to provide to us.

1.3 – Information We May Generate or Collect Automatically

We may generate or collect automatically certain types of personal information when you interact with us and our Services. The type of personal information we collect in this context may include:

- **Identifiers**, such as information that uniquely identifies you or the device through which you interact with our Services, such as your name, e-mail address, username, cookie identifiers, mobile advertising identifiers, and other unique identifiers.
- **Device and Internet Browsing Information**, including information about your browsing activity, IP address, unique device identifiers, cookie identifiers, device and browser settings and information, and Internet service provider information. We may also collect information about when and how you access and use our websites and applications, such as the date and time of your visit or use, the websites visited before and after visiting our websites, how you navigate and what you search for on the websites or apps, the pages visited on the websites, the types of content you interact with, and the frequency and durations of your activities.
- **Commercial information**, such as a record of services you obtained from us, including on behalf of an organization you are affiliated with.
- **Geolocation Information**, such as the region or general location where your computer or device is accessing the internet.
- **Inferences** drawn from other personal information we collect about you that may relate to your preferences or other matters.

We, our service providers, and certain third parties we work with may use cookies, pixel tags, or similar tracking technologies (“**Collection Technologies**”) to gather the information described above when you use, access, or otherwise interact with our Services. Below we have described how we use Collection Technologies. The “Managing Cookies and Other Collection Technologies” section below describe your choices relating to our use of Collection Technologies.

- **Cookies.** Cookies are small text files placed in device browsers that store preferences and facilitate and enhance your experience.
- **Web Beacons, Clear GIF, Pixels Tag, and Script.** These Collection Technologies are small transparent image files or lines of code to record how you interact with our Services. For example, the use of these technologies may allow us to record that a user has visited a particular web page or clicked on a particular feature. We may also include these types of Collection Technologies in e-mails to understand whether messages have been opened, acted on, or forwarded.
- **Social Media Platforms.** Our Services may contain social media buttons, including widgets such as the “share this” button or other interactive functions. These features may collect personal information such as your IP address and which page you are visiting on our Services. Your interactions with and on these platforms are governed by the privacy policy of the social media platform or network providing the button or other functionality.

Our use of Collection Technologies generally falls into the following categories:

| | |
|---------------------------|---|
| Strictly Necessary | These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as |
|---------------------------|---|

| | |
|---------------------|---|
| | <p>setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the site will not then work. These cookies do not store any personally identifiable information.</p> |
| Targeting | <p>These cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts on other sites by uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.</p> |
| Performance | <p>These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site. All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies we will not know when you have visited our site and will not be able to monitor its performance.</p> |
| Functional | <p>These cookies enable the website to provide enhanced functionality and personalization. They may be set by us or by third party providers whose services we have added to our pages. If you do not allow these cookies, then some or all of these services may not function properly.</p> |
| Social Media | <p>These cookies are set by a range of social media services that we have added to the site to enable you to share our content with your friends and networks. They are capable of tracking your browser across other sites and building up a profile of your interests. This may impact the content and messages you see on other websites you visit. If you do not allow these cookies you may not be able to use or see these sharing tools.</p> |

To manage your cookie preferences, please click the “Your Privacy Choices” link in the footer of our Site.

1.4 - Information We Collect from Third-Party Sources

To operate our Services and provide you with the products and services we believe that may be of interest to you, we may receive your personal information from the following third parties:

- **Our franchisees and licensees** that own and operate individual lodging properties such as hotels, resorts and residential communities, entertainment establishments and restaurants may provide your personal information for purposes described in this Privacy Notice, including for marketing purposes or as a part of our loyalty program offering.
- **Your acquaintances**, such as your friends or colleagues who may provide your information as a referral.
- **Social media platforms**, if you follow any of our brands on social media sites, for example, Meta (formerly known as Facebook), Instagram, or X (formerly known as Twitter). We may collect personal information when you communicate with us within the social media sites or use functionalities, plugins, widgets, or tools from social media platforms or networks in connection with our websites (e.g., to log into an account, or to share inspiration, finds, and other content with your friends and followers on social media) or when you click “Share This” or “Like” buttons. We think it is important to point out that if you make a post on a social media site, such as on Meta or Instagram, or identify us in your social media feed by tagging us using a hashtag (#) or “at” (@), your personal information may be publicly available and is subject to the privacy policies of those social media sites. We recommend you review the privacy policies of any third-party sites you visit to understand the data collection and practices of those third parties.
- **Online review sites**, through which you may submit information relating to your experience or satisfaction with us or our franchisees or licensees.

The types of personal information we may collect from these third-party sources include:

- **Identifiers**, such as name, telephone number, postal or e-mail address, and social media identifiers.
- **User Content** you post or make available online, such as your social media posts, reviews, or publications.
- **Internet or Other Electronic Network Activity Information**, including your IP address and cookie identifiers from our cookie and tracker providers.

2. How We Use Personal Information

We use personal information for a variety of business and commercial purposes, including to conduct our business, provide you with the best products, services, and experiences possible, and for purposes that may be disclosed to you at the time you provide your personal information. We know transparency is important so below are the ways we use personal information.

2.1 – Provide and Operate our Services

We use the personal information we collect to provide our Services, conduct our business operations, and to customize your experience with us. These purposes include activities such as:

- Providing you with the Services requested.
- Personalizing your experience with us, including to remember your interests and preferences to improve your future stays at our licensed and franchised lodging properties.
- Providing you with customer support, including at Margaritaville locations, on our website, applications, and in connection with our loyalty program.
- Fulfilling contractual obligations to you or anyone you involve as part of making your travel and reservation arrangements, such as an agency or travel agent.
- Conducting customer satisfaction and quality assurance surveys.
- Running our online message boards or online public forums.
- Operating our customer relations management and reservation services.
- Administering programs such as Margaritaville University.

2.2 – Communicate with You

We may use your personal information to respond to or notify you, including when you reach out to us with a comment, request, or question; enter a contest or sweepstakes, or complete a survey; or otherwise to send you technical notices, updates, security alerts, and other administrative messages.

2.3 – Research and Development

We may use your personal information to evaluate new products or services or improve existing products or services; for research and analytical purposes, including to understand how you use our Services, the methods you use to access our Services, and to measure interest and engagement in the Services.

2.4 – Marketing and Advertising

We may use your personal information to send you marketing and advertising communications relating to the Services, and the similar products and services of our joint venturers, franchisees, and licensees. These marketing and advertising communications may be tailored to your interests or more general in nature. Please visit Section 1.3 to learn more about how we use Collection Technologies for our advertising purposes.

2.5 - Administering Sweepstakes and Contests

If you sign up to participate in a contest or sweepstakes offered through the Services, we may use the personal information you provide when you enter the contest or sweepstakes to run the contest or sweepstakes and notify you if you are the winner.

2.6 – Administering Loyalty Programs

We may use the personal information you provide to administer our loyalty programs, including to enroll new members and manage existing loyalty programs.

California residents can learn more about our loyalty programs by visiting the “Notice of Financial Incentive” section below.

2.7 – Legal, Fraud Prevention, and Safety Purposes

We may use personal information for legal, fraud prevention, or safety purposes, including to defend or protect us, you, our customers, or third parties, from harm or in legal proceedings; maintain the security of our customers, employees, and property; respond to court orders, lawsuits, subpoenas, and government requests; enforcement our agreements and policies; address legal and regulatory compliance; prevent, identify, and investigate potential or actual illegal activity; or notify you of any other legal or safety issues.

2.8 – Other Business Purposes

For other business purposes, including to operate and improve our business and business activities, for research, to maintain our programs, accounts, and records; to understand your satisfaction with our products and services including our websites and apps; to detect and prevent fraud or misuse of our Services; in connection with business transfers; and for any other business purpose permitted by law.

3. How We Disclose Personal Information

We may disclose any of the personal information we collect to the third parties described below. We may also share anonymous, de-identified, or aggregate information that cannot reasonably identify you with others for any purpose, as permitted by applicable law. Please note that any personal information that you post to a profile, blog, comment section, or forum on our Services or social media pages may be available to other users of those forums or, in some cases, made publicly available. Under no circumstances do we disclose your personal information in exchange for money.

3.1 – Service Providers

Margaritaville engages other companies to perform functions on our behalf (collectively, “Service Providers”), such as operating and supporting the Services, analyzing data, or performing marketing or consulting services. These Service Provider may use your personal information only as directed or authorized by us or as authorized by applicable law and are prohibited from using or disclosing your information for any other purpose.

3.2 –Franchisees and Licensees

We share personal information with our franchisees and licensees, for purposes consistent with this Privacy Notice. For example, we may share your hotel stay preferences with other franchisees or licensees to offer a more personal service during future stays. We may also additionally share your personal information with our franchisees and licensees at your direction.

3.3 – Advertising or Analytics Partners

As mentioned above, we work with third party companies that support our: (1) advertising and marketing efforts, including to serve interest-based advertisements across the Internet; track and categorize your activity, interests and device(s) used over time on our websites and applications, and on third-party websites and mobile applications; and (2) research and analytics efforts, including to better understand how use our websites and applications to improve those technologies and optimize your experience and interactions.

Our third-party advertising or analytics partners include, for example:

- **Google Analytics.** For more information about how Google uses your personal information (including for its own purposes, e.g., for profiling or linking it to other data), please visit [Google Analytics' Privacy Policy](#). To learn more about how to opt-out of Google Analytics' use of your information, please click [here](#).
- **Facebook Connect and Facebook Pixel.** For more information about Facebook's (now known as "Meta") use of your personal information, please visit [Facebook's Data Policy](#). To learn more about how to opt-out of Facebook's use of your information, please click [here](#) while logged in to your Meta/Facebook account.
- **Twitter.** For more information about how Twitter (now known as "X") uses your personal information, please visit [Twitter's Privacy Policy](#). To learn more about how to opt-out of Twitter's use of your information for advertising purposes, please click [here](#).

3.4 – Social Media Platforms and Networks

Includes companies such as Meta (previously known as Facebook), X (previously known as Twitter), and Instagram, when you choose to use certain features or tools available on our Services that enable you to connect to a social media account or to share content on social media.

3.5 – Professional Advisors

We may disclose your personal information to professional advisors, such as lawyers, auditors, and insurers, where necessary in the course of the professional services that they render to us.

3.6 – For Legal, Fraud Prevention, and Safety

We may share your personal information to government authorities and other third parties for the legal, fraud prevention, and safety purposes described above in the "How We Use Personal Information" section. In some jurisdictions, we may be required to publicly share information of sweepstakes and contest winners.

3.7 – Business Transfers

We may sell, transfer or otherwise share some or all of our business or assets, including your personal information, in connection with a business transaction (or potential business transaction) such as a corporate divestiture, merger, consolidation, acquisition, reorganization or sale of assets, or in the event of bankruptcy or dissolution.

3.8 – Your Consent or Instruction

We may disclose your personal information in situations where we have your consent or instruction to do so.

3.9 – Digital Millennium Copyright Act Notices

We will share your information with third parties if you submit a Digital Millennium Copyright Act ("DMCA") Notification (or Counter Notification) as described in our DMCA Policy located at <https://www.margaritaville.com/terms>, or if you are the person responsible for uploading the material addressed in a notification that is submitted to us.

4. Retention of Personal Information

We retain your personal information for the period necessary to fulfill the purposes outlined in this Privacy Notice unless a longer retention period is required or permitted by law. Please note that in many situations we must retain all, or a portion, of your personal information to comply

with our legal obligations, resolve disputes, enforce our agreements, to protect against fraudulent, deceptive, or illegal activity, or for another one of our business purposes.

5. Your Privacy Rights and Other Choices

Below are rights and choices you may have with respect to your personal information. Please note that some of the rights may vary depending on your state of residence.

5.1 – Privacy Rights

Certain states provide individuals with rights pertaining to the privacy of their personal information. Depending on your state of residence, you may have the right to:

- **Access Your Personal Information**, which includes the right to: (1) confirm whether we are processing your personal information; (2) confirm the categories of your personal information that we process; and (3) obtain a copy of your personal information in a portable format.
- **Correct Your Personal Information**. In some cases, we may provide self-service tools that enable you to do so.
- **Delete Your Personal Information**.
- **Opt-Out of Your Personal Information Being Used for Certain Purposes**, such as: (1) targeted advertising; (2) the “sale” of your personal information; and (3) while Margaritaville does not engage in such practices, certain profiling activities that result in legal or similarly significant effects on you.

Exercising Privacy Rights: To exercise the privacy rights identified above, or if you have questions about your privacy rights or would like to appeal a decision made concerning a privacy request you submitted, please contact us by sending an email to legal@margaritaville.com or calling our toll-free number at 1-866-383-0690.

To opt out of your personal information being used for targeted advertising purposes or for a use that would constitute the “sale” of personal information under certain state laws, please do either of the following:

- Modify Your Cookie Preferences. When you first visit our Site, you will be presented with a banner that offers you a choice about whether to accept or reject our use of cookies and similar tracking technologies. If you wish to amend your choices, you can do so by clicking on the Your Privacy Choices link in the footer of our website and adjusting your preferences. Please note that your request to opt-out will be linked to your browser identifier only. If you use a different computer or Internet browser to access our sites, you will need to renew your cookie management choices.
- Global Privacy Control. You may exercise your right to opt out of your personal information being used for certain purposes (as described above) by broadcasting an opt-out preference signal, such as the Global Privacy Control (GPC) (on the browsers and/or browser extensions that support such a signal). To download and use a browser supporting the GPC browser signal, click here: <https://globalprivacycontrol.org/orgs>. If you choose to use the GPC signal, you will need to turn it on for each supported browser or browser extension you use.

For reference, the categories of personal information Margaritaville may disclose for targeted advertising or “selling” purposes are limited to Identifiers, Device and Internet Browsing Information, Geolocation Information, and Inferences.

Submitting a Request through an Authorized Agent: Only you, or someone legally authorized to act on your behalf, may submit a request relating to your personal information. To authorize an agent to submit a request on your behalf, please provide written authorization signed by you and your designated agent and contact us at legal@margaritaville.com for additional instructions.

Verification Procedures: To protect your privacy, we will take steps to reasonably verify your identity before fulfilling your request. As a result, we may require that you take additional steps to validate your identity and legal authority. If you make a request, we will send a message to the email address you provided in your request and you must follow the instructions in that email for us to verify your request. These instructions may involve asking you to provide sufficient information that allows us to reasonably verify you are the person that is the subject of the request or an authorized representative, or to answer questions regarding your use of our Services or recent interactions with us. We will begin processing your request once you have completed the verification process.

Important Information for Colorado Residents: Colorado law requires that we provide you with certain disclosures, including that the privacy rights referenced in this Section 5.1 are available to Colorado residents.

5.2 – Managing Communication Preferences

If you no longer wish to receive marketing communications from us, you can let us know by contacting us using the information available in the How to Contact Us section below. Our digital marketing communications may provide unsubscribe or opt-out mechanisms that allow you to modify your communications preferences. Please note that if you opt-out of marketing communications, we may still contact you with non-promotional communications, such as those about ongoing business relations or administrative messages.

5.3 – Managing Cookies and Other Collection Technologies

When you first visit our Site, you will be presented with a banner which offers you a choice about whether to accept or reject cookies or Collection Technologies of different types, with the exception of those cookies which are strictly necessary for a particular service. If you wish to amend your choices, you can do so by clicking on the “Your Privacy Choices” link in the footer of our website.

If you wish, you can also choose how web browser cookies are handled by your device via your browser settings. Some devices allow you to control this through your device settings. If you choose not to receive cookies at any time, websites may not function properly, and certain services will not be provided. Each browser and device are different, so check the settings menu of the browser or device to learn how to change your settings and cookie preferences.

You can find information on how to manage cookie settings on certain browsers via the following links:

- [Cookie settings in Chrome](#)
- [Cookie settings in Firefox](#)

- [Cookie settings in Internet Explorer](#)
- [Cookie settings in Safari](#)

Please note that cookie-based opt-outs are not effective on mobile applications. However, you may opt-out of personalized advertisements on some mobile applications by following the instructions for [Android](#), [iOS](#), and [others](#).

The online advertising industry also provides websites from which you may opt out of receiving targeted ads from data partners and other advertising partners that participate in self-regulatory programs. You can access these and learn more about targeted advertising and consumer choice and privacy by visiting the [Network Advertising Initiative](#) and [the Digital Advertising Alliance](#).

To the extent our use of Collection Technologies is deemed to be a “sale”/ “share” under applicable law, you can opt-out of these tracking technologies by submitting a request via Your Privacy Choices, which is available at the bottom of our website. Please note, some features of our websites may not be available to you if you opt-out of the use of these tracking technologies.

5.4 – Push Notifications/Alerts

If you have permitted one of our mobile applications to send you push notifications or alerts, you can deactivate these messages at any time in the notification settings on your mobile device.

6. Security Practices

Margaritaville implements and maintains reasonable security procedures and practices such as physical, technical, and administrative measures to safeguard personal information that Margaritaville processes. Please be aware that no data transmission over the Internet can be guaranteed to be 100% secure. As a result, we cannot guarantee or warrant the security of any personal information that we process.

7. Where Personal Information is Processed and Stored

All information processed by us may be transferred, processed, and stored anywhere in the world, including, but not limited to, the United States or other countries, which may have data protection laws that are different from the laws where you live. We endeavor to safeguard your information consistent with the requirements of applicable laws.

If we transfer personal information which originates in the European Economic Area, Switzerland, and/or the United Kingdom to a country that has not been found to provide an adequate level of protection under applicable data protection laws, one of the safeguards we may use to support such transfer is the EU Standard Contractual Clauses.

For more information about the safeguards we use for international transfers of your personal information, please contact us as set forth below.

8. Children

Our Services are not directed to children under the age of 13. We adhere to the Children’s Online Privacy Protection Act (“COPPA”) and will not knowingly collect personal information from any child under the age of 13, unless a parent or guardian consents to our collection and use of this information. If a parent or guardian becomes aware that his or her child has provided us with personal information without his or her consent, he or she should contact us at legal@margaritaville.com. If we become aware that a child under 13 has provided us with personal information, we will take steps to delete the information from our files.

9. Links to Other Websites and Services

The Services may include links to other websites and online services operated by third parties, including websites that use the “Margaritaville” name and other trademarks owned by Margaritaville but that are controlled and managed by Margaritaville franchisees and licensees. These links are not an endorsement of, or representation that we are affiliated with, any third party. In addition, our content may be included on web pages or in mobile applications or online services that are not associated with us. Other websites, mobile applications and services follow different rules regarding the collection, use and sharing of your personal information. We encourage you to read the privacy policies of the other websites, mobile applications and online services you use, as well as the privacy policies of the advertisers whose ads you may choose to click while on our Services.

10. Changes to this Privacy Notice

We may make changes to this Privacy Notice, and may apply any changes to information previously collected, as permitted by law. Please be sure to check this Privacy Notice for updates from time to time as we will review it at least every 12 months and make updates as necessary. If we make material changes to this Privacy Notice, we will notify you by posting the updated Privacy Notice on our websites and apps, or as otherwise required by applicable law.

11. How to Contact Us

If you have questions, concerns, or complaints about this Privacy Notice or our information practices, or if you would like to exercise your privacy rights, please contact us by sending an email to legal@margaritaville.com or by calling our toll-free number at 1-866-383-0690.

12. Information for California Residents – California Privacy Rights

California law requires us to disclose the following information with respect to our information practices. If you are a California resident, this section applies to you in addition to the rest of the Privacy Notice.

12.1 – Categories of Personal Information Collected and Sources of Such Information

The “Personal Information We Collect” section identifies the categories of personal information we collect, and the sources from which we obtain such information.

12.2 – Purposes for Collection

We collect and use personal information for the business or commercial purposes described in the “How We Use Personal Information” section above.

12.3 – Categories of Personal Information Disclosed and Categories of Recipients

We disclose the following categories of personal information for business or commercial purposes to the categories of recipients listed below.

| Categories of Personal Information We Disclose | Categories of Recipients |
|---|---|
| Identifiers | Service Providers, Franchisees and Licensees, Advertising or Analytics Partners, and Social Media Platforms |
| Demographic Information | Service Providers, Advertising or Analytics Partners, and Social Media Platforms |

| | |
|---|---|
| Financial Information | Service Providers, Advertising or Analytics Partners |
| Professional and Education Information | Service Providers |
| Preferences | Service Providers, Franchisees and Licensees, Advertising or Analytics Partners, and Social Media Platforms |
| User Content | Service Providers, Franchisees and Licensees, Advertising or Analytics Partners, and Social Media Platforms |
| Device and Internet Browsing Information | Service Providers, Advertising or Analytics Partners, and Social Media Platforms |
| Commercial Information | Service Providers, Franchisees and Licensees, Advertising or Analytics Partners and Social Media Platforms |
| Geolocation Information | Service Providers, Advertising or Analytics Partners, and Social Media Platforms |
| Inferences | Service Providers, Franchisees and Licensees, Advertising or Analytics Partners, and Social Media Platforms |
| Sensitive Personal Information | Service Providers, Franchisees and Licensees |

For more details on how your personal information is disclosed, please see the “How We Disclose Personal Information” section, which provides additional information about our disclosure of personal information to our Service Providers, Franchisees and Licensees, Advertising or Analytics Partners, and the Social Media Platforms we use.

We may also disclose any of the above categories of personal information: (1) for legal, fraud prevention, or safety purposes; (2) to our Professional Advisors; (3) as a result of a Business Transfer; or (4) based on your consent or instruction, all four of which are also described in the “How We Disclose Personal Information” section above.

12.4 – California Privacy Rights

Subject to certain limitations, California residents have the following rights regarding their personal information.

- **Request to Know.** You have a right to request that we disclose what personal information we have collected about you, including the categories of personal information, the categories of sources from which the personal information is collected, the business or commercial purpose for collecting, selling, or sharing personal information, the categories of third parties to whom we disclose personal information, and the specific pieces of personal information that we have collected about you.
- **Request to Delete.** You have a right to request that we delete personal information that we have collected about you, subject to certain exceptions.
- **Request to Correct Inaccurate Personal Information.** You have a right to request that we correct inaccurate personal information that we may maintain about you.

- **Request to Limit Use of Sensitive Personal Information.** California law allows California residents to limit the use of their Sensitive Personal Information to certain purposes permitted by law. We only use Sensitive Personal Information for those uses that are necessary to provide the products and services you have requested, which is a purpose permitted by law. Because our use and disclosure of Sensitive Personal Information is already limited in accordance with applicable law, you do not need to take any further action to limit the disclosure or use of your Sensitive Personal Information.
- **Request to Opt-Out of the “Selling” or “Sharing” of Your Personal Information.** Our use of Collection Technologies may be considered a “sale”/ “sharing” under California law. You can opt-out of being tracked by these technologies by either:
 - Modifying Your Cookie Preferences. When you first visit our Site, you will be presented with a banner that offers you a choice about whether to accept or reject our use of cookies and similar tracking technologies, the use of which may constitute a “sale” or “share” of personal information under applicable law. If you wish to amend your choices, you can do so by clicking on the Your Privacy Choices link in the footer of our website and adjusting your preferences. Please note that your request to opt-out of sale/sharing will be linked to your browser identifier only. If you use a different computer or Internet browser to access our sites, you will need to renew your cookie management choices.
 - Global Privacy Control. You may exercise your opt-out right by broadcasting an opt-out preference signal, such as the Global Privacy Control (GPC) (on the browsers and/or browser extensions that support such a signal). To download and use a browser supporting the GPC browser signal, click here: <https://globalprivacycontrol.org/orgs>. If you choose to use the GPC signal, you will need to turn it on for each supported browser or browser extension you use.

The chart below summarizes the categories of personal information disclosed that may be considered “selling” or “sharing” under California law. Each of these categories may be “sold” or “shared” to our Advertising or Analytics Providers or the Social Media Platforms and Networks we use. We do not knowingly sell the personal information of consumers under 16 years of age.

| Categories of Personal Information Sold or Shared |
|---|
| Identifiers |
| Device and Internet Browsing Information |
| Geolocation Information |
| Inferences |

- **Right to No Discrimination.** You have a right not to receive discriminatory treatment for the exercise of your privacy rights.

12.5 – Exercising Your California Privacy Rights

- **How to Submit a Request to Know, Request to Delete, or Request to Correct.** You may submit a Request to Know, a Request to Delete, or a Request to Correct by contacting us at legal@margaritaville.com or calling our toll-free number at 1-866-383-0690.

- **How to Submit a Request to Opt-Out of “Selling” or “Sharing”.** You may submit a Request to Opt-Out by following the instructions outlined above in the “Request to Opt-Out of the ‘Selling’ or ‘Sharing’ of Your Personal Information” section.
- **Authorized Agent.** Only you, or someone legally authorized to act on your behalf, may submit a request relating to your personal information. To authorize an agent to submit a request on your behalf, please provide written authorization signed by you and your designated agent and contact us at legal@margaritaville.com for additional instructions.
- **Verification.** To protect your privacy, we will take steps to reasonably verify your identity before fulfilling your request. As a result, we may require that you take additional steps to validate your identity and legal authority. If you make a request, we will send a message to the email address you provided in your request and you must follow the instructions in that email for us to verify your request. These instructions may involve asking you to provide sufficient information that allows us to reasonably verify you are the person that is the subject of the request or an authorized representative, or to answer questions regarding your use of our Services or recent interactions with us. We will begin processing your request once you have completed the verification process.

12.6 – Notice of Financial Incentive

We offer our customers a loyalty program (the [Margaritaville Perks Loyalty Program](#)) that provides certain perks, such as discounts, points, benefits (such as early check-in, late check-out, complimentary beverages, etc.), or free resort stays. We may also provide other programs, such as sweepstakes, contest, or other similar promotional campaigns (collectively, the “Programs”). When you sign up for one of these Programs, we typically ask you to provide your name and contact information (such as email address and/or telephone number), or the name and contact information of a friend or colleague that you are referring to us. Because our Programs involve the collection of personal information, they might be interpreted as a “financial incentive” program under California law. The value of your personal information to us is related to the value of the free or discounted products or services, or other benefits that you obtain or that are provided as part of the applicable Program, less the expense related to offering those products, services, and benefits to Program participants. Of course, the value of your friend’s or colleague’s personal information also depends on whether the referred party ultimately uses our Services.

These Programs are voluntary and allow us to grow our business and provide additional benefits to you. You may withdraw from participating in a Program at any time by contacting us using the designated method set forth in the applicable Program rules. Visit the terms and conditions page of each Program to view full details, including how to join.

12.7 – California Shine the Light

California residents may request information concerning the categories of personal information, if any, we share with third parties or affiliates for their direct marketing purposes. If you would like more information, please contact us at legal@margaritaville.com.

12.8 – Do Not Track Disclosures

Some browsers offer a “Do Not Track” privacy preference. Generally, when a user turns on the Do Not Track Signal, their browser sends a message to websites requesting that the user not be tracked. Our websites currently do not respond to “Do Not Track” signals.

12.9 - Removing Content on Public Forums

If you are a California resident between the age of 13 and 18 and are a registered user on the Service and participate in the online public forums offered through the Service, you may request that we remove content or information about you that you posted by (a) submitting a request in writing to legal@margaritaville.com with the subject: "Deletion Request", and (b) clearly identifying the content or information you wish to have removed and providing sufficient information to allow us to locate the content or information to be removed. However, please note that we are not required to erase or otherwise eliminate content or information if (i) other state or federal laws require us or a third party to maintain the content or information; (ii) the content or information was posted, stored, or republished by another user; (iii) the content or information is anonymized so that you cannot be individually identified; (iv) you do not follow the instructions posted in this Privacy Notice on how to request removal of your content or information; or (v) you have received compensation or other consideration for providing the content. Further, nothing in this provision shall be construed to limit the authority of a law enforcement agency to obtain the applicable content or information.