

PRIVACY POLICY

Updated: March 2024

Welcome to the privacy policy of Pineapple Shores LLC and its affiliated companies, operating in Kahuku, Hawaii, collectively referred to as "Pineapple Shores" throughout this document. Our website, www.oceanvillasturtlebay.com, is referred to as the "Site." This policy outlines how we collect, use, and protect your Personal Information. By using our Site or services, you agree to the terms outlined below.

SCOPE

This Privacy Policy applies solely to Personal Information. It excludes data that cannot identify individuals or is encoded, anonymized, or aggregated. We reserve the right to share aggregated or anonymized data without restrictions.

For the purposes of this policy, Personal Information includes your name, email address, physical address, phone number, social security number, payment details, or any other information that could identify you individually or in combination with other data.

INFORMATION WE COLLECT

We collect Personal Information when you provide it to us or use our Site or services. This information is used to improve our services, fulfill contractual obligations, comply with legal requirements, and for other specified purposes.

OCEANVILLASTURTLEBAY.COM

INFORMATION YOU PROVIDE

Any Personal Information you provide when setting up an account, signing up for newsletters, making purchases, or reservations is stored securely. This may include your name, address, contact details, and payment information.

AUTOMATED COLLECTION

When you visit our Site, we automatically collect certain information, such as your IP address, browser type, and actions taken on the Site. This data may be treated as Personal Information if linked to identifying information.

CREDIT CARD INFORMATION

We use secure encryption methods to protect your credit card information when processing purchases or reservations. Your data is transmitted over secure SSL lines, ensuring its safety during transmission and storage on our secure servers behind firewalls.

This is a general overview of our privacy practices. For detailed information, please continue reading the full Privacy Policy below.

LOG DATA

Our web servers may collect "log data," which provides aggregate information about visits to different pages on the Site. This data helps us troubleshoot issues and improve the Site's performance. We do not link log data to Personal Information. Third-party vendors may independently collect aggregate log data.

COOKIES

When you visit the Site, we use cookies, web beacons, or similar programs to collect certain information. Cookies are text strings that the Site stores on your computer, enabling it to track preferences and activities. Session cookies are created for each visit, while "persistent" cookies remain on your device longer. You can control cookie usage in your browser settings, though rejecting cookies may limit Site features.

WEB BEACONS

Certain Site pages may contain web beacons to count page visits. These collect limited information such as cookie numbers and page descriptions. Web beacons do not carry Personal Information, but you can render them ineffective by opting out of cookies or changing browser settings.

MARKETING EMAILS

We use third-party providers to send marketing emails. Clicking links in these emails may place a persistent cookie on your computer, used to measure email effectiveness and improve user experience. The cookie remains for up to two years or until deleted. Pixel tags may also track email engagement.

ADVERTISEMENTS

Third-party service providers host our advertisements, using persistent cookies to track site access and ad effectiveness. These cookies do not contain Personal Information and may remain on your hard drive for years unless deleted.

PERSONAL PROFILES

We collect and maintain Personal Information to create personal profiles, including hotel stay preferences. This information facilitates easier reservations and enhances hotel stay experiences.

OUR USE OF PERSONAL INFORMATION

We may use the Personal Information provided or obtained through the Site for various purposes, including:

- Processing reservations
- Conducting research and analysis about your usage or interest in our products, services, or content
- Communicating with you about products or services that may interest you
- Sending newsletters
- Tailoring your user experience
- Displaying third-party content and advertising tailored to your interests
- Enforcing our Terms
- Managing our business operations
- Notifying you of service changes
- Fulfilling information requests
- Processing competition or promotion entries
- Meeting contractual obligations
- Other purposes specified at the time of collection
- Managing your User Account
- Processing, fulfilling, and shipping purchased products or services

DISCLOSURE OF PERSONAL INFORMATION TO THIRD PARTIES

We generally do not share Personal Information provided through the Site with third parties, except as described below:

- With third-party service providers who perform services on our behalf, with limitations on further use of your Personal Information
- With social sites (e.g., Facebook, Instagram) if you subscribe to link to them through our site
- When necessary to comply with laws, regulations, or enforce our Privacy Policy and Terms
- In response to legal requests from courts or government agencies, or to address claims by you or third parties

- In the event of a merger, acquisition, or corporate change, as part of asset transfers
- As per your request or agreement
- For reservations, Personal Information is shared with booking partners (e.g., TravelClick, Maestro)
- We may use third-party mail houses for mailing materials related to reservations
- We share data with affiliates for permitted purposes
- Third-party service providers may have limited access to Personal Information for specific support services, following contractual agreements
- In business transactions, Personal Information may be disclosed, with notice to you via email or website notice
- Participation in special events may involve sharing Personal Information with participating organizations
- Personal Information may be used and shared for other purposes with your consent

DISCLOSURE REQUESTS

Upon request, we will disclose whether we hold or process your Personal Information on behalf of a third party. Contact us at reservations@sundanceshores.com for more information.

OTHER PRIVACY POLICIES

Third parties with whom we share Personal Information may have their own privacy policies governing its use. Visit their websites for more information.

CHILDREN

The Site is not directed at children, and we do not knowingly collect Personal Information directly from users under the age of 13 or from other websites or services directed at children. We comply with the Federal Children's Online Privacy Protection Act of 1998 (COPPA) and will not request or collect Personal Information from any child under age 13 without obtaining parental consent.

CORRECTIONS AND UPDATES

You can view, delete, or modify your Personal Information by emailing us at reservations@sundanceshores.com. Please provide truthful, complete, and accurate information. We may limit modifications where providing access is disproportionate to privacy risks or may violate others' legitimate interests. Note that despite deletion requests, we may retain certain information for legal or technical reasons.

You may opt-out of receiving newsletters or promotions by following unsubscribe instructions in communications or emailing us. Opting out of promotional emails does not affect transactional emails. We may verify your identity before fulfilling opt-out or modification requests.

BLOGS

Our Site may host publicly accessible blogs and social forums. Information you provide in these areas may be collected and used by others. To request removal of your Personal Information from our blog or social pages, email us at reservations@sundanceshores.com.

TESTIMONIALS

With your consent, we may display personal testimonials on our site. If you wish to update or delete your testimonial, contact us at reservations@sundanceshores.com.

STORING YOUR PERSONAL INFORMATION

We retain Personal Information as long as necessary for your account, subscriptions, promotions, or services usage. We comply with legal obligations, resolve disputes, and

enforce agreements. Personal Information may be stored for up to 24 months and then stored in aggregate.

SOCIAL MEDIA

Our Site may include social media features. Your interactions with these features are governed by the privacy policy of the company providing them.

SECURITY

We implement reasonable security measures to protect Personal Information. While we strive to safeguard data, we cannot guarantee its security. You disclose information at your own risk.

THIRD PARTY WEBSITES

We do not control third-party websites linked on our Site. Visit these sites at your own risk and review their privacy policies and terms.

RESERVATIONS THROUGH THIRD PARTIES

You may make reservations through third-party aggregators. Review their privacy policies before booking.

COMMERCIAL ELECTRONIC MESSAGE CONSENT

By providing your email address, you consent to receive commercial emails from us and our third-party processors. You may receive newsletters, updates, and special offers.

YOUR CALIFORNIA PRIVACY RIGHTS

California residents may request disclosures regarding Personal Information shared for direct marketing purposes. Contact us for details.

INTERNATIONAL VISITORS

The Site is hosted in and provided from the United States. By using the Site, you consent to the transfer and use of your Personal Information in accordance with this Policy.

CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy periodically due to changes in our business practices or legal requirements.

“DO NOT TRACK”

We support "Do Not Track" browser settings. Enabling this setting indicates your preference not to have Personal Information collected about your online activities, except on our specified sites. However, other parties may not honor this setting.

OTHER TERMS AND CONDITIONS

Your use of the Site and our services is subject to our Terms. Each Property may have additional terms regarding Personal Information use, available on their respective Site.

Contact Us:

For questions about this Privacy Policy or our practices, email reservations@sundanceshores.com. We'll respond within 30 days.

Terms Applicable to Data from EU Member Countries:

If we collect Personal Information from EU residents, we comply with the General Data Protection Regulation (GDPR) and the EU-U.S. Privacy Shield Framework.

COMPLIANCE WITH PRIVACY SHIELD PRINCIPLES:

We strive to comply with the EU-U.S. Privacy Shield Framework principles regarding the collection, use, and retention of Personal Information from EU residents.

BASIS FOR COLLECTION:

We collect and process Personal Information with your consent or as necessary to improve our services, fulfill contracts, or comply with legal obligations.

SENSITIVE DATA:

We do not collect sensitive data from Site visitors.

ONWARD TRANSFER:

We only disclose Personal Information to third parties for specified purposes, and they must agree to use it as instructed or comply with Privacy Shield Principles.

AUTHORIZED TRANSFER:

We may disclose Personal Information for other purposes with your consent or to meet legal requirements.

DATA PROCESSORS:

Third parties may process Personal Information on our behalf, but they're obligated to use it only as authorized.

PROFILING:

We may analyze Personal Information to tailor communications. You have the right to object to this and request correction or removal of incorrect data.

YOUR RIGHTS:

You can withdraw consent, object to processing for marketing, and request access to or correction of your Personal Information.

QUESTIONS AND COMPLAINTS:

Contact reservations@sundanceshores.com with questions or complaints. We'll investigate promptly.

ENFORCEMENT AND DISPUTES:

We commit to resolving privacy complaints under the Privacy Shield Framework. If not resolved, you may contact your data protection authority or pursue binding arbitration.

Effective March 2024



OCEAN VILLAS
TURTLE BAY

OCEANVILLASTURTLEBAY.COM