

## Privacy Policy

**Effective Date:** 07/04/2024

Welcome to Blue Ridge RV Resort. We value your privacy and are committed to protecting your personal information. This Privacy Policy outlines how we collect, use, disclose, and safeguard your information when you visit our website [blueridgervresort.com](http://blueridgervresort.com) (the "Site").

### 1. Information We Collect

We may collect information about you in a variety of ways. The information we may collect on the Site includes:

- **Personal Data:** Personally identifiable information, such as your name, shipping address, email address, and telephone number, and demographic information, such as your age, gender, hometown, and interests, that you voluntarily give to us when you register on the Site or when you choose to participate in various activities related to the Site.
- **Derivative Data:** Information our servers automatically collect when you access the Site, such as your IP address, your browser type, your operating system, your access times, and the pages you have viewed directly before and after accessing the Site.
- **Financial Data:** Financial information, such as data related to your payment method (e.g., valid credit card number, card brand, expiration date) that we may collect when you purchase, order, return, exchange, or request information about our services from the Site. We store only very limited, if any, financial information that we collect. Otherwise, all financial information is stored by our payment processor, [Processor Name], and you are encouraged to review their privacy policy and contact them directly for responses to your questions.
- **Mobile Device Data:** Device information, such as your mobile device ID, model, and manufacturer, and information about the location of your device, if you access the Site from a mobile device.

### 2. Use of Your Information

Having accurate information about you permits us to provide you with a smooth, efficient, and customized experience. Specifically, we may use information collected about you via the Site to:

- Create and manage your account.
- Process your transactions and send you related information.
- Send you an email regarding your account or order.
- Fulfill and manage purchases, orders, payments, and other transactions related to the Site.
- Send you newsletters, promotions, and marketing communications.
- Improve the Site and your user experience.
- Monitor and analyze usage and trends to improve your experience with the Site.

- Notify you of updates to the Site.
- Request feedback and contact you about your use of the Site.
- Resolve disputes and troubleshoot problems.

### 3. Disclosure of Your Information

We may share information we have collected about you in certain situations. Your information may be disclosed as follows:

- **By Law or to Protect Rights:** If we believe the release of information about you is necessary to respond to legal process, to investigate or remedy potential violations of our policies, or to protect the rights, property, and safety of others, we may share your information as permitted or required by any applicable law, rule, or regulation.
- **Third-Party Service Providers:** We may share your information with third parties that perform services for us or on our behalf, including payment processing, data analysis, email delivery, hosting services, customer service, and marketing assistance.
- **Business Transfers:** We may share or transfer your information in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.
- **Affiliates:** We may share your information with our affiliates, in which case we will require those affiliates to honor this Privacy Policy. Affiliates include our parent company and any subsidiaries, joint venture partners, or other companies that we control or that are under common control with us.

### 4. Security of Your Information

We use administrative, technical, and physical security measures to help protect your personal information. While we have taken reasonable steps to secure the personal information you provide to us, please be aware that despite our efforts, no security measures are perfect or impenetrable, and no method of data transmission can be guaranteed against any interception or other type of misuse.

### 5. Policy for Children

We do not knowingly solicit information from or market to children under the age of 13. If we learn that we have collected personal information from a child under age 13 without verification of parental consent, we will delete that information as quickly as possible.

### 6. Changes to This Privacy Policy

We may update this Privacy Policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal, or regulatory reasons. We will notify you of any changes by posting the new Privacy Policy on this page.

### 7. Contact Us

If you have questions or comments about this Privacy Policy, please contact us