

DIAMOND LURES PMA Privacy Policy
EFFECTIVE DATE: OCTOBER 1ST, 2023

YOUR PRIVACY IS OUR CONCERN. KNOW THE INFORMATION WE COLLECT AND HOW IT IS USED

Diamond Lures Private Members Association and its affiliates, vendors and partners (collectively, “DL”, “we”, or “us”) is committed to respecting your privacy. This Privacy Policy sets forth information on gathering and dissemination practices for this website ("Website"). **By accessing, or using this Website, you agree to the terms of this Privacy Policy and consent to the collection and use of information as discussed in this Privacy Policy. If you do not agree to the terms of this Privacy Policy, do not access this Website.**

We reserve the right to modify this Privacy Policy at any time in our sole discretion. As described in further detail below, material changes shall be conspicuously posted on this Website. If you have registered with this Website (if ever applicable), we will also provide you with email notification of such changes. Your continued use of our Website following notification of such changes constitutes your acceptance of the changes.

CONTACT US

Questions regarding this Privacy Policy should be directed to DL by emailing members@diamondlures.com

Diamond Lures Private Members Association and the services or products available on this Website are provided by, or on behalf DL, and its licensees. All personal information captured or provided with respect to this Website, shall be transferred to, and maintained by approved vendors with appropriate accreditation. If you do not consent to this transfer, do not accept this Privacy Policy or otherwise use this Website.

INFORMATION WE COLLECT

Personally Identifiable Information

We may collect basic personal information, including but not limited to individually identifiable information that would allow us to determine the actual identity of, and contact, a specific living person (hereinafter referred to as “personally identifiable information”). In addition to personally identifiable information, certain other data, which includes information, comments or content (e.g. photographs, video, profile, lifestyle) that you optionally provide that may reveal your ethnic origin, nationality, religion and/or sexual orientation (hereinafter referred to as “Sensitive Data”). By providing Sensitive Data to us, you consent to the collection, use and disclosure such Sensitive Data as permitted by applicable privacy laws. We may also collect your geolocation information with your consent. And we may collect this information through a website, mobile application, or other online services including social media log-in options. By using this Website, you are authorizing us to gather, parse and retain data. When you provide personally identifiable information, the information may be sent to servers located in the United States or, possibly other countries located throughout the World. Additionally, by surfing this Website or placing orders through the site, we may collect personally identifiable information (i.e. location and IP address). And if you do place an order, we will collect your shipping address and financial information for payment or financing. Our approved third party vendor shall process and store securely all payment related information.

Please be advised that by choosing to provide us with your personally identifiable information you hereby consent to the transfer and processing of such information in other countries, as well as to third-party vendors (if applicable).

Analytics

Like many websites, we use a third party service provider, such as Google Analytics, to collect information about your use of our Website. We track data about traffic to this Website and your visit to and experience on our Website, which information we use to improve this Website structure and content.

Cookies

“Cookies” are small pieces of information that are stored by your browser on your computer’s hard drive. When you utilize this Website, we may assign your device one or more cookies or other technologies that facilitate access to your identity as well as personalize your experience. Through the use of a cookie, we may automatically collect information about your activity on this Website, such as the pages you visit, the time and date of your visits and the links you click. If we advertise, we (or third parties) may use certain data collected on this Website to depict BLC advertisements on other sites or applications.

We may use session cookies during the time of your visit on the Website that expire when you exit and we may also use more permanent cookies that are two year tracking cookies so we can recognize you if you return to the Website

Most web browsers automatically accept cookies, but you can disable this function so that your browser will not accept cookies. Please be aware that disabling this function may impact your use and enjoyment of this Website.

Mobile device IDs.

If you're using this Website through an app, we use mobile device IDs (the unique identifier assigned to a device by the manufacturer), or Advertising IDs (for iOS 6 and later), instead of cookies, to recognize you. We do this to store your preferences and track your use of our app. Unlike cookies, device IDs cannot be deleted, but Advertising IDs can be reset in “Settings” on your iPhone. Ad companies also use device IDs or Advertising IDs to track your use of the app, track the number of ads displayed, measure ad performance and display ads that are more relevant to you. Analytics companies use device IDs to track information about app usage.

Third Party Cookies And Ad Choices

At this time we do not offer 3rd party interactive advertisements.

We may allow service providers, advertising companies and ad networks, and other third parties to use tracking technologies, such as cookies or web beacons, to collect information about users who view or interact with their advertisements. We do not provide any non-masked or non-obscured personal information to third parties. Some of these third-party advertising companies may be advertising networks that are members of the Network Advertising Initiative, which offers a single location to opt out of ad targeting from member companies (www.networkadvertising.org). Opting

out will not decrease the number of advertisements you see. To opt-out of cookies that may be set by third party data or advertising partners, please go to <http://www.aboutads.info/choices/>.

Aggregated Information

In addition, we may take personally identifiable information you provide to us and aggregate it with information of other users and customers such that the data no longer identifies you. We may use and share aggregated information that does not uniquely identify you when it enables us to improve and enrich our services and Website content.

IP Addresses

DL logs IP addresses for systems administration purposes and to track geographic analytics to help us determine where our Website users are located. IP addresses are not used to track a user's session. This information only helps us determine how often different areas of our site are visited. We do not link IP address to any information that is personally identifiable.

For example, as part of the Website services, we can assist you in finding a property review. We do so by collecting your IP address and/or your zip code to provide you with the information of the reviews nearest you.

Like most other Websites, DL's servers may automatically track certain information about your activity on our Website. This information allows us to keep this Website running efficiently. This information includes: the browser you are using (such as Netscape, Internet Explorer, etc.); your operating system (such as Macintosh, Windows XP, etc.); your IP address; and the referring URL and all DL URLs you visit.

Other Non-Personally Identifiable Information

We may also use web beacons and pixel tags. Web beacons (also called single pixel gifs or web bugs) are Internet tools, such as transparent images on the website or in e-mails that we may send you, that help us to determine, for instance, whether a page has been viewed or an e-mail opened. For example, when you ask us to send you information, we may use web beacons to determine how many of the e-mails we sent were actually opened. A pixel tag is a type of web beacon embedded in an image on the website. In general, any electronic image viewed as part of a web page, including a banner ad, may contain a pixel tag.

Data Linking

If ever applicable and this Website permits registration, then non-personally identifiable information about your use and movement on the Website will be linked to your registration and may be stored and maintained in connection with your account.

Digital Fingerprinting

Our service providers may use certain technological measures and third party databases and services to engage in digital fingerprinting. This technology passively collects information about your device to develop a digital identifier for your device, which is then stored on your device to identify the device in various online transactions. This information is combined with other information

regarding your use of the Website and third party databases in order to identify fraud risks and reduce online fraud. The device data that is collected by our service providers may be maintained to create a history and reputation of a particular device to help reduce online fraud.

DATA USE, SHARING AND YOUR CHOICES

We may use the personally identifiable information that you provide so that we may send you the information and materials you request or otherwise contact you as you request.

You may also *opt-in* to receiving additional marketing communications from DL and its authorized licensees, contractors and other purposes communicated to you. If you choose to opt-in to such communications, we will use your personally identifiable information for the purpose indicated and we will share your information with one or more DL authorized licensees, and contractors.

Opt-Out Procedure

If you choose to opt-out of any such communications, you may do so at any time and without penalty by clicking on the link provided in the email, or clicking on the link in the navigation menu at the bottom of each page on this website, to unsubscribe.

In addition to sharing your information with authorized contractors, we may share your information with our affiliates, licensees, vendors, service providers and agents who assist us in providing our products and services and processing your orders and payments, such as our call center and vendors that provide warehousing and delivery, marketing and advertising, data aggregation, hosting, data verification, statistical analysis and order processing.

Finally, we will share your information if required by law to do so, when required to legally protect and defend the rights or property of DL, when DL believes it appropriate to protect its users, employees, or the public, and when required to enforce or defend the conditions of any agreement with DL, including without limitation the TERMS OF USE.

In the event that DL or its business assets are bought, sold, or otherwise transferred or reorganized, the transferred business assets will likely include the information that has been collected and will be transferred to the new owner, who will continue to be bound by this Privacy Policy. Nevertheless, this Privacy Policy is subject to change at anytime.

LINKS FROM THIS WEBSITE

This Privacy Policy only addresses DL collection and use of your information from this Website, except as otherwise provided. If you disclose your information to others in connection with your use of this Website, or any other website (including sites linked to this Website), you are subject to the privacy policies that they apply. DL does not have control over said privacy policies by any other party that you may disclose information to when linking to or from this Website. If you would like information on any other party's privacy policy, you should contact that party directly, and we encourage you to do so.

SECURITY

DL employs standard industry measures to help protect the confidentiality of your personally identifiable information, including the use of firewalls, intrusion prevention systems, and SSL encryption. We use Secure Sockets Layering (SSL) to encrypt information before it travels the Internet.

Please understand, that even despite these efforts, we do not guarantee the security of your information given the current state of the Internet. We do not guarantee protection of all electronic information from interception, misappropriation, misuse or alteration. We do not guarantee that your information will not be disclosed or accessed by accidental circumstances or the unauthorized acts of third parties.

ACCESS BY CHILDREN -

This Website is not intended for children and we will not knowingly collect information from children under the age of 18.

We encourage parents to talk to their children about their use of the Internet and the information they disclose online. If you discover your child has provided us with personally identifiable information, contact us immediately at members@diamondlures.com. We will use reasonable efforts to delete the child's information from our databases upon receiving your request.

CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy to reflect changes in the law, our data collection and use practices, the features of our Service, or advances in technology. When we post changes to this Privacy Policy, we will revise the "last updated" date at the top of this Privacy Policy, which will be posted on this Website, and you should regularly check for the most recent version, which is the version that applies. Please review the Privacy Policy for any changes carefully. Your continued use of this Website following the posting of changes to this Privacy Policy will mean you consent to, and accept, those changes. If you do not consent, you must discontinue use of this Website and contact members@diamondlures.com to remove your information accordingly.

UPDATING YOUR INFORMATION

If you wish to update, correct, or otherwise have access to your personally identifiable information in our records, please contact us via email at members@diamondlures.com.