

Privacy Policy Effective Date: August 1, 2023

This Privacy Policy outlines how the Town of Carefree collects, uses, and discloses personal information of customers, prospective customers, and website visitors.

COLLECTION OF PERSONAL INFORMATION

Information collected directly from you:

We may gather personal information directly from you through web forms, registration, reservations, account setup, customer support contacts, or checkout. Personal data collected may include first and last names, addresses, email addresses, and phone numbers.

Information collected from your device:

Our website utilizes technologies like cookies, web beacons, and pixels to automatically gather certain device information, such as IP addresses, visit date and time, browser data, and interaction details. These technologies enhance user experiences and enable features like cart tracking.

Information collected from partners:

Personal data may be obtained from third-party partners and merged with other collected information. This could include demographic details, shopping history, and location.

USE OF PERSONAL INFORMATION

We use collected information for lawful purposes, including providing products/services, marketing, website optimization, security, and complying with laws. Sharing may occur with service providers, affiliates, or for legal compliance.

DISCLOSURE OF PERSONAL INFORMATION

We may share information with third-party service providers, partners, and in corporate transactions, subject to legal requirements and consent. De-identified or aggregated data may be shared without limitations.

DIGITAL ADVERTISING & ANALYTICS

We may permit advertising partners to use cookies for targeted ads. Partners might collect data about interactions for ad relevancy. Google Analytics and similar tools improve website performance.

EMAIL AND TEXT MESSAGE COMMUNICATIONS

Unsubscribe options are provided for email campaigns. Transaction-related messages continue even after opting out.

UPDATING YOUR INFORMATION

Account holders can review and update contact information.

CHANGES TO THIS PRIVACY POLICY

The Privacy Policy may be updated, requiring regular review.

CONTACT INFORMATION

For inquiries, contact us at info@carefree.org