

PRIVACY POLICY

South Jersey Boardriders (“SJ Boardriders”, “we”, “our”, or “us”) respects the privacy of your information. This Privacy Policy is designed to assist you in understanding how we use and safeguard the information you provide to us in using our website, sjboardriders.com (the “Site”), and the services we provide thereon (the “Services”). Please read this Privacy Policy carefully. By using this Site, you acknowledge and agree that you consent to this Privacy Policy.

I. INFORMATION WE COLLECT

Through your use of our Site, we may collect personal information, which is information that identifies you as an individual, relates to you as an identifiable individual or, that along with other information, could identify you (collectively, “Personal Information”). We collect the following types of Personal Information:

i. Information you provide to us.

We need to collect Personal Information if you choose to engage in certain activities on our Site. We collect Personal Information from you when you:

- Submit a membership application. When you apply for a membership on our Site, you will provide your name, email address, and date of birth.
- Make a purchase. If you make a purchase on our Site, you will provide your name, physical address, email address, and payment card information.
- Interact with our Site or Services. When you sign up for our mailing list, send us any feedback, questions, comments, suggestions, ideas, or interact with us in any way, you will provide us with your name and email address.

ii. Information collected automatically.

We may automatically collect the following types of Personal Information as you use our Site:

- Usage Information. Which pages on our Site you access, the frequency of access, what you click on while on our Site, and when you accessed the Site.
- Location Information. Information about your location, which may be determined through your IP address.
- Device Information. Information about the device you are using, such as hardware model, operating system, browser, and IP addresses.

iii. Cookies.

“Cookies” are small pieces of information that are stored by your web browser software on your computer’s hard drive or temporarily in your computer’s memory. We place and store Internet cookies on your hard drive for multiple purposes. Cookies enable us to personalize your viewing experience. When you revisit our Site, we can recognize you by the cookie and customize your experience at this Site accordingly. For example, we use cookies to recognize your access privileges to this Site, track Site usage and traffic patterns, identify you and keep track of your preferences, prevent fraudulent activity or improve Site security, assess the performance of the Site, and estimate the Site’s audience size.

iv. Google Analytics.

We use a tool called “Google Analytics” to collect information on your use of the Site. We use the information we get from Google Analytics to improve the Site. In order to collect this information, Google Analytics may set cookies on your browser or mobile device, or read cookies that are already there. Google Analytics may also receive information about you from apps you have downloaded, that partner with Google. We do not combine the information collected through the use of Google Analytics with personally identifiable information. Google’s ability to use and share information collected by Google Analytics about your visits to the Site or to another application which partners with Google is restricted by the Google Analytics Terms of Use and the Google Privacy Policy. Please review those policies [here](#) for information about how Google uses the information provided to Google Analytics and how you can control the information provided to Google.

II. HOW WE USE YOUR INFORMATION

We use your Personal Information to provide the Site and Services to you, to improve our Site and Services, and to protect our legal rights. We limit the collection of Personal Information to that which is relevant for these purposes. We will not store, access, transmit, retain, or otherwise use Personal Information in any way that is incompatible with the purposes for which it has been collected or stored as described in this notice without your consent. Specifically, we may use the Personal Information we collect to:

- Process your membership application.
- Facilitate your purchase.
- Communicate about new services and offers that may be of interest to you.
- Communicate with you about our Site or Services or to inform you of any changes to our Site or Services.
- Provide support.
- Maintain and improve our Site and Services.
- Defend our rights and the rights of others.
- Efficiently maintain our business.
- Comply with applicable law

III. HOW WE SHARE YOUR INFORMATION

We share your Personal Information with service providers that facilitate the provision of our Services, as necessary to efficiently run our business, and to comply with our legal and other obligations.

- Service Providers. We share Personal Information with service providers that help us operate the Site and conduct analytics on your use of the Site.
 - When you make a purchase on our Site, we use a service provider, PayPal, to securely process your purchase. Our Privacy Policy governs our use of the Personal Information you provide to us and Personal Information collected from you before you get to the payment section on our Site. When you make a purchase, you will be directed to PayPal’s website and will provide your payment information directly to PayPal. The use of your payment information is governed by PayPal’s [privacy policy](#).
- Corporate Family. We share Personal Information within our corporate family, such as with subsidiaries, joint ventures, or affiliates, in order to efficiently carry out our business and to the extent permitted by law.

- Corporate Reorganization. In the event that we enter into, or intend to enter into, a transaction that alters the structure of our business, such as a reorganization, merger, acquisition, sale, joint venture, assignment, consolidation, transfer, change of control, or other disposition of all or any portion of our business, assets or stock, we would share Personal Information with third parties. We would share Personal Information with third parties if we undergo bankruptcy or liquidation, in the course of such proceedings.
- To Prevent Harm. We will share Personal Information if we believe it is necessary to detect, investigate, prevent, or take action against illegal activities, fraud, or situations involving potential threats to the rights, property, or personal safety of any person.
- Legal Purposes. We will share Personal Information where we are legally required to do so, such as in response to court orders, law enforcement or legal process, including for national security purposes; to establish, protect, or exercise our legal rights, as required to enforce our terms of service or other contracts; to defend against legal claims or demands; or to comply with the requirements of any applicable law.
- With Your Consent. Apart from the reasons identified above, we may request your permission to share your Personal Information for a specific purpose. We will notify you and request consent before you provide the Personal Information or before the Personal Information you have already provided is shared for such purpose.

IV. CHOICES ABOUT YOUR INFORMATION

- Cookies. If you would like to opt-out of accepting cookies altogether, you can generally set your browser to not accept cookies or to notify you when you are sent a cookie, giving you the chance to decide whether or not to accept it. However, please note certain features of our Site or other services may not work if you delete or disable cookies.
- Google Analytics. To prevent your data from being used by Google Analytics, you can download the Google Analytics opt-out browser add-on for Google Analytics which can be found [here](#).
- Promotional Emails. You can opt-out of our promotional emails by clicking the unsubscribe link in the emails you receive from us.

V. DO NOT TRACK DISCLOSURE

We take no action in response to “Do Not Track” requests received from users’ web browsing software. You can enable or disable Do Not Track by visiting the Preferences or Settings page of your web browser. For further details, click [here](#).

VI. SECURITY

We maintain commercially reasonable security measures to protect the Personal Information we collect and store from loss, misuse, destruction, or unauthorized access. Our security includes industry-standard physical, administrative, and technology-based measures. However, no security measure or modality of data transmission over the Internet is 100% secure. While we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee absolute security.

VII. CHILDREN'S PRIVACY

This Site and our Services are not intended for individuals under the age of eighteen (18) years. Accordingly, we do not knowingly collect or share Personal Information from children.

VIII. THIRD PARTY LINKS

The Site may contain links that will let you leave the Site and access another website. Linked websites are not under our control. This Privacy Policy applies solely to Personal Information that is acquired on this Site. We accept no responsibility or liability for these other websites.

IX. CHANGES TO THIS PRIVACY POLICY

We may at any time, without notice to you, and in our sole discretion, amend this Privacy Policy. Please review this Privacy Policy periodically. Your continued use of the Site after any such amendments signifies your acceptance thereof.

X. CONTACT

If you have any questions or concerns regarding this Privacy Policy, please contact us at [\[contact\]](#).

This Privacy Policy was last modified on [\[date\]](#).