



Privacy Policy Southern Highlands Golf Course

SOUTHERN HIGHLANDS GOLF CLUB | ONE ROBERT TRENT JONES LANE, LAS VEGAS, NV 89141 | (702)-263-1000

Scope & Introduction

At Southern Highlands Golf Course, we value your privacy and are committed to protecting the confidentiality of your personal information. This Privacy Policy outlines how we collect, use, disclose, and safeguard the information you provide us. We have implemented this policy to ensure transparency and maintain your trust as a member of our private country club.

We understand that privacy is of utmost importance to our members, and we take our responsibility seriously in handling your data securely. Whether you enjoy our exceptional golfing facilities, utilize our applications and software, or engage with our services, we want you to feel confident that your information is protected and used appropriately.

Our Privacy Policy is designed to inform you about the types of information we collect, how we use it, and the choices and rights you have regarding your personal data. We strive to be clear, concise, and transparent in our communication, ensuring that you are empowered to make informed decisions about your privacy.

Please take a moment to familiarize yourself with our Privacy Policy, which sets forth the practices we follow when collecting, using, and safeguarding your information. By continuing to access or use our services, you signify your consent to the terms and conditions outlined in this policy.

We continuously review and update our Privacy Policy to align with best practices and comply with relevant laws and regulations. Any changes we make will be posted on our website, and we encourage you to check for updates periodically.

Thank you for choosing Southern Highlands Golf Course as your preferred private country club. We are dedicated to providing you with a remarkable golfing experience while prioritizing the protection and privacy of your information.

If you have any questions, concerns, or requests regarding our Privacy Policy or data practices, please do not hesitate to contact us. Our dedicated team is here to assist you.

Information Collection

1.1 Personal Information: We may collect personal information from members, including but not limited to, names, contact details, addresses, payment information, and other relevant data necessary for membership and billing purposes. This information is collected directly from members during the registration process or when they provide it to us voluntarily.

1.2 Member Data: In the course of providing our services, we may collect and process data generated or uploaded by members, such as golfing preferences, scores, and statistics. This information is used to enhance the golfing experience and personalize services for our members. We treat member data with the utmost confidentiality and do not share it with third parties without explicit consent, except as outlined in this policy.

1.3 Application and Software Data: When members use our applications or software, certain information may be automatically collected, including device information, usage data, IP addresses, and browsing activities. This information helps us improve our applications and software, troubleshoot technical issues, and optimize performance. We may also use cookies and similar technologies to enhance the user experience and track usage patterns.

Information Use

2.1 Service Delivery: We use the collected information to provide and improve our services, including managing membership accounts, processing payments, facilitating reservations, and delivering personalized experiences tailored to each member's preferences. We may also use the information to communicate important updates, service-related announcements, and promotional offers. You can opt-out of receiving marketing communications by following the unsubscribe instructions provided in the communication.

2.2 Statistical Analysis: We may anonymize and aggregate member data for statistical analysis and research purposes, to enhance our services, and gain insights into golfing trends and patterns. These aggregated statistics do not identify individual members and are used to improve our offerings, make informed decisions, and enhance the overall experience for all members.

Information Sharing

3.1 Third-Party Service Providers: We may share personal information with trusted third-party service providers who assist us in delivering our services. These service providers are bound by confidentiality agreements and are authorized to use the information solely for the purposes outlined in this policy, such as payment processing, customer support, data analysis, and marketing.

3.2 Legal Compliance: We may disclose personal information if required by law, regulation, or legal process, or if we have a good faith belief that such disclosure is necessary to protect our rights, safety, or property, or the rights, safety, or property of our members or the public.

Data Security

We take the security of personal information and member data seriously and employ reasonable measures to protect it against unauthorized access, loss, misuse, alteration, or disclosure. We use encryption, secure storage, access controls, and regularly update our security practices to mitigate risks. However, no method of transmission over the internet or electronic storage is 100% secure, and we cannot guarantee absolute security. By using our services, you acknowledge and accept these inherent risks.

Data Retention

We retain personal information and member data for as long as necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law. When we no longer require the information, we will securely dispose of it in accordance with applicable laws and regulations.

Children's Privacy

Our services are not directed to individuals under the age of 16. We do not knowingly collect personal information from children. If you believe we have inadvertently collected personal information from a child, please contact us, and we will take appropriate steps to delete the information.

Your Rights and Choices

As a member, you have certain rights regarding your personal information, including the right to access, correct, update, or delete your data. You can exercise these rights by contacting us using the information provided below. We will respond to your request within a reasonable timeframe and in accordance with applicable laws.

Updates to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal obligations. The updated version will be effective as of the revision date stated at the beginning of the policy. We encourage members to review this policy periodically to stay informed about how we collect, use, and protect their information.

Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us at: ***SOUTHERN HIGHLANDS GOLF CLUB | ONE ROBERT TRENT JONES LANE, LAS VEGAS, NV 89141 | (702)-263-1000.***