

## **The Hocking Lodging Company, LLC – Privacy Policy**

This Privacy Policy describes how your personal information is collected, used, and shared when you visit or make a purchase from <https://www.hockinglodgingcompany.com/> (the “Site”).

### **SMS Privacy Policy**

#### **Data Collection and Use**

By opting in to receive SMS communications from The Hocking Lodging Company, LLC, you consent to receive marketing messages, updates, and offers via SMS. Your mobile number and other personal information are collected to send these messages in accordance with our privacy practices and in partnership with Mailchimp, our SMS marketing provider.

#### **Message Frequency**

The number of SMS messages you may receive varies based on your interaction and subscription status with The Hocking Lodging Company, LLC. Message frequency may vary depending on promotional campaigns and seasonal updates.

#### **Data Sharing and Security**

Your personal information, including your mobile number, will be shared only with trusted third-party service providers like Mailchimp for the sole purpose of delivering SMS messages. We use industry-standard security measures to protect your information and limit access only to authorized personnel.

#### **Opt-Out and Unsubscribe**

You may opt out of receiving SMS messages at any time by replying “STOP” to any message or contacting us directly. Upon opting out, you will no longer receive SMS marketing messages but may still receive necessary communications regarding your account or services from The Hocking Lodging Company, LLC.

#### **Message and Data Rates**

Standard messaging and data rates may apply based on your carrier plan. The Hocking Lodging Company, LLC is not responsible for any charges incurred by your carrier due to SMS message delivery.

#### **Changes to SMS Privacy Policy**

We may update this SMS Privacy Policy as necessary to reflect changes in our practices or regulatory requirements. Changes will be posted on this page, and continued participation in our SMS program after such updates will constitute your acceptance.

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### **PERSONAL INFORMATION WE COLLECT**

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are

installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as “Device Information.”

When you visit or log in to our website, cookies and similar technologies may be used by our online data partners or vendors to associate these activities with other personal information they or others have about you, including by association with your email or home address. We (or service providers on our behalf) may then send communications and marketing to these email or home addresses. You may opt out of receiving this advertising by visiting <https://app.retention.com/optout>

We collect Device Information using the following technologies:

- “Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.
- “Log files” track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- “Web beacons,” “tags,” and “pixels” are electronic files used to record information about how you browse the Site.

Additionally when you contact us through the Site, we collect certain information from you, including your name, email address, and phone number. We refer to this information as “Customer Information.”

When we talk about “Personal Information” in this Privacy Policy, we are talking both about Device Information and Customer Information.

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## **HOW DO WE USE YOUR PERSONAL INFORMATION?**

We use the Customer Information that we collect generally to fulfill any contact placed through the Site (including processing your payment information, arranging for shipping, and providing you with invoices and/or order confirmations). Additionally, we use this Customer Information to:

- Communicate with you;
- Screen our customers for potential risk or fraud; and
- When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

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## SHARING YOUR PERSONAL INFORMATION

We share your Personal Information with third parties to help us use your Personal Information, as described above. We also use Google Analytics to help us understand how our customers use the Site—you can read more about how Google uses your Personal Information here:

<https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

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## BEHAVIOURAL ADVERTISING

As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at

<http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

You can opt out of targeted advertising by:

- **FACEBOOK** – <https://www.facebook.com/settings/?tab=ads>
- **GOOGLE** – <https://www.google.com/settings/ads/anonymous>
- **BING** – <https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <http://optout.aboutads.info/>.

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## DO NOT TRACK

Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

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## DATA RETENTION

When you contact us through the Site, we will maintain your contact Information for our records unless and until you ask us to delete this information.

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## **CHANGES**

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.

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## **CONTACT US**

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by email: [info@hockinglodgingcompany.com](mailto:info@hockinglodgingcompany.com).

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## **Messaging Terms & Conditions**

The Hocking Lodging Company, LLC | 14733 Bradford Drive, Logan, OH 43138

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### **General**

When you opt-in to the service, we will send you a message to confirm your signup.

By opting into messages, you agree to receive recurring automated marketing and informational text messages from The Hocking Lodging Company, LLC. Automated messages may be sent using an automatic telephone dialing system to the mobile telephone number you provided when signing up or any other number that you designate.

Message frequency varies, and additional mobile messages may be sent periodically based on your interaction with The Hocking Lodging Company, LLC. The Hocking Lodging Company, LLC reserves the right to alter the frequency of messages sent at any time to increase or decrease the total number of sent messages. The Hocking Lodging Company, LLC also reserves the right to change the short code or phone number or alphanumeric sender where messages are sent.

Your usual message and data rates may apply. If you have any questions about your text plan or data plan, it is best to contact your mobile provider. Your mobile provider is not liable for delayed or undelivered messages.

Your consent to receive marketing messages is not a condition of purchase.

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### **Carriers**

Carriers are not liable for delayed or undelivered messages.

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### **Cancellation**

Messages will provide instructions to unsubscribe either by texting STOP or through an included link. After you unsubscribe, we will send you a message to confirm that you have been

unsubscribed and no more messages will be sent. If you would like to receive messages from The Hocking Lodging Company, LLC again, just sign up as you did the first time and The Hocking Lodging Company, LLC will start sending messages to you again.

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### **Info**

For support regarding our services, email us at [info@hockinglodgingcompany.com](mailto:info@hockinglodgingcompany.com).

If we include a link in messages we send you from The Hocking Lodging Company, LLC, you may also access instructions on how to unsubscribe and our company information by following that link.

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### **Transfer of Number**

You agree that before changing your mobile number or transferring your mobile number to another individual, you will either reply "STOP" from the original number or notify us of your old number at [info@hockinglodgingcompany.com](mailto:info@hockinglodgingcompany.com). The duty to inform us based on the above events is a condition of using this service to receive messages.

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### **Messaging Terms Changes**

We reserve the right to change or terminate our messaging program at any time. We also reserve the right to update these Messaging Terms at any time