

Privacy Notice

Information Collection and Use

Best Western Clock Tower Resort is the sole owner of the information collected on this site. We will not sell, share, or rent this information to any outside parties, except as outlined in this policy. Best Western Clock Tower Resort collects information from our users at several different points on our website in order to process orders and better serve you with pertinent information. Information collected includes name, shipping address, billing address, telephone numbers, e-mail address, and payment information such as credit card. Best Western Clock Tower Resort also requires you to submit a user name and password of your choice for future access to your information. Your user name and password is to remain confidential and you should not share this information with anyone.

Registration In order to process your orders using this website, a user must first complete the registration form. During registration a user is required to give their contact information, which include name, e-mail, telephone number and physical address. This information is used to contact the user about the services on our site such as sending automated order status updates.

Order Most of the information collected in the registration process will be used to process orders. In the order process, a user must provide additional financial information such as credit card number, expiration date, money order, wire transfer or check information. This information is used for billing purposes and to fulfill customer's orders. If we have trouble processing an order, this contact information is used to get in touch with the user. We do not share your personal and financial information with any third parties. The only exception is when processing your credit card information with the merchant bank for authorization and approval. This process is protected by an enhanced security system. See Security paragraph for more details on security measures and procedures.

Cookies With respect to cookies, we use cookies to customize Web page content based on visitors' browser type or other information that the visitor sends. If a user rejects the cookie, they may still use our site, however you will be unable to use our shopping cart to purchase items online. This is because cookies are used by the shopping cart to retain information necessary to process your order. If you disable cookies, we will not be able to accept your order online. We do not share any information with any third party sites. Cookies are used strictly for the purpose of enhancing your personal experience with our site. When you close your browser, the cookies will be terminated.

Log Files

We use IP addresses to analyze trends, administer the site, track user's movement, and gather broad demographic information for aggregate use. IP addresses are not linked to personally identifiable information. We do not distribute or share IP information with any third parties.

Sharing We use an outside shipping company (UPS) to ship orders, and a credit card processing company to bill users for goods and services. These companies do not retain, share, store or use personally identifiable information for any secondary purposes. Best Western Clock Tower Resort is a California Corporation and shall abide by all federal and state laws. Best Western Clock Tower Resort shall disclose any personally identifiable information when required to by law.

Links This web site contains links to other sites. Please be aware Best Western Clock Tower Resort is not responsible for the privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of each and every web site that collects personally identifiable information. This privacy statement applies solely to information collected by this Web site.

Rating Products and Reviews Best Western Clock Tower Resort provides a product-rating feature that allows customers to rate the quality of the product. Our review system also allows for customers to leave written comments to further elaborate their experience with the product. All ratings and review comments are pre-screened by a moderator before posting to the site. The moderator may choose to disregard or eliminate comments that do not meet the guidelines. Guidelines include that all comments are truthful and non-offensive. Guidelines do not permit the posting of personal information or information for the purpose of personal gain.

Security Best Western Clock Tower Resort website takes every precaution to protect our users information. When users submit sensitive information via the website, your information is protected both online and off-line. When our registration/order form asks users to enter sensitive information (such as credit card number), that information is encrypted and is protected with the best encryption software in the industry - SSL. Our SSL technology is the most advanced 128bit

encryption by Authorize.net. To learn more about SSL, follow this link www.Authorize.net. All Best Western Clock Tower Resort employees are kept up-to-date on our security and privacy practices. Every quarter, as well as any time new policies are added, our employees are notified and/or reminded about the importance we place on privacy, and what they can do to ensure our customers information is protected. If you have any questions about the security at our website, you can send an email to us at marketing@clocktowerresort.com

Special Offers If you choose to receive special offers, Best Western Clock Tower Resort may send you such pertinent information. Our special offers are sent only to customers who grant Best Western Clock Tower Resort permission to send such information. Best Western Clock Tower Resort does not share your information with third parties and does not solicit outside parties to send special offers on our behalf. Out of respect for the privacy of our users we present the option to not receive these types of communications. At the time of your order, you may opt to not receive special offers and news by un-checking the appropriate field. Furthermore, all special offers are sent via e-mail and have a "remove link" if you wish to no longer receive special offers and news. Otherwise, customers may occasionally receive information on products, services, special deals or news. Please see our choice and opt-out below for further details of how to be removed from our mailing list.

Choice/Opt-out Best Western Clock Tower Resort does not use customers information for contact other than Best Western Clock Tower Resort pertinent business. Best Western Clock Tower Resort does not share our customers personal information with any outside parties. However, for customers who wish to opt-out or be removed from Best Western Clock Tower Resort special offers and related news, Best Western Clock Tower Resort provides several methods to accomplish this request. Users who no longer wish to receive our newsletter or promotional materials may opt-out of receiving these communications by un-checking the permission to send field when processing their order. They may also send us email to marketing@clotowerresort.com with a request to be removed. Finally, they may also use the link provided with all communications to automatically unsubscribe.

Notification of Changes If at any point we decide to use personally identifiable information in a manner different from that stated at the time it was collected, we will notify users by way of an email. Users will have a choice as to whether or not we use their information in this different manner. We will use information in accordance with the privacy policy under which the information was collected. If you have opted out of receiving any communications from Best Western Clock Tower Resort, you may visit our website at www.clocktowerresort.com where news of changes will be posted. Otherwise, you may e-mail us at marketing@clocktowerresort.com ask our customers service department for changes and updates. If you send us an e-mail request, we will respond to that e-mail only. You will not receive promotional materials unless you specifically grant us permission to do so.