

Privacy Policy

1. Privacy Policy Highlights.

- **Effective Date: March 12, 2022.**
- Valley View Camp, Inc. (“We”, “Us”, and “Our”, as the case may be herein) is a Tennessee nonprofit entity operating a camp based on Christian Biblical principles and formed to provide a serene environment where people come to grow mentally, physically, spiritually, and socially.
- We collect information in 2 ways:
 - (a) Certain information We get automatically when You visit Our website;
 - (b) Certain information You provide to Us voluntarily when You want to use the camp or its property (this information is collectively referred to as “Personally Identifiable Information” in this Privacy Policy – this is information that may alone or collectively either uniquely identify You and/or the entity with which You work).
- We drafted this Privacy Policy to inform You of the following:
 - (a) What Personally Identifiable Information is collected from You through this website, how it is used, and with whom it may be shared.
 - (b) What choices are available to You regarding the use of Your data.
 - (c) The security procedures in place to protect the misuse of Your information.
 - (d) How You can correct any inaccuracies in the information.
 - (e) How We use cookies and tracking on the website.
- This Privacy Policy applies only to this website (<https://valleyviewcamp.com>) and its subdomains and subdirectories, not to any other domain or website. It does not apply to other camps, companies, or subcontractors that We do not own. It does not apply to Social Media websites and applications (e.g., Instagram, Facebook (a.k.a. “Meta, Inc.”), Twitter, Snapchat, TikTok, *etc.*) (“Social Media”) with which it may integrate and with whom You give Your consent for Us to share.
- We do not sell or rent any of Your Personally Identifiable Information to any third party. However, notwithstanding that statement, by consenting and agreeing to this Privacy Policy, You acknowledge in advance that We may:
 - (a) Communicate, share, disseminate Your Personally Identifiable Information to authorized agents or entities with whom We work that allow Us to provide camp services and website features to You;
 - (b) Use information or photos that may identify You, but is not information sensitive in nature, for Our marketing or advertising purposes (including on Social Media websites and applications); and

- (c) Otherwise communicate Your Personally Identifiable Information with Your consent as necessary to complete any other transaction or provide any other service You request or authorize.
- If You choose not to provide Us with certain Personally Identifiable Information, then You may not be able to take advantage of some or all of the services that We offer, including camping at Valley View Camp property. It may be impossible for You to camp at Our property and for Us to provide the camping experience We advertise without You agreeing to provide Us with certain Personally Identifiable Information. You should not disclose Personally Identifiable Information or camp with Us if You do not want Us to have access to Your Personally Identifiable Information.

2. Information We Collect, Use, and Sharing.

(a) Summary:

(i) We collect information in 2 ways:

1. Certain information We get automatically when You visit Our website;
2. Certain information You provide to Us voluntarily when You want to use the camp or its property (this information is collectively referred to as “Personally Identifiable Information” in this Privacy Policy – this is information that may alone or collectively either uniquely identify You and/or the entity with which You work).

(ii) We only have access to and collect Personally Identifiable Information to the extent You voluntarily give it to Us via e-mail, electronic contracts, waivers, disclaimers, and/or other communications; donation records; or other direct contact from You. We will not sell or rent Personally Identifiable Information to anyone.

(iii) We can share Your data (including certain Personally Identifiable Information) with third parties to perform services on Our behalf.

(iv) We may use Your information to respond to You, regarding the reason You contacted Us. Unless You ask Us not to, We may contact You via e-mail in the future to tell You about new camp events or features or changes to this Privacy Policy.

(b) Information We Collect Automatically (Non-personally identifiable information).

(i) When You use Our website, You are considered anonymous. We do not engage in any activity that will personally identify You as a website visitor. However, We may collect the following non-personally identifiable information automatically when You use Our website. **You may not ask Us to purge, delete, or control this information, since it**

is not personally identifiable or associated with You individually, and may often happen automatically through various browser technology You may be using.

1. The Internet Protocol (“IP”) address of Your computer
2. Cookies
3. Your location
4. Your browser
5. Your computer operating system

(c) Information We Collect Because You Provide It to Us (Often Personally Identifiable).

(i) We may collect and store any information that You voluntarily provide to Us when You directly communicate with Us. This information may include but is not limited to, the items on the following list:

1. Your name
2. Your mailing and/or physical home or business address
3. Your e-mail address
4. Your phone number(s)
5. Your credit card information (which We do not store – We use third-party payment processors for all credit and debit card and banking transactions)
6. Your church or business team member names, potential campers’ information, and their contact information and/or addresses
7. Your image, video, or likeness
8. Any other information that You provide

(d) How We Use the Information We Collect.

(i) We use Your Personally Identifiable Information to fulfill a variety of purposes too numerous to completely list here. We may use Your Personally Identifiable Information for such reasons as responding to Your questions and feedback; managing payment and contractual information; retaining a camper database on who to contact in case of emergencies; retaining donor information; marketing and advertising Our camp using Your image, likeness, or video to the general public (but not any other sensitive information or images that would grossly invade an individual’s privacy under federal or state law); or to communicate with You about various camp updates and events that We think You may be interested in.

(ii) If You do not want Us to use some of Your Personally Identifiable Information for some reason, then You may contact Us.

(e) Sharing of Information.

- (i) We do not sell or rent any of Your Personally Identifiable Information to any third party. However, notwithstanding that statement, by consenting and agreeing to this Privacy Policy, You acknowledge in advance that We may:
1. Communicate, share, disseminate Your Personally Identifiable Information to authorized agents or entities with whom We work that allow Us to provide camp services and website features to You;
 2. Use information or photos that may identify You, but is not information sensitive in nature, for Our marketing or advertising purposes (including on Social Media websites); and
 3. Otherwise communicate Your Personally Identifiable Information with Your consent as necessary to complete any other transaction or provide any other service You request or authorize.
- (ii) Examples of authorized agents or entities that We may need to communicate Your Personally Identifiable Information to include companies We've hired to protect and secure Our computer systems; credit, debit, and other payment processors; third-party applications that help Us manage Our camp documents, intake sheets, and contracts; and insurance and government agencies as the law requires.

3. Your Access to and Control Over Information.

- (a) You may opt out of any future contacts from Us at any time. You may contact Us at any time to request that We not contact You by e-mail, mail, phone, or otherwise by contacting Us via the e-mail address or phone number given on Our website. However, We must receive an express written request to take action.
- (b) You may request We change or correct any data We have about You to the extent We can identify Your information.
- (c) You may request to see what data We have about You, if any.
- (d) You may request We delete any data We have about You; however, We have the right to and shall forever retain and use any and all information necessary to the extent necessary to comply with Our legal and insurance obligations; resolve disputes; enforce Our agreements; and protect Our rights, property, and safety.
- (e) You may express any concern or complaint You have about Our use of Your data or information.

- (f) If You choose not to provide Us with certain Personally Identifiable Information, then You may not be able to take advantage of some or all of the services that We offer, including camping at Valley View Camp property.
- (g) In accordance with Our routine record keeping and compliance with certain federal privacy laws, We may also manually delete certain records that contain Personally Identifiable Information that You have submitted to Us and certain records containing Your Personally Identifiable Information may be deleted automatically. We are under no obligation to store such Personally Identifiable Information and disclaim any liability arising out of or related to the destruction of such Personally Identifiable Information.
- (h) We are under no obligation to notify You if and when Your Personally Identifiable Information is deleted or removed from Our records.
- (i) It may not always be possible to completely delete or remove all Your Personally Identifiable Information from Our records or databases without some residual data remaining. The reasons for this are that We may be required to keep backups in certain circumstances, and the nature of technology often does not allow a complete removal of all information without a trace remaining.
- (j) We do not control certain privacy settings and preferences maintained by Social Media websites. If You wish to make changes to those settings and preferences, You may do so by visiting the settings page of the appropriate Social Media website.

4. Security.

We take precautions to protect Your information. When You submit Personally Identifiable Information via this website, Your information is protected. You can verify the security of Our website and others by looking for a closed lock icon at the bottom of Your web browser, or looking for “https” at the beginning of the address of the web page. Wherever financial information is collected (*e.g.*, credit card data), in the case of donations for example, that information is encrypted and not ultimately collected by this website, rather payment is transmitted to Us by third-party payment processors.

While We take every step to ensure the security of Your information, please note that no electronic data transmission or storage of information is infallible and 100% secure. Therefore, We cannot ensure or warrant the absolute security of any information You transmit to Us, and You consent to Our services and provide Us with Your information with that risk in mind.

5. Cookies, Analytics, and Traffic Data.

Cookies are small text files which are transferred from Our website or applications and stored on Your device. We use cookies to help Us provide You with a personalized service, and to help make Our websites, applications, and services better for You.

Our cookies may be (i) session cookies (temporary cookies that identify and track users within Our websites, applications or services which are deleted when You close Your browser or leave Your session in the application or service); or (ii) persistent cookies (cookies which enable Our websites, applications or services to “remember” who You are and to remember Your preferences within Our websites, applications or services and which will stay on Your computer or device after You close Your browser or leave Your session in the application or service).

We may use the following different types of cookies:

(a) Strictly necessary cookies

These are cookies which are needed for Our website, applications, or services to function properly, for example, these cookies allow You to access secure areas of Our website or to remember what information You may have entered into a form or field requesting information on this website.

(b) Performance cookies and analytics technologies

These cookies collect information about how visitors and users use Our website, applications, and services, for instance, which functionality visitors use most often, and if they get error messages from areas of the website, applications, or services. These cookies don’t collect information that identifies a visitor or user. All information these cookies collect is aggregated and therefore anonymous. We only use these cookies to improve how Our website, applications, and services work.

(c) Functionality cookies

These cookies allow Our website, applications, and services to remember choices You make (such as Your username, language, or the region You are in) and provide enhanced, more personal features. These cookies can also be used to remember changes You have made to text size, fonts, and other parts of web pages that You can customize. They may also be used to provide services You have asked for. The information these cookies collect do not individually identify You and cannot track Your browsing activity on other website.

(d) IP Address and traffic data

We keep a record of traffic data which is logged automatically by Our servers, such as Your Internet Protocol (“IP”) address, device information, the website that You visited before Ours and the website You visit after leaving Our site. We also collect some site, application, and service statistics such as access rates, page hits and page views. We are not able to identify any individual from traffic data or site statistics.

(e) Targeting or advertising cookies

These cookies are used to deliver adverts more relevant to You and Your interests. They are also used to limit the number of times You see an advertisement as well as help measure the effectiveness of the advertising campaign. They are usually placed by advertising networks with

the website operators' permission. They remember that You have visited a website and this information is shared with other organizations such as advertisers. Quite often targeting or advertising cookies will be linked to site functionality provided by the other organization. (Note at this time, we do not allow third-party advertisements on Our website, so We do not use these types of cookies).

6. Children's Online Privacy Protection Act ("COPPA") Notice.

The Children's Online Privacy Protection Act of 1998 and its rules (collectively, "COPPA") require those websites directed at children under the age of 13 ("Children" or "Child") to inform parents and legal guardians about its practices for collecting, using, and disclosing personal data. We market and advertise our website and camp to the general public (specifically to adults and to minors over the age of 13 interested in summer camps) and church groups. We do not directly market to Children and We have no knowledge of any Children using Our website, but it is Our intention to comply with all federal and state laws and regulations and take special precautions to protect the privacy of Children if We are informed or discover that Our website is collecting Personally Identifiable Information of Children. Parents or legal guardians should fill out any online registration form or any other forms requesting information for minors or Children. If You have a question about whether any of Our website content is directed to Children, please contact Us by sending an e-mail at jansen@valleyviewcamp.com, with the subject "ATTN: PRIVACY POLICY, LEGAL".

7. Dispute Resolution.

If You have any complaints regarding Our compliance with this Privacy Policy, You should first contact Us. We will investigate and attempt to resolve complaints and disputes regarding use and disclosure of Personally Identifiable Information in accordance with this Privacy Policy.

8. Updates and Changes to this Privacy Policy.

Our Privacy Policy may change from time to time and all updates will be posted on this page. We evaluate from time to time Our information and data processing procedures with privacy in mind and We may update or change the scope of this Privacy Policy to reflect changes to Our information practices and evolving technology, laws, and best practices. We may not always notify You of material changes, but We will try to notify You of changes to this Privacy Policy by means of changing the Effective Date and/or with a notice on Our website. We reserve the right to amend this Privacy Policy with any changes without giving any notice to You, so We encourage You to periodically review this page for the latest information on Our privacy practices.

9. Contact Us.

If You have any questions or concerns about this Privacy Policy or Your experiences with Us, please contact Us with the below information:

Valley View Camp, Inc.
7352 Swift Road
Greenbrier, TN 37073
Re: Privacy Policy, Legal

E-mail: jansen@valleyviewcamp.com, with the subject "ATTN: PRIVACY POLICY, LEGAL"
Phone: 615-403-1254