

# Privacy Policy

Your privacy is important to us. This privacy policy may change from time to time and all updates will be posted on this page.

This privacy policy discloses our privacy practices and will notify you of the following:

1. What personally identifiable information is collected from you through this website, how it is used and with whom it may be shared
2. What choices are available to you regarding the use of your data
3. The security procedures in place to protect the misuse of your information
4. How you can contact us to correct any inaccuracies

## Information Collection, Use, and Sharing

We are the sole owners of the information collected on this site. We will not sell or rent this information to anyone.

We will use your information to respond to you regarding the reason you contacted us. We will not share your information with any third party outside of our organization, other than as necessary to fulfill your request, e.g., to connect you to an authorized pool and spa dealer.

Unless you ask us not to, we may contact you via email in the future to tell you about specials, new products or services, or changes to this privacy policy.

## Information Voluntarily Provided by You

This site will only collect personal information that you knowingly and voluntarily provide by, for example, responding to surveys, completing membership forms, sending emails, etc. It is this site's general practice to use personal information only for the purposes for which it was requested and any additional uses specifically stated on the site.

## Information We Collect Automatically

This site collects information automatically through the use of cookies, third-party tracking technologies and server logs. This information does not include any personal information. We use this information primarily to monitor the use of this site and to make improvements. We may share this data with partners in order to enhance the functionality of this site.

### *Cookies*

“Cookies” are small text files used to collect information about website activity. No personal information is collected through our use of cookies. This site uses cookies for two main purposes: (a) to carry information about your current session at this site from one web page to the next and (b) to identify you on this site on return visits.

You have the option of disabling or not accepting cookies by changing the preferences on your browser. If you opt to disable cookies, you will still be able to use certain sections of our site. However, you will not be able to use any parts of this site that require a login (e.g., accessing secure content).

### *Third-Party Tracking Technology*

This site uses a tracking technology called Google Analytics to obtain site usage information such as users' Internet Protocol (IP) addresses, Internet domain and host names, browser software, and

the date and time that the site is visited. Data obtained through Google Analytics does not include and is not linked to any personal information. Data from Google Analytics allow us to monitor the use of this site, understand how users find our site, and improve the site's function and content.

Site usage data collected through Google Analytics are not shared with other Google products and tools. Our use of Google Analytics is in compliance with Google's Terms of Service. Google provides more information about Google's privacy practices and information on how to opt out of Google Analytics tracking of your web browsing.

#### *Server Logs*

Our web servers routinely generate logs that contain the following types of information each time the site is used:

- The date, time and length of your visit
- The path taken through our site and the browser being used
- The list of files downloaded and the amount of time spent viewing video or audio files
- The IP address of the computer accessing our site
- Any errors encountered

#### **Links**

This website contains links to other sites. Please be aware that we are not responsible for the content or 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 any other site that collects personally identifiable information.

#### **Contact Us**

If you have any questions about this online privacy policy or our privacy practices, please contact us at 989.755.7741 or use our online contact form.