

## Privacy Policy

Hot Dogger Tours, Inc dba Gold Coast Tours (“GCT,” “We,” “Us”) takes your privacy seriously. We are sensitive to your concerns about how we use the personal information we collect from you and about you. Accordingly, GCT has implemented this privacy policy (the “Privacy Policy”) and internal policies and practices to keep your personal and financial information secure. The Privacy Policy covers GCT’s treatment of the Personally Identifiable Information we collect about you. It also describes the choices available to you regarding our use of your personal information and how you can access and update this information. This Privacy Policy is incorporated into our Terms of Use, and therefore governs your use of the Online Services. By using GCT Online Services, you accept the terms of this Privacy Policy. If you have questions or concerns about the Privacy Policy, please contact us at [compliance@goldcoasttours.com](mailto:compliance@goldcoasttours.com).

Click here for our [Simple Messaging Service \(SMS\) Privacy Policy](#).

## What Information Do We Collect About Our Customers?

**Traffic Data.** GCT may collect a variety of visitor data such as IP addresses, browser settings, internet service provider (ISP) information, referring/exit pages, operating systems, date/time stamps, and clickstream data (collectively “Visitor Data”). The GCT internal servers and software automatically recognize Visitor Data. GCT’s website (the “Site”) may use Visitor Data to compile traffic data about the types of visitors who use the Site at specific intervals (collectively “Traffic Data”).

We may use Traffic Data to analyze Site traffic, but this information is not examined for Personally Identifiable Information. We may also use Traffic Data to diagnose problems with our server, administer our Site, or display content according to your preferences. Visitor Data and Traffic Data may also be shared with business partners, affiliates, or advertisers on an aggregated and anonymous basis.

**Cookies and Similar Technologies.** GCT and its partners may use the standard cookie feature of major browser applications and third-party providers, including Google Analytics features (Remarketing, Google Display Network Impression Reporting, the DoubleClick Campaign Manager Integration and Google Analytics Demographics and Interest Reporting), or employ internally developed cookies and tracking codes, that allow GCT to store a small piece of data on a visitor’s computer, or any other device a visitor uses to access Online Services, about his or her visit to the Site or use of other plug-ins exchanging

information with GCT (“Applications”). (The Site and Applications are sometimes collectively referred to as “Online Services” for simplicity.) Similar technologies, such as java scripts or eTag’s, are also used to analyze trends, administer the website, track users’ movements around the website, and to gather demographic information about our user base as a whole. You can remove persistent cookies by following directions provided in your Internet browser’s “help” directory. If you reject cookies, you may still use our site, but your ability to use some areas of our site, such order forms, will be limited.

**Web Beacons.** We employ a software technology called clear gifs (a.k.a. web beacons), that helps us track referrals from our partners and affiliates and better manage content on our site. Clear gifs are tiny graphics with a unique identifier, similar in function to cookies, and are used to track the online movements of web users. In contrast to cookies, which are stored on a user’s computer hard drive, clear gifs are embedded invisibly on web pages and are about the size of the period at the end of this sentence. We do not tie the information gathered by clear gifs to our customers’ Personally Identifiable Information.

**3rd Party Tracking.** The use of tracking technologies by our service providers, technology partners or other 3rd party assets (such as social media links) on the site is not covered by our Privacy Policy. These 3rd parties may use cookies, clear gifs, images, and scripts to help them better manage their content on our site. We do not have access or control over these technologies. We do not tie the information gathered to our Customers’ or Users’ Personally Identifiable Information.

**Personal Information.** GCT requires each customer to provide us with personal information (collectively “Personally Identifiable Information”) to access and use GCT services. Personally Identifiable Information is captured when a visitor accesses Online Services, or speaks on the phone with a GCT employee, and willingly discloses that information. This disclosure may occur when a visitor registers with an Online Service, engages in transactions, contacts customer service, or participates in contests, promotions, surveys, forums, content submissions, requests for suggestions, or other aspects of services offered by GCT.

Personally Identifiable Information includes but is not limited to: (i) “Contact Data” (such as your name, address, city, state, zip code, phone number, and email address); (ii) “Financial Data” (such as your credit card number, expiration date, and verification code or bank account information); and (iii) “Demographic Data” (such as your zip code and sex).

We may also receive information about our customers or potential customers from other sources, including clients who have purchased our services on behalf of their employees. In some instances, we may combine this data with information we already have or that we later receive from our customers. This helps us to update, expand and analyze our records and to provide better service for customers. We will only use this information for the specific reasons that was provided to us, which may include marketing-related uses. Examples of the types of Personally Identifiable Information that we may receive from third parties include Contact Data, Financial Data, and Demographic Data.

If you believe that one of your contacts has provided us with your personal information and you would like to request that it be removed from our database, please contact us at [compliance@goldcoasttours.com](mailto:compliance@goldcoasttours.com).

**Testimonials and Reviews.** We display personal testimonials of satisfied customers received through email surveys. We ask for your specific consent as part of the survey. If you wish to update or delete your testimonial, you can contact us here. We also display customer reviews. If you provide a review that we display and wish to update or delete it, you can also contact us here.

**Calls/Electronic Communications.** In the regular course of our business, GCT may monitor and record phone conversations or email communications between you and GCT employees for training and quality assurance purposes. We may receive a confirmation when you open or click on content in an email from us, which helps us make our communications to you more useful and interesting. If you do not wish to receive email from GCT, you may unsubscribe from our mailing list by using the “Unsubscribe” link on any of the emails we send.

## **How Do We Use the Information We Collect and**

### **Do We Share the Information We Receive?**

We use information we collect to communicate with you, process your orders, for research into how to improve our service offerings, and inform you of offers and discounts. For example, you may receive a welcome email that confirms your username and password, and later receive communications responding to your inquiries, providing services you request, and managing your account. We occasionally send service-related

announcements, for example, to alert you if we need to temporarily suspend the Site for maintenance.

**Opting Out.** We send promotional emails and newsletters from time to time to users who have registered on the site and to those who have opted in to receive such emails. Generally, you may not opt out of service-related or transactional communications, which are not promotional. If you do not wish to receive service-related communications, you may terminate your account by contacting us at [compliance@goldcoasttours.com](mailto:compliance@goldcoasttours.com). However, you can opt-out of promotional communications by using the “Unsubscribe” link and following the unsubscribe instructions in any electronic communication or by emailing us at [compliance@goldcoasttours.com](mailto:compliance@goldcoasttours.com).

You may choose not to provide GCT with Personally Identifiable Information or you may turn off cookies in your browser by changing its settings. If you make these decisions, you may continue to use the Online Services and browse its pages. However, GCT cannot process orders without Personally Identifiable Information.

**Surveys, Sweepstakes, and Contests.** We may provide you the opportunity to participate in surveys on our site, to measure customer satisfaction. If you participate, we may request certain personally identifiable information from you. Participation in these surveys, sweepstakes, or contests is completely voluntary and you therefore have a choice whether or not to disclose this information. The requested information typically includes name, email address, and mailing address. We use this information to notify contest winners and award prizes, to monitor site traffic or personalize the site, and/or to send participants an email newsletter.

We may use a third-party service provider to conduct these surveys or contests; that company will be prohibited from using our users’ personal information for any other purpose. We will not share the personal information you provide through a contest or survey with other third parties unless we give you prior notice and choice.

We share customer information with third parties only as follows:

**Order Processing.** GCT, sometimes with the assistance of a third party or GCT subsidiary or affiliate, may use your Personally Identifiable Information to process your payment through merchant account services, and to generate the services you order. Your Contact Data may be used to follow up with you on transactions you initiate, respond to inquiries,

inform you of changes to Online Services, and send you additional information about GCT and its services.

**Third Party Marketing.** Unless specifically authorized by you, we do not provide Personally Identifiable Information to third parties for their marketing purposes. If you express interest in a third-party offer, we may provide your Personally Identifiable Information to that third party solely in connection with the offer you have selected. In addition to sharing your Contact Data, we may also share details regarding your purchase from GCT, as well as your Financial or Demographic Data with these third parties. If you later decide to opt-out from allowing GCT to share your Personally Identifiable Information with third parties for their marketing purposes, you may do so by contacting us at [compliance@goldcoasttours.com](mailto:compliance@goldcoasttours.com). To the extent that GCT has already shared your Personally Identifiable Information with third parties for their marketing purposes prior to your decision to opt-out, you may opt out from future marketing by contacting the Third Parties directly.

No mobile information will be shared with third parties/affiliates for marketing/promotional purposes; all the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

Click here for additional information regarding our [Simple Messaging Service \(SMS\) Privacy Policy](#).

**Required by Law.** We may also disclose your personal information: as required by law, such as in response to a subpoena, a lawful request by a public authority, including to meet national security or law enforcement requirements, or similar legal process, and when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a legal request.

**Visitor Demographics.** Contact Data and Traffic Data are used to gather general statistics about our customers and visitors. We may use Demographic Data to generate collective information about our users, but not in a way that identifies any user specifically. For example, we may inform third parties about the number of registered users and unique visitors, and the page's most frequently browsed.

**Service Providers.** We may share your Personally Identifiable Information with companies that provide support services to us, help us market our products and services, or for training purposes. These companies may need information about you in order to perform

their functions. These companies are not authorized to use the information we share with them for any other purpose.

**Business Partners.** When you purchase a service from us that is bundled with a service offered by one of our business partners, we will share your Personally Identifiable Information with those business partners so that they can provide you with the services included with your purchase. These companies are not authorized to use the information we share with them about you for their own marketing purposes without first asking for your permission.

**Partner and Affiliate Tracking.** Our partners and affiliates, including Google Analytics (Remarketing, Google Display Network Impression Reporting, the DoubleClick Campaign Manager Integration, and Google Analytics and Interest Reporting), may use cookies and web beacons to collect non-personally identifiable information about your activities on this and other websites to provide you targeted advertising based upon your interests. This means that these partners and affiliates may show our ads on sites across the Internet based upon your previous visits to our site. Together with our partners and affiliates, we may use these cookies and web beacons to report how your ad impressions, other uses of ad services, and interactions with these ad impressions and ad services are related to your visits to our site.

If you would like to learn more or opt out of receiving online display advertising tailored to your interests, please visit the Networking Advertising Initiative at [www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp) or the Digital Advertising Alliance at <http://aboutads.info/choices>. If you wish to not have this information used for the purpose of serving your targeted ads, you may opt-out by clicking here. Please note this does not opt you out of being served advertising. You will continue to receive generic ads. If you delete your cookies, use a different browser, or buy a new computer, you will need to renew your online display advertising opt-out choice. You may also visit Google Analytics' Ads Settings to opt out of Google's use of cookies and customize Google Display Network ads, and Google Analytics' Opt-Out Browser Add-on for the web.

**Other Transfers.** We may share controlled Identifiable Information and other data with businesses controlling, controlled by, or under common control with **GCT**. If **GCT** is merged, acquired, or sold, or if some or all of our assets or equity are transferred, we may

disclose or transfer Personally Identifiable Information and other data in connection with the associated transactions.

**Bankruptcy.** In the event of a **GCT** bankruptcy, insolvency, reorganization, receivership, or assignment for the benefit of creditors, or the application of laws or equitable principles affecting creditors' rights generally, we may not be able to control how your personal information is treated, transferred, or used. If such an event occurs, your Personally Identifiable Information may be treated like any other GCT asset and sold, transferred, or shared with third parties, or used in ways not contemplated or permitted under this Privacy Policy. In this case, you will be notified via email and/or a prominent notice on our site of any change in ownership or uses of your personal information, as well as any choices you may have regarding your personal information.

## **Links**

**Third-Party Websites.** GCT may maintain links to other websites and other websites may maintain links to the Online Services. This Privacy Policy applies only to RideGCT.com and not to other websites accessible from GCT or that you use to access GCT, each of which may have privacy policies materially different from this Privacy Policy. If you visit other websites, GCT is not responsible for the privacy practices or content of those sites. It is your responsibility to review the privacy policies of non-GCT websites to confirm that you understand and agree with them.

**Social Media Widgets.** Our website includes social media features, such as the Facebook "like" button and widgets, such as the "Share this" button or interactive mini programs that run on our site. These features may collect your IP address, which page you are visiting on our site, and may set a cookie to enable the feature to function properly. Social media features and widgets are either hosted by a third party or hosted directly on our Site. Your interactions with these features are governed by the privacy policy of the company providing it.

## **Accessing and Changing Your Account**

Upon request GCT will provide you with information about whether we hold any of your personal information. In certain circumstances we may be required by law to retain your

personal information or may need to retain your personal information in order to continue providing a service. Please review the information below to access, correct, or request deletion of your personal information.

**Data Retention.** At minimum, we will retain your information for as long as needed to provide you services, and as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. GCT may maintain some or all of this data in its archives even after it has been removed from the Site.

### **Information Processed on Behalf of Third Parties**

In some instances, GCT may process Personally Identifiable Information on behalf of third-party affiliates. GCT acknowledges that in these instances, you have the right to access your personal information. Where GCT has no direct relationship with the individuals whose personal data it processes, individuals seeking access, or seeking to correct, amend, or delete inaccurate data should direct their inquiry to the third-party affiliate (the data controller). If requested to remove the data, we will respond within a reasonable timeframe.

### **How Secure Is the Personal Information We Collect?**

**Our Commitment to Data Security.** We strive to make certain that our servers and connections incorporate the latest encryption and security devices. We have implemented physical, electronic, and managerial procedures to safeguard and secure the information we collect. Secure servers (SSL) transmit credit card and personal information. Documents are delivered to you via UPS or similar overnight delivery services, the United States Postal Service, or email. Unfortunately, no data transmission is guaranteed to be 100% secure and we therefore cannot guarantee the security of information you transmit to or from the Site, Applications, or through the use of our services, and you provide this information at your own risk. ACCORDINGLY, WE DISCLAIM LIABILITY FOR THE THEFT, LOSS, OR INTERCEPTION OF, OR UNAUTHORIZED ACCESS OR DAMAGE TO YOUR DATA OR COMMUNICATIONS BY USING THE SITE, APPLICATIONS, AND OUR SERVICES. YOU ACKNOWLEDGE THAT YOU UNDERSTAND AND ASSUME THESE RISKS.

IF YOU BELIEVE YOUR PRIVACY HAS BEEN BREACHED THROUGH USE OF OUR WEBSITE, APPLICATIONS, OR OTHER SERVICES PLEASE CONTACT US IMMEDIATELY AT [compliance@goldcoasttours.com](mailto:compliance@goldcoasttours.com).



**Enforcement.** We periodically review this Privacy Policy and our compliance with it to verify that both are accurate. We encourage you to contact us with any concerns, and we will investigate and attempt to resolve any complaints and disputes about our privacy practices.

**Contact Us.** If you have any questions regarding our Privacy Policy, please contact us at the information below.

Mailing Address

Hot Dogger Tours, Inc dba Gold Coast Tours

Attn: Compliance/Marketing

105 Gemini Ave, Brea CA 92821

[compliance@goldcoasttours.com](mailto:compliance@goldcoasttours.com).

### **Information for California, Canada, and EU Customers and Visitors**

**California.** Pursuant to Section 1798.83 of the California Civil Code, residents of California can obtain certain information about the types of personal information that companies with whom they have an established business relationship have shared with third parties for those third parties' direct marketing purposes during the preceding calendar year. In particular, the law provides that companies must inform consumers about the categories of personal information that have been shared with third parties, the names, and addresses of those third parties, and examples of the types of services or products marketed by those third parties. To request a copy of the information disclosure provided by GCT pursuant to Section 1798.83 of the California Civil Code, please contact us via the email or address stated above. Please allow 30 days for a response.

If you are a California resident under the age of 18, and a registered user of any site where this policy is posted, California Business and Professions Code Section 22581 permits you to request and obtain removal of content or information you have publicly posted. To make such a request, please send an email with a detailed description of the specific content or information to [compliance@goldcoasttours.com](mailto:compliance@goldcoasttours.com). Please be aware that such a request does not ensure complete or comprehensive removal of the content or information you

have posted and that there may be circumstances in which the law does not require or allow removal even if requested.

**Canada.** If you reside in Canada, you may have the right to be provided with access to Personally Identifiable Information that we have collected about you and written information about our policies and practices with respect to the transfer of your personal information to third parties outside Canada. E-mail us at [compliance@goldcoasttours.com](mailto:compliance@goldcoasttours.com) with questions.

1. If you are located in the EU, you have the following rights with respect to how GCT processes your personal data.

(1) You have the right to request a copy of the personal data that GCT has about you.

(2) You have the right to request that GCT corrects the information about you if you believe it to be inaccurate.

(3) You have the right to request that GCT erase or refrain from using your personal data. This is not an absolute right and, in some circumstances, GCT may decline to erase or limit its usage of your data, such as when GCT has an on-going business relationship with you, or we are legally required to retain the information. If GCT cannot honor your request, GCT will inform you of this fact as well as the reasons for GCT's decision.

To exercise any of these rights, please contact us by email at [compliance@goldcoasttours.com](mailto:compliance@goldcoasttours.com).

If you are located in the EU, you also have the right to raise any objections regarding the processing of your personal data and to raise any concerns you may have about GCT's processing of your personal data. You may make an objection or raise any other concerns by contacting us at [compliance@goldcoasttours.com](mailto:compliance@goldcoasttours.com).

### **Changes To Our Privacy Policy**

This Privacy Policy is in effect as of the date noted below. We may change this Privacy Policy from time to time. If we do, we will post the revised version here and change the "last updated date" (the date it applies from) at the bottom of the statement. We encourage you to periodically review this page for the latest information on our privacy practices.

### **Privacy Policy Revision History**

Last updated on November 20, 2019.