

The Lodge Resort Privacy Policy

The Lodge Resort appreciates your business and respects your values. We recognize that privacy is an important issue in today's global marketplace. This Internet Privacy Policy was created to demonstrate our commitment to ensuring a long-lasting and strong customer relationship, and details the types of personal information we collect on our websites, the disclosure of personal information to third parties, and gives you the option to change your personal information or opt out of receiving information. We have also disclosed in this privacy statement our security, information gathering and dissemination practices.

Information Collection and Use

While visiting our site, at www.thelodgeresort.com (hereinafter "Site"), we strive to provide you with an Internet experience that delivers the information, resources and services that are most relevant to you. To achieve this goal, part of the operation of the Site includes the gathering of certain types of information about Site users. This Privacy Policy, which applies to the Site, addresses how we treat your information. To provide products or services to you, to process reservations or other transactions and provide customer service, we may collect personal information from you at several different points on our website or based upon information you have voluntarily provided. We are the sole owner of the information collected on this website. We may use your personal information we collect to provide enhanced services, understand your needs better, make advertising offers and specials and facilitate third party offers we feel are of interest to you and for other business purposes.

Children's Privacy & Parental Consent

This Site is not designed or intended for anyone under age 18, and minors are expressly requested not to use this site or submit personal information over this Site. Our privacy policy prohibits us from accepting users who are under the age of 18. Should we inadvertently acquire personal information or other data from users under the age of 18, we will not knowingly provide this data to any third party for any purpose whatsoever.

Other Disclosures of Personal Information

We will disclose personal information without your permission when we believe in good faith that such disclosure is required by law or we believe in good faith that such disclosure is necessary to investigate or protect against harmful activities to our customers, our property (including this Site), our employees, or others.

Log Files

We use IP addresses to analyze trends, administer the website, track user's movement, and gather broad demographic information for aggregate use. IP addresses are not linked to personal information.

Links

This website may contain hyperlinks to websites operated by other parties. Such hyperlinks are provided for your reference only. We do not control such websites and are not responsible for their contents. You may contact them directly to ask questions about their privacy practices and policies. The inclusion of hyperlinks to such websites does not imply any endorsement of the material on such websites or any association with their operators. Those websites may have different privacy policies. If you click onto another website, you may want to check the privacy policy of that Web site. We are not responsible for the privacy policies of other sites.

Cookies

A cookie is a piece of data stored on the user's hard drive containing information about the user. If you do not want information collected through the use of cookies, there is a simple procedure in most browsers that allows you to deny or accept the cookie feature; however, you should note that cookies may be necessary to provide you with certain features of our Site, such as making a reservation. Cookies can enable us to track and target the interests of our users to enhance the user's experience on our website. Through use of cookies, we may track and collect your IP address and other personal and non-personal information such as the type of computer and type of web browser you use to tailor the content to your interests and store your password to avoid you having to re-enter it every time you access our sites. Cookies may be used to track parts of a web site that have been visited or keep track of previous selections or purchases which can improve your experience on our sites. Acceptance of cookies may result in you being sent messages, offers and ads on the site we believe you may be interested in. Any user who rejects the cookie may still use our website but use may

be limited in some areas of our website. Use of cookies is standard in most industries and used by most major commercial web sites. Our business partners use cookies on our website. However, we have no access to or control over these cookies.

Online Advertising

We may use a third party company to serve online advertisements on our behalf across the Internet. During this process, we may collect information about your visits to our website. This is primarily accomplished through the use of a technology commonly referred to as a Web Beacon or Action Tag, which we place on various pages of our website and allows the third party to collect anonymous information. The information tracked is completely anonymous; it contains no personal information about any individuals. The anonymous information collected is used only to track our advertising's effectiveness and improve our advertising.

Surveys & Contests

From time-to-time our website requests information from users via surveys or contests. Participation in these surveys or contests is completely voluntary and the user, therefore, has a choice whether or not to disclose this information. Information requested may include personal information (such as contact information, name and address), and demographic information (such as zip code, age level).

Site Security

We want you to feel confident about using the Site for your travel, so we have implemented a security program to keep information that is stored in our systems protected from unauthorized access. By making your travel purchase on our secure server, you are protected by Secure Socket Layer (SSL) technology, utilized by most popular browsers, including Netscape and Microsoft Explorer, to ensure a safe transmission. This technology allows us to use the most advanced encryption tools necessary to protect information transmitted between your computer and our server. Through encryption, the personal information you enter, including your name, address, and credit-card information, is converted into code that is then securely dispatched over the Internet. Once your secure server receives your encrypted personal information, it is translated back into its original form and stored in our off-line database. Your credit card information is not transmitted over the Internet again.