

## Privacy Policy

Duran Golf Club, LLC (“Duran”) does not collect personally identifiable information about individuals except when such individuals specifically provide such information on a voluntary basis. For example, such personally identifiable information may be gathered from a contest or sweepstakes registration, the registration process for golf reservations or subscription to Duran e-mails. Personally identifiable information on individual users will not be sold or otherwise transferred to unaffiliated third parties without the approval of the user. The user will have the opportunity in every email to indicate whether he or she would like to "opt out" of receiving promotional and/or marketing information about other products, services and offerings from Duran. Further, notwithstanding any opt out of promotional information by the user, Duran reserves the right to contact a subscriber regarding account status, changes to the subscriber agreement and other matters relevant to the underlying service and/or the information collected.

Duran reserves the right to perform statistical analyses of user behavior and characteristics in order to measure interest in and use of the various areas of the site and to inform advertisers of such information as well as the number of users that have been exposed to or clicked on their advertising banners. Duran will provide only aggregated data from these analyses to third parties, which include Duran’s advertisers and third-party syndication partners and their advertisers. Also, users should be aware that Duran may sometimes permit third parties to offer subscription and/or registration-based services through Duran’s site/e-mails. Duran is not responsible for any actions or policies of such third parties and users should check the applicable privacy policy of such party when providing personally identifiable information.

Users also should be aware that non-personal information and data may be automatically collected through the standard operation of Duran's internet servers or through the use of "cookies." "Cookies" are small text files a web site can use to recognize repeat users, facilitate the user's ongoing access to and use of the site and allow a site to track usage behavior and compile aggregate data that will allow content improvements and targeted advertising. Cookies are not programs that come onto a user's system and damage files. Generally, cookies work by assigning a unique number to the user that has no meaning outside the assigning site. Users should be aware that Duran cannot control the use of cookies or the resulting information by advertisers or third parties hosting data for Duran. If a user does not want information collected through the use of cookies, there is a simple procedure in most browsers that allows the user to deny or accept the cookie feature; however, users should note that cookies may be necessary to provide the user with certain features (e.g., customized delivery of information) available on the Duran site.

Upon request, Duran will allow any user to "opt out" of further promotional contacts. Additionally upon request, Hampton Golf, Inc. will use reasonable efforts to allow users to update/correct personal information previously submitted which the user states is erroneous to the extent such activities will not compromise privacy or security interests. Also, upon a user's request, Duran will use commercially reasonable efforts to functionally delete the user and the user’s personal information from its database; however, it may be impossible to delete a user's entry without some residual information because of backups and records of deletions. For any credit card transaction at Duran, encrypted credit card number, name and address information is transmitted over the internet to the credit card processor in accordance with PCI industry standards. Credit card

information is not stored on any Duran computer or server.

The foregoing policies are effective as of August 25, 2010. Duran reserves the right to change this policy at any time by posting a revised privacy statement. This statement and the policies outlined herein are not intended to and do not create any contractual or other legal rights in or on behalf of any party.