

## **What Information We Collect and How We Use It**

Any information we collect on our site generally falls into the Personally Identifiable Information category.

**Personally Identifiable Information:** This refers to information that lets us know specifically who you are. In general, you can visit our Site without telling us who you are or revealing any Personally Identifiable Information.. For each visitor on our web page, our web server automatically recognizes only the consumer's domain name but not the email address. We DO NOT use any special methods to gather information about site visitors without their knowledge.

**Booking-** When you make a reservation on our website, we collect Personally Identifiable Information (such as name, contact and billing information, credit card, and other transaction information). We use this information to confirm your reservation, process payment, and to communicate with you about the status of your reservation. Credit card information submitted with your order is used only for payment processing and is not retained on our Site.

## **Sharing Your Information**

Except as disclosed in this Privacy Statement, we do not sell, trade, rent, or otherwise retransmit any Personally Identifiable Information we collect online unless we have your permission. Any Personally Identifiable Information you provide to us will be used for your purchases and retained in hard copy form of the original invoice as well as within our database system, which generates our invoices.

## **Links To Other Web Sites**

Links to third-party Web sites may be provided solely for your information and convenience, or to provide additional information for various other goods and services. If you use these links, you will leave our Site. This Privacy Statement does not cover the information practices of those Web sites linked to our Site, nor do we control their content or privacy policies. We suggest that you carefully review the privacy policies of each site you visit.

Our newsletter registration form, contact form and online booking form requires users to give us contact information such as name and email address, unique identifiers such as a telephone number and financial

information such as credit card numbers. We may use customer contact information from these forms received by RollingThunderRiverCo.com to send the user information about our company and promotional materials. The customer's contact information is also used to contact the visitor when necessary. Users may opt-out of receiving future mailings; see the choice/opt-out section below. We DO NOT give or sell your personally identifiable information to anyone for any reason.

### **Choice/Opt-out**

Our site provides users the opportunity to opt-out of receiving communications from us at the point where we request information about the visitor. This site gives user the option to remove their information from our database so that they will not receive future communications. To opt-out please send email to [rafting@rollingthunderriverco.com](mailto:rafting@rollingthunderriverco.com).

### **Changes To This Statement**

Any updates or changes to the terms of this Privacy Statement will be posted here on our Site and the date of the newest version posted below. Please check back frequently, especially before you submit any Personally Identifiable Information at our Site, to see if this Privacy Statement has changed.

By using our Site, you acknowledge acceptance of this Privacy Statement in effect at the time of use.

### **Contact Us**

If you have any concerns about our use of your information or about this Privacy Statement, please send an e-mail to [rafting@rollingthunderriverco.com](mailto:rafting@rollingthunderriverco.com) or call us at 800-408-7238. We will make every reasonable effort to address your concerns and remedy any problems you bring to our attention.