

PRIVACY STATEMENT

Our Commitment to Privacy

Doyle Golf, Inc. is committed to respecting and protecting your privacy as a visitor to our Web site at www.doyle-golf.com. We take the issue of privacy very seriously and value the trust you place in us each time you use our services and access this Web site. This privacy statement describes the practices and policies we have put into place to safeguard your personal information that may be gathered and used as you visit our Web site.

These provisions may be changed from time to time and without notice at Doyle Golf, Inc. sole discretion and as provided by applicable law. You should check this privacy statement frequently for any such changes, but, in any case, your continued access or use of the site shall constitute acceptance of any modifications of the privacy statement. If you have any questions about our privacy policies, we encourage you to contact us using any of the methods outlined at the end of our privacy statement.

Who is Collecting the Information?

Doyle Golf, Inc. is collecting information on this Web site as outlined in this privacy statement.

What Information Do We Collect?

Automatic Collection of Information:

If you do nothing during your visit but browse through the Web site or download information, our system will automatically gather and store certain information about your visit. This information does not identify you personally and is used in an aggregate way to help us improve our Web site and tell us the number of visitors to our site each day. Our Web server automatically collects and records the following information:

- The visitor's domain name, but not the e-mail address.
- The visitor's IP address.
- Aggregate information on what pages are accessed.
- The name and release number of Web browser software used.
- The operating system used.
- The date and time you access our site.
- The address of the Web site that linked to us (referral URL).

Permission-based Collection of Information:

At different places on our site, depending upon the feature you use (i.e. shopping cart), you may be asked to volunteer personal information such as your name, credit card information, e-mail address, mailing address and telephone number. We also collect the e-mail addresses of those who communicate with us via e-mail.

How Do We Use the Information We Collect?

The information we gather automatically and with your permission during your visit to our Web site is used in the following ways:

- Monitor, review, measure, and analyze Web site utilization.
- Modify and enhance the Web site.
- Improve the content and design of our Web site.
- Respond to your requests.
- Fulfill orders.
- Distribute news and other information requested by Web visitors.
- Verify your identity.

We may also use your information for specific purposes, such as scheduling for classes, events or programs.

With Whom Will the Information be Shared?

The personally identifiable information gathered during your visit to this Web site is shared with organizations affiliated with Doyle Golf, Inc.. We do not rent, sell, exchange, or in any way provide personally identifiable information to any third-party organization.

We may disclose information when legally compelled to do so.

Access and Correction of Personal Information

Opt-out Transfer and Correction of Information

Individuals may notify us that they wish to opt-out and prevent the transfer of their personally identifiable information to organizations affiliated with Doyle Golf, Inc. or correct such information by writing to us at the contact address at the end of this privacy statement.

Review of Personal Information

Site visitors may not access information we have collected and maintain about them.

Our Use of Cookies

Many Web sites now use "cookies" to provide useful features to their visitors by providing customizable and personalized services.

A cookie is a small amount of data that is sent to your browser from a Web server and stored on your computer's hard drive. For example, a Web site may use cookies to store and sometimes track information about you, your preferences, or the pages you last visited.

Your browser software can be set to reject all cookies, or to ask you if you would like to accept or decline a cookie from a particular site before it is set. Most browsers offer instructions on how to reset the browser to reject cookies in the Help section of the toolbar. You should know, however, that if you reject a cookie, certain functions and conveniences of a site may not work properly.

We use cookies on our Web site to store and sometimes track visitor preferences. We will not link the cookie to any of your personal information.

Our Children's Privacy Policy

Our site does not feature information and services of interest to children 13 years and under, and we do not collect personal information from anyone we know is a child under 13.

Registration for Access

Some Web sites require you to provide some personal information through a registration process in order to take advantage of certain Web site features and to access content areas. For example, a registration form might request your name, telephone number and e-mail address.

Access to some of the features on this Web site in the future may require registration and the disclosure of some personal information, which may include a specialized registration process for completed an e-commerce transaction.

Links to Other Sites

Web sites often provide a number of links that offer direct access to other useful or interesting Web sites holding potential value to site visitors. Inclusion of the other sites by links does not imply any endorsement of the material or information on the other sites.

Users are encouraged to review the privacy policy of each linked site before sharing personal information.

This site includes links to non-affiliated external Web sites. We encourage users to review the privacy policy of each linked site, as we cannot be responsible for the privacy practices of other sites.

We will make every effort to notify you when you are leaving our site and you may be subjected to different privacy policies than those we have established for our Web site.

Security of Communications

We recognize that many people are concerned about the privacy and protection of information as it is transmitted over the Internet. You should keep in mind that the possibility exists for unauthorized individuals to intercept any e-mail message you send over the Internet. In some cases, information can be encrypted (scrambled or encoded) to make it very difficult to read if it is intercepted during communication. Certain technology and practices allow Web sites to provide an increased level of security for your personal and health-related information when appropriate.

To enhance the level of security for communication and the transmission of personal information, we have appropriate security measures in place in our physical facilities to protect against the loss, misuse or alteration of information that we have collected from you at our site.

E-commerce and Online Shopping

Doyle Golf, Inc. works to protect your personal information whether that information is collected and/or stored online or offline. We seek to safeguard such information from loss, theft, unauthorized access, disclosure, copying, use, modification, or destruction. Specifically, we work to protect the security of your online order by using Secure Sockets Layer (SSL) technology. SSL encrypts the information that you transmit from your computer to Doyle Golf, Inc. Web site servers. If you are using a Netscape browser, you can check the security of your connection by looking at the lower left-hand corner of your browser window after accessing order fulfillment pages. For Internet Explorer, review the boxes near the lower right-hand corner. If you see an unbroken key or a closed lock (depending upon your browser), then SSL is active. Please refer to the following chart to see which security symbols are used in your browser.

Some versions of browsers and some firewalls do not permit communication through secure servers. If you are unable to connect to a secure server or cannot determine that you have a secure connection, please place your order by telephone by calling us at (866) 643-6953.

Changes in Our Privacy Policy

From time to time, we may use customer information for new, unanticipated uses not previously disclosed in our privacy notice. If our information practices change at some time in the future, we will post the policy changes to our Web site to notify you of these changes and provide you with the ability to opt out of these new uses. If you are concerned about how your information is used, you should check back at our Web site periodically.

Conditions of Use

Your access and use of the site is subject to this Privacy Statement, Doyle Golf, Inc. disclaimer, Doyle Golf, Inc. Notice of Privacy Practices, and other Web site conditions including, but not limited to, limitations on damages and all applicable laws, including the law of the State in which we are located.

Web Site Contact Information

If you have questions about our privacy policy, or feel that this site is not following its stated information policy, please contact us.

1-866-643-6953

Doyle Golf, Inc.

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Cedar Falls, IA 50613

Modification Date

This privacy statement was last modified on March 6th, 2008.