

Under Canvas Website Privacy Statement

We at Under Canvas, Inc. respect your concerns about privacy and value the relationship we have with you. We want you to be familiar with how we collect, use, and disclose information about you. This Privacy Statement describes our practices in connection with this website (www.undercanvas.com) and other information collection sources. If you have any questions about this Privacy Statement, please contact us at info@undercanvas.com.

This site is intended for visitors from the United States. If you are visiting from another jurisdiction, please be aware that the United States may not offer a level of privacy protection as great as that offered in your jurisdiction.

Information We Collect

We collect information from a variety of sources and in a variety of ways, including but not limited to, the following:

- **Contact and Other Personal Information.** When you visit our website, signup to receive communications from us, or complete the Contact Us form on the site, you may provide, or we may collect, contact and other personal information such as your name, postal address, zip code, email address, and telephone number.
- **Purchase and Transaction Information.** When you make a reservation, visit one of our camps, or make a purchase through us, we collect information about your purchases, reservations, and transaction history, including payment card details.
- **Device and Browser Information.** When you visit or access our website, your browser automatically sends certain information such as browser type, language preference, operating system, internet service provider, internet protocol (IP) address, device identification number, geo-location data, and online browsing data (such as date and time of access to our website, referring website address, pages viewed, features used, links clicked, and other actions you take in connection with the website, sometimes referred to as “clickstream data”).

How We Use the Information We Collect

We use the information we collect about you in the following ways:

- **To communicate with you.** We use the contact information you provide to communicate with you, send news and promotional information, and respond to your inquiries.
- **For administrative purposes.** We use your information to process your booking(s), update you on your booking(s), provide customer service, and assist you with inquiries about our services.
- **For marketing purposes.** We use your information for marketing purposes including, but not limited to, notifying you of special promotions, offers, and events via email, direct mail, social media, and other means.

- **To improve our website.** The information we collect helps us customize content on our website, facilitate access to our website, and recognize a computer or device that has visited our website before.
- **For data analytics purposes.** We combine information about our visitors to our website to produce aggregated statistical information that helps us understand the frequency of visits to our site, the pages visited, and the features clicked.
- **For legal purposes.** We also use the information we collect where necessary to protect against, and identify, fraud and other commercial activity, to comply with law or a legal obligation to which we are subject, or to exercise or defend legal claims.

How We Share the Information We Collect

We may share the information we collect:

- **With our contractors, agents, or business partners** so that they may perform services for us, including running our website, sending communications for us, executing marketing programs and promotions, and processing payments. We do not authorize these service providers to use or disclose your information except as necessary to perform services on our behalf or to comply with legal requirements.
- **With our affiliates** for purposes of supporting our business operations, which may include legal and administrative support.
- **With other third parties**, such as law enforcement or other government entities: (1) if we believe there has been a violation of our website policies; (2) if we believe that someone may be causing injury to our rights or property, other users, or anyone else; (3) to respond to judicial process or to provide information to law enforcement; or (4) as required by law.
- **In the event of a sale or restructuring of the business**, such as a merger, acquisition, bankruptcy, or other sale of all or a portion of the company's assets. In such an event, we will use reasonable efforts to ensure the transferee uses your information in a manner consistent with this Privacy Statement.

Our Use of Cookies

We and our third-party service providers set and use cookies and similar technologies to store and manage user preferences, enable content, gather analytic and usage data, and deliver targeted advertising. A cookie is a small text file that is placed on a computer or other device and is used to identify the device and to collect information. Cookies are typically assigned to one of the following categories, depending on their function and intended purpose:

- Essential cookies enable you to navigate our website and to use our services and features. Without these cookies, our website will not perform as smoothly for you as we would like, and we may not be able to provide certain core functions and features.

- Analytics cookies collect information about the use of our website and enable us to improve the way it works. For example, analytics cookies show us the most frequently visited pages and analyze site traffic. We use them to look at overall patterns of usage on the site, rather than the usage of any particular individual.

We use third-party service providers, including Google Analytics, to analyze the use of our website. You can opt-out of the use of web analysis at any time either by either downloading and installing a [Browser Plugin](#) offered by Google or by configuring your browser to delete and reject cookies.

- Social Media cookies collect information about your visit to our site, but only when you are logged in to your social media account.
- Customer interaction cookies allow us to communicate with you, including real-time communication through our chat feature.
- Marketing cookies track browsing habits and are used to deliver targeted (interest-based) advertising. You can opt out of receiving interest-based ads for web properties [here](#) (Digital Advertising Alliance's WebChoices).

Most browsers are set up to accept cookies automatically. You can deactivate the storing of cookies or adjust your browser to inform you before the cookie is stored on your computer. Some browsers have "do not track" features that allow you to tell a website not to track you. These features are not all uniform. We do not currently respond to those signals.

Social Media

We use social media accounts (Instagram, Pinterest, Twitter, Facebook, and YouTube) to engage with the public. Our social media accounts are produced and maintained by our communications group, sometimes working with service providers. Through our social media engagement we are able to build online awareness about our company and our services, respond to messages through the comment, message, or chat functions, collect aggregated information about interactions with our content on or through social media, and analyze trends. When you engage with us through our social media channels, the platform providers will also process information about you. For further information, please consult the privacy policy of the platform provider.

Your Communication Preferences

If you wish to opt-out of receiving marketing communications from us, please email us: info@undercanvas.com or call us: (406) 219-0441. You can also write to us: Under Canvas Inc.; Attn: Privacy Officer; 1172 Happy Lane; Belgrade, MT 59714. Although you may opt-out of the use of your information for marketing purposes, we may still use your information for non-marketing purposes.

Your California Privacy Rights

If you reside in California, you have the right to ask us one time each year if we have shared your personal information with third parties for their direct marketing purposes. To make a request, please

send us a communication using the information in the Contact section below. Please indicate in your communication that you are a California resident making a “Shine the Light” inquiry.

Children’s Online Privacy

This website is not directed to or intended for use by children under the age of 18. If we learn that an under-13 user has volunteered personal information on the site, we will delete such information from our active databases.

Links to Third Party Sites

From time to time, we may provide links to unaffiliated third-party websites. Those websites operate independently from us and our affiliates and may have their own privacy statements in place which we commend you review if you visit any linked websites. The ability to access information of third parties from our website, or links to other websites, locations, products, or services, is for your convenience and does not signify our endorsement of such third parties, their services, other websites, locations, or their contents.

Security

We recognize the importance of maintaining the security of your information. We have implemented technical, administrative, and physical security measures designed to protect your information from unauthorized access, disclosure, use, and modification. Please be aware though that no security measures are perfect or impenetrable.

Changes to this Privacy Statement

This Privacy Statement may be updated periodically and will be posted on the website, indicating when it was last updated. If there are material changes to our Privacy Statement, we will post a prominent notice on our website and/or provide other notice as required by law.

Contact

If you have any questions about this Privacy Statement, you can contact us by email, phone, or at the postal addresses below. Please note in your communication that you are making a “Privacy Inquiry.”

Under Canvas Inc.
1172 Happy Lane
Belgrade, MT 59714
Email: info@undercanvas.com
Phone: (406) 219-0441

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