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1.0 Purpose

1.1

To define Skydive Kentucky LLC's (SDKY) policies and procedures regarding the collection, use, storage, protection, disclosure, and management of customer and website visitor information in accordance with applicable privacy, security, consumer protection, and data protection laws and industry standards.

2.0 Scope

2.1


This policy applies to all customer, student, staff, contractor, vendor, and website visitor information collected, stored, processed, or transmitted by Skydive Kentucky LLC through:

- Website operations
- Online booking systems
- Payment systems
- Waiver systems
- Marketing platforms
- Email communications
- Physical paperwork
- Training records
- Video and media systems
- Internal operational systems

2.2

Personal information may include identifiable information such as:

- Name
- Address
- Email address
- Telephone number
- Date of birth
- Emergency contact information
- Payment information

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- Government-issued identification information
- USPA membership information
- Photos and video recordings
- IP address and device information
- Website activity and analytics information
- Any other information capable of identifying an individual

3.0 Responsibility and Authority

3.1

The Drop Zone Owner (DZO), Office Management, and authorized administrative personnel are responsible for enforcing and maintaining compliance with this policy.

3.2

Employees, instructors, contractors, and staff members shall safeguard customer information and immediately secure or report any improperly exposed or unattended records.

3.3

Customer information shall only be accessed, discussed, or disclosed for legitimate operational, legal, safety, or business purposes.


3.4

Access to sensitive information shall be limited to personnel with authorized operational need.

4.0 Collection and Use of Personal Information

Skydive Kentucky LLC ("Skydive Kentucky," "we," "our," or "us") is committed to protecting the privacy and security of the personal information of our customers, website visitors, students, staff, and business partners.

This Privacy Policy explains:

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- What information we collect
- How we use and protect information
- When we share information
- Your privacy rights and choices
- How cookies and tracking technologies are used
- How to contact us regarding privacy concerns

By accessing our website or using our services, you consent to the practices described in this Privacy Policy.

2. Information We Collect

We may collect the following categories of information:

A. Information You Provide Directly

When you contact us, book a skydive, sign a waiver, purchase merchandise, register for events, subscribe to communications, or otherwise interact with us, we may collect:

- Full name
- Email address
- Phone number
- Mailing address
- Date of birth
- Emergency contact information
- Payment and billing information
- Government-issued identification information when legally required
- USPA membership information
- Photos, videos, and media submissions
- Communication preferences
- Any other information voluntarily provided

B. Automatically Collected Information

When you use our website or online services, we may automatically collect:

- IP address
- Browser type and version
- Device identifiers



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- /
- Operating system
 - Website activity and usage information
 - Referring and exit pages
 - Approximate geographic location
 - Cookies and analytics data
 - Advertising interaction data

C. Information From Third Parties

We may receive information from:


- Payment processors
- Booking systems
- Waiver providers
- Social media platforms
- Marketing partners
- Analytics providers

3. How We Use Information

We use personal information to:

- Process bookings and transactions
- Provide skydiving and training services
- Manage waivers and operational records
- Verify identity and eligibility
- Communicate regarding reservations, scheduling, weather, or safety updates
- Respond to inquiries and customer service requests
- Send promotional emails, newsletters, and offers
- Improve website functionality and user experience
- Analyze trends and business performance
- Prevent fraud, abuse, and unauthorized access
- Comply with legal, insurance, tax, and regulatory obligations
- Protect the safety of customers, staff, and operations

We may use aggregated or anonymized data for analytics and operational purposes.

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4. Legal Basis for Processing

Where applicable under privacy laws, we process information based on:

- Your consent
- Performance of a contract or booking
- Compliance with legal obligations
- Legitimate business interests
- Protection of safety and operational integrity

5.0 Marketing Communications and Opt-Out

You may receive marketing emails, promotional offers, or updates from us if you voluntarily provide contact information.

You may opt out at any time by:

- Clicking the unsubscribe link in emails
- Contacting us directly
- Updating your communication preferences


Even if you opt out of marketing communications, we may still send transactional or operational communications related to bookings, waivers, safety, or account activity.

6.0 Cookies and Tracking Technologies

Our website may use:

- Cookies
- Pixels
- Web beacons
- Analytics tools
- Session storage technologies

These technologies help us:

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- Maintain website functionality
- Remember preferences
- Improve user experience
- Analyze website traffic
- Measure advertising effectiveness
- Prevent fraudulent activity

You can manage cookies through your browser settings. Some website functions may not operate correctly if cookies are disabled.

7.0 Analytics and Advertising

We may use third-party analytics and advertising providers, including:

- Google Analytics
- Meta/Facebook advertising tools
- YouTube embeds
- Email marketing providers

These services may collect information about your interactions with our website and advertisements.

You can learn more about Google's practices at:


<https://policies.google.com/privacy>

8.0 Payment Processing

Payments made through our website are processed by secure third-party payment processors.

We do not store complete credit card information on our servers. Payment providers maintain their own security and privacy practices and are responsible for payment processing compliance.

9.0 Photography, Video, and Media Use

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/ Skydiving activities are frequently photographed and recorded.

By participating in activities or events with Skydive Kentucky, you acknowledge and consent that your likeness, image, voice, and video footage may be captured and used for:

- Training purposes
- Safety review
- Marketing and promotional materials
- Social media content
- Website and advertising content
- Event documentation

Requests for removal of published media may be submitted to us for review.

10.0 Sharing of Information

We do not sell personal information.


We may share information with:

- Payment processors
- Booking and waiver providers
- Insurance providers
- Legal or regulatory authorities
- Technology and hosting providers
- Professional advisors and auditors
- Emergency responders or medical personnel when necessary

Information may also be disclosed:

- To comply with legal obligations
- To enforce policies or agreements
- To protect rights, property, safety, or operations
- During a merger, acquisition, sale, or restructuring

11.0 Data Security

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/ We implement commercially reasonable administrative, technical, and physical safeguards designed to protect personal information from unauthorized access, disclosure, alteration, or destruction.

Security measures may include:

- Access controls
- Secure hosting environments
- Encryption where appropriate
- Password protection
- Limited employee access
- Monitoring and auditing practices

No system or internet transmission can be guaranteed completely secure.

12.0 Data Retention

We retain information only as long as reasonably necessary for:


- Operational purposes
- Legal and regulatory compliance
- Safety and training records
- Insurance requirements
- Tax and accounting obligations
- Dispute resolution
- Enforcement of agreements

Retention periods may vary depending on the nature of the information and applicable laws.

13.0 Customer Privacy Rights

Depending on your state or country of residence, you may have rights to:

- Access personal information
- Correct inaccurate information
- Request deletion of information
- Limit certain processing activities
- Withdraw consent where applicable

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- Request portability of information
- Opt out of targeted advertising or marketing
- Appeal certain privacy-related decisions

To exercise privacy rights, contact us using the contact information listed below.

We may verify your identity before processing certain requests.

14.0 State Privacy Law Compliance

Residents of certain U.S. states, including California, Colorado, Virginia, Connecticut, Utah, and others, may have additional rights under applicable privacy laws.

Skydive Kentucky will comply with applicable state privacy laws where required.

We do not knowingly sell sensitive personal information.

15.0 Children's Privacy

Our services and website are not directed toward children under 13 years of age.


We do not knowingly collect personal information from children without appropriate parental or legal guardian consent.

16.0 External Links and Third-Party Content

Our website may contain links to third-party websites, services, or social media platforms.

We are not responsible for the privacy practices, security, or content of third-party websites.

Users should review the privacy policies of external websites before providing personal information.

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17.0 Automated Access and Website Protection

Unauthorized automated access to our website, including scraping, bots, data mining, or other abusive automated tools, is prohibited except for legitimate search engine indexing and authorized integrations.

18.0 Public Forums and User Content

If our website or social media platforms include public comments, reviews, forums, or other interactive areas, any information submitted may become publicly visible.

Please exercise caution when sharing personal information in public areas.

19.0 Business Transfers

In the event of a merger, acquisition, restructuring, sale of assets, or business transition, personal information may be transferred as part of the transaction.

Any successor organization will be expected to handle information in accordance with applicable laws.

20.0 Policy Revisions

We may revise this Privacy Policy periodically.

Updated versions will be posted on this page with a revised effective date.

Continued use of our website or services after updates constitutes acceptance of the revised policy.

21.0 Contact Information

Questions or requests regarding this Privacy Policy may be directed to:



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/
Skydive Kentucky LLC
[Insert Mailing Address]
[Insert Contact Email]
[Insert Phone Number]

22.0 Related Documentation

Related or recommended documentation may include:

- Terms and Conditions
- Waiver and Release Agreements
- Refund and Cancellation Policy
- SMS/Text Messaging Consent
- Cookie Policy
- Media Release Agreement
- Online Booking Terms
- Staff Privacy and Security Policy