

PRIVACY POLICY

Last Updated: May 14, 2026

By using this website as a user (hereafter “You”), You agree to the following Privacy Policy. Please read this Policy carefully before using this website.

This website is owned and operated by **Traditions of Hilton Head, Inc.** (hereafter “Our,” “We,” “Us,” or “Company”), a corporation located at 31A Mathews Drive, Hilton Head Island, SC 29926.

For any privacy-related questions, you can reach us at: home@traditionshh.com or by phone at (843) 681-6211.

GENERAL

We at Traditions of Hilton Head, Inc. respect Your privacy. This Privacy Policy is designed to explain how We collect, use, share, and protect the personal information You provide to us when You access Our website, as well as Your own rights to the information We collect.

Please read this Privacy Policy carefully. We will alert You to any changes to this Policy by changing the “last updated” date at the top of this Policy. Any changes become effective immediately upon publication on Our website, and You waive specific notice of any changes to the Policy by continuing to use and access Our site(s). We encourage You to review this Privacy Policy periodically. You are deemed to have accepted any changes to any revised Privacy Policy by Your continued use of Our website after the revised Privacy Policy is posted.

INFORMATION COLLECTED

We collect a variety of information from You when You visit Our website or interact with us. By accepting this Privacy Policy, You are specifically consenting to Our collection of the data described below, to Our use of the data, to the processing of this data, and to Our sharing of the data with third-party processors as needed for Our legitimate business interests.

The information We collect may include:

Personal Data: Personal Data is information that can be used to identify You specifically, including Your name, email address, telephone number, or demographic information. You consent to giving us this information by providing it to us voluntarily on Our website. You may also provide this information by contacting us with questions or signing up for Our email communications. Your decision to disclose this data is entirely voluntary.

Derivative Data: Derivative data is information that Our servers automatically collect about You when You access Our website, such as Your IP address, browser type, the dates and times that You access Our website, and the specific pages You view.

Social Networking Data: We may access personal information from social networking sites, including Facebook and Instagram, which may include Your name, social network username(s), location, email address, and any other public information. If You do not want us to access this information, please go to the specific social networking site and change Your privacy settings.

Other Data: On occasion, You may give us additional data in order to enter into a contest or giveaway or to participate in a survey. You will be prompted for this information and it will be

clear that You are offering this kind of information in exchange for an entry into such a contest or giveaway.

USE OF INFORMATION

Your information allows us to offer You certain services, including the use of Our website, to fulfill Our obligations to You, to customize Your interaction with Our company and Our website, and to allow us to suggest other products and services We think might interest You. Specifically, We may use the information and data described above to:

- Correspond with You
- Contact You about new offerings that We think You will be interested in
- Interact with You via social media
- Send You a newsletter or other updates about Our company or website
- Deliver targeted advertising
- Request feedback from You
- Notify You of updates to Our offerings
- Resolve disputes and troubleshoot any problems
- Administer contests or giveaways
- Compile anonymous statistical data for Our own use or for a third party's use
- Assist law enforcement as necessary
- Prevent fraudulent activity on Our website
- Analyze trends to improve Our website and offerings

DISCLOSURE OF INFORMATION

We may share Your information with third-parties in certain situations. In particular, We may share Your data with third-party processors as needed to serve Our legitimate business interests, which include administration of Our website, communicating with You, identifying trends, protecting the security of Our company and website, and marketing additional goods and services to You.

Third-Party Processing: We may disclose Your information to third-parties who assist us with various tasks, including hosting services, email delivery, and customer service, such as Constant Contact for email marketing.

By Law: We may share Your data as required by law or to respond to legal process, including a subpoena, or as necessary to protect the rights, property, and safety of others.

To Protect Our Company: We may use Your information to protect Our company, including to investigate and remedy any violations of Our rights or policies. We may also disclose Your information as reasonably necessary to obtain professional advice, or to exercise or defend against legal claims.

Advertisers: We may use third-party advertising companies to run and manage Our ads. These companies may use information about Your visit to Our website to offer You personalized advertisements about goods and services that might interest You.

External Links: Our website may include hyperlinks to other websites not controlled by us. We are not responsible for any damage or consequences You suffer by using these hyperlinks. We are not bound by the Privacy Policies of any third-party website that You access by a hyperlink.

With Your Consent: We may disclose Your personal information for any other purpose with Your consent.

TRACKING TECHNOLOGIES

Like many other websites, We make use of log files and cookies. Cookies are small text files sent to us by Your computer. We may use cookies to authenticate Your identity, for personalization, for security, for targeted advertising, or for analysis of the performance of Our website and services.

Most browsers are set to accept cookies by default. If You wish to disable cookies, You may do so through Your individual browser options. However, this may affect Your ability to use Our website. By continuing to use Our website and not disabling cookies on Your browser, You are consenting to Our use of cookies in accordance with the terms of this Policy.

We may also use third-party software to post advertisements on Our website or to oversee marketing or email campaigns. This third-party software may use cookies or similar tracking technology. We have no control over these third-parties or their use of cookies.

WEBSITE ANALYTICS

We may partner with third-party analytic companies, including Google Analytics, to analyze visitors' use of Our website and better understand online activity. We do not transfer personal information to these third-party vendors.

PROCESSING YOUR INFORMATION

We may, from time to time, process Your data internally for legitimate business interests. Our purposes in processing this information are to administer, maintain, and improve Our website, to keep records of Our interactions, to comply with Our legal obligations, and to protect the rights and interests of Our company, Our customers (including You), and any third-parties. We may process the following data:

- Data associated with Your inquiries, such as Your name, email address, and telephone number
- Data about Your usage of Our website, such as Your IP address, geographical information, and how long You accessed Our website and what You viewed
- Data that You provide us in the course of using Our services
- Data that You post on Our website, such as comments
- Data that You submit to us when You make an inquiry regarding Our website or offerings
- Data that You provide to us when You subscribe to Our emails or newsletters, including Your email address and contact information
- Data that You submit to us via correspondence, such as when You email us with questions

DATA RETENTION

We retain personal data as long as it is needed to conduct Our legitimate business purposes or to comply with Our legal obligations, or until You ask Us to delete Your data. Data that is no longer needed by us for any of the purposes listed above will be permanently deleted.

You may request that We delete Your data at any time. However, note that We cannot control the retention policies of third-parties. If You wish to have any third-parties delete that data, You will need to contact those third-parties directly.

MINORS

Our website is intended solely for users who are of legal age of majority in their place of residence. This website is not designed for use by children under the age of 13, and We do not knowingly solicit personal data from anyone under the age of 13. If You are under the age of 13, do not access or use Our website. If You become aware that We have collected data of anyone under the age of 13, please contact us so that We may delete that data.

YOUR RIGHTS

You have certain rights with respect to Your personal data, as outlined within this Privacy Policy. We also reserve the right to request that You provide us with evidence of Your identity before We take any action with respect to the exercise of Your data rights.

Update Account Information: You have the right to update or change any information You have provided to us. To update or delete Your information, please contact us at: home@traditionshh.com.

Opt-Out of Communications: If you do not wish to receive marketing communications from Us, you can unsubscribe via the link in an email You have received from us.

Request a Copy of Data: You have the right to request a digital copy of the data that We hold about You.

Delete All Data: You have the right to request that We delete all data that We hold about You. There are exceptions to this right, such as when keeping Your data is required by law or is necessary for the exercise or defense of legal claims.

Complaints: You have the right to complain to a supervising authority if You believe We are misusing Your data or have violated any of Your rights under this Privacy Policy or applicable law.

EMAIL MARKETING

You may voluntarily provide Us with Your name and email address for the purpose of receiving Our newsletter and marketing communications. We use Constant Contact to manage and deliver these communications. You can unsubscribe from any future communications at any time via the unsubscribe link included in every email. We respect your privacy and will never sell your personal information to third parties.

Please note that transactional or service-related communications may still be sent when necessary.

DATA BREACH PROCEDURES

We take all reasonable steps to protect Your personal data and keep Your information secure. We implement generally accepted standards of security to protect against personal data loss or misuse. However, no security measure is foolproof, and no method of data transmission can be guaranteed against interception or misuse.

In the unlikely event customer data has been lost, stolen, or potentially compromised, Our practice is to alert our customers via email no later than 72 hours after Our Company becomes aware of the event. We will also report such incidents to any required data protection authority.

NOTICE TO SOUTH CAROLINA AND CALIFORNIA RESIDENTS

Residents of South Carolina and California may have certain rights regarding their personal information under applicable state privacy laws. To obtain any information You are entitled to under applicable law, please send a request by email to: home@traditionshh.com. There is no charge for requesting this information from Company.

INTERNATIONAL PRIVACY

This website's servers are located within the United States. If You are visiting this website from outside the United States, You agree that You are sending information to the United States, which may have different data protection laws than those in Your country.

PRIVACY POLICY CHANGES

We may change our Privacy Policy from time to time, at Our sole discretion. We will post any Privacy Policy changes on this page and, if the changes are significant, We will provide a more prominent notice. We will also keep prior versions of this Privacy Policy in an archive for Your review.

For any questions, or to request further information regarding this Privacy Policy or Our use and disclosure of collected information or data, please contact us at home@traditionshh.com or call (843) 681-6211.