

# JUCCHOU GOLF

## Privacy Policy & SMS Terms

*Effective Date: June 2, 2026 | Version 1.1*

Jucchou Golf (we, our, or us) is committed to protecting your privacy. This document explains how we collect, use, share, and protect your personal information when you interact with our programs — including lessons, camps, tournaments, leagues, and newsletter communications. By registering for any program or submitting your information through our forms, you agree to the terms of this policy.

### 1. Information We Collect

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We collect the following personal information directly from you through our registration and signup forms:

- Full name
- Phone number
- Email address
- Player information (age, skill level, program history)
- How you were referred to Jucchou Golf
- Any additional notes or preferences submitted through our forms

We do not collect sensitive personal information such as Social Security numbers, financial account details, or government-issued ID numbers.

### 2. How We Use Your Information

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We use the personal information we collect for the following purposes:

- To register you or your child for Jucchou Golf programs
- To send newsletters, program updates, and academy announcements
- To send appointment reminders and scheduling notifications
- To send promotional offers related to Jucchou Golf programs and services
- To communicate important changes, cancellations, or safety information
- To improve our programs and services based on feedback

We will only use your information for the purposes described above. We will not use it for any unrelated purpose without first obtaining your consent.

### 3. SMS / Text Message Communications

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#### 3.1 Consent

By providing your phone number and checking the consent box on our registration or signup forms, you expressly consent to receive recurring automated text messages from Jucchou Golf. These messages may include:

- Newsletter notifications (e.g., "The new Jucchou Golf newsletter is live!")
- Appointment and lesson reminders (e.g., "Your lesson is tomorrow at 9am")
- Promotional offers and program announcements
- Tournament and league updates

Consent to receive SMS messages is not a condition of purchasing or participating in any Jucchou Golf program or service.

### **3.2 Message Frequency**

Message frequency varies based on your program participation and the time of year. You may receive more messages during active tournament or league seasons.

### **3.3 Message & Data Rates**

Message and data rates may apply depending on your mobile carrier and plan. Jucchou Golf is not responsible for any charges incurred from your carrier.

### **3.4 Opt-Out**

You may opt out of SMS communications at any time by replying STOP to any message. Once you opt out, you will no longer receive SMS messages from Jucchou Golf unless you re-subscribe. You may also contact us directly at [jeff@jucchougolf.com](mailto:jeff@jucchougolf.com) to be removed.

### **3.5 Help**

For assistance with SMS communications, reply HELP to any message, or contact us at [jeff@jucchougolf.com](mailto:jeff@jucchougolf.com) or 909-569-9386.

### **3.6 SMS Consent & Data Sharing**

Your SMS consent and phone number will not be shared with, sold to, or used by any third party or affiliate for marketing purposes. This applies regardless of any other data sharing described in this policy.

## **4. Children's Privacy (COPPA & CCPA)**

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Jucchou Golf serves players of all ages, including minors. We take the privacy of children seriously and comply with the Children's Online Privacy Protection Act (COPPA) and applicable California law.

### **4.1 Children Under 13**

We do not knowingly collect personal information from children under the age of 13 without verifiable parental or legal guardian consent. All registration forms for minors must be completed by a parent or legal guardian who, by submitting the form, provides consent on behalf of the child.

If you believe we have inadvertently collected personal information from a child under 13 without appropriate consent, please contact us immediately at [jeff@jucchougolf.com](mailto:jeff@jucchougolf.com). We will promptly review and delete such information.

## 4.2 Participants Ages 13–15 (California)

In accordance with the CCPA, we will not sell or share the personal information of consumers between the ages of 13 and 15 for cross-context behavioral advertising without their opt-in consent, or the opt-in consent of their parent or guardian if under 16.

## 4.3 SMS Consent for Minors

SMS consent for participants under 18 must be provided by a parent or legal guardian. By providing a phone number on behalf of a minor and checking the SMS consent box, the parent or guardian confirms they are authorizing such communications.

## 5. Sharing of Information

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We do not sell, rent, trade, or share your personal information with third parties for their marketing purposes. Your information may only be shared in the following limited circumstances:

- **Service Providers:** We may share your information with trusted service providers (such as CRM platforms, email services, or SMS platforms) who assist us in operating our programs. These providers are contractually obligated to keep your information confidential and use it only for the services they provide to us.
- **Legal Requirements:** We may disclose your information if required by law, regulation, legal process, or governmental request.
- **Safety:** We may share information when necessary to protect the safety of participants, staff, or the public.

We will never sell your personal information. Period.

## 6. California Privacy Rights (CCPA / CPRA)

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If you are a California resident, you have the following rights under the California Consumer Privacy Act (CCPA) and California Privacy Rights Act (CPRA):

### 6.1 Right to Know

You have the right to request that we disclose the categories and specific pieces of personal information we have collected about you, the categories of sources from which it was collected, the business or commercial purpose for collecting it, and the categories of third parties with whom we share it.

### 6.2 Right to Delete

You have the right to request deletion of your personal information that we have collected, subject to certain exceptions (such as completing a transaction or complying with a legal obligation).

### **6.3 Right to Correct**

You have the right to request that we correct inaccurate personal information we hold about you.

### **6.4 Right to Opt-Out of Sale or Sharing**

We do not sell your personal information and we do not share it for cross-context behavioral advertising. You therefore do not need to submit an opt-out request for these purposes, but you may contact us to confirm this at any time.

### **6.5 Right to Limit Use of Sensitive Personal Information**

We do not collect sensitive personal information as defined by the CPRA. If this changes, we will update this policy and provide appropriate opt-out mechanisms.

### **6.6 Right to Non-Discrimination**

We will not discriminate against you for exercising any of your CCPA/CPRA rights. You will receive the same quality of service, pricing, and program access regardless of whether you exercise your privacy rights.

### **6.7 How to Submit a Request**

To exercise any of the above rights, please contact us at:

- Email: [jeff@jucchougolf.com](mailto:jeff@jucchougolf.com)
- Phone: 909-569-9386

We will respond to verified requests within 45 days. We may need to verify your identity before processing your request. We will not charge a fee for reasonable requests.

## **7. Data Retention**

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We retain your personal information for as long as you are actively enrolled in or inquiring about Jucchou Golf programs, or as long as necessary to provide our services, comply with legal obligations, resolve disputes, and enforce our agreements.

If you have had no program activity for 3 years and have not opted in to ongoing communications, we will delete or anonymize your personal information unless retention is required by law. You may also request deletion at any time as described in Section 6.

## 8. Data Security

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We implement reasonable and appropriate technical and organizational measures to protect your personal information against unauthorized access, disclosure, alteration, or destruction. These measures include secure CRM systems, password-protected accounts, and limited internal access to personal data.

However, no method of electronic storage or data transmission over the internet is 100% secure. While we strive to protect your information, we cannot guarantee absolute security. In the event of a data breach that affects your rights, we will notify you as required by applicable law.

## 9. CAN-SPAM Act Compliance (Email)

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All marketing emails sent by Jucchou Golf comply with the CAN-SPAM Act. Specifically:

- We clearly identify ourselves as the sender in every email
- We include our physical mailing address or contact information in each email
- Every marketing email includes a clear and easy way to unsubscribe
- We honor opt-out requests promptly (within 10 business days)
- We do not use deceptive subject lines or misleading header information

To unsubscribe from email communications, click the unsubscribe link in any email or contact us at [jeff@jucchougolf.com](mailto:jeff@jucchougolf.com).

## 10. Third-Party Links & Services

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Our communications or website may contain links to third-party websites or services. We are not responsible for the privacy practices of those third parties and encourage you to review their privacy policies before providing any personal information.

## 11. Updates to This Policy

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We may update this Privacy Policy from time to time to reflect changes in our practices, technology, legal requirements, or other factors. When we update the policy, we will revise the Effective Date at the top of this document. If changes are material, we will notify you by email or SMS (if you have opted in to receive communications).

Continued participation in Jucchou Golf programs or use of our services after any updates constitutes acceptance of the revised Privacy Policy.

## 12. Contact Us

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If you have any questions, concerns, or requests related to this Privacy Policy or your personal information, please contact us:

## Jucchou Golf

- Email: [jeff@jucchougolf.com](mailto:jeff@jucchougolf.com)
- Phone: 909-569-9386
- Website: [www.jucchougolf.com](http://www.jucchougolf.com)

## DISCLAIMER

*This Privacy Policy was prepared based on general knowledge of applicable U.S. federal and California state law including CCPA, CPRA, COPPA, CAN-SPAM, and TCPA/10DLC requirements as of June 2026. It is intended as a strong starting point for a small business. It does not constitute legal advice. Jucchou Golf is encouraged to have this document reviewed by a licensed privacy attorney before publishing, particularly given that programs serve minors.*