

Privacy Policy

Last Updated and Effective Date: November 22, 2022

About This Privacy Policy

This Privacy Policy describes Esplanade Resort Experiences, LLC's ("Esplanade") practices for collecting, using, maintaining, protecting, and disclosing ("processing") your personal information when you use our services ("Services"), such as when you:

- Visit a website of ours that links to this Privacy Policy ("Website(s)"), including esplanderesortexperiences.com.
- Subscribe to or engage with our newsletters or other electronic communications
- Interact with our social media pages
- Click on our ads posted on third party sites
- Communicate with our service representatives or features (including via chat functions, email, text, or phone)
- Visit us at our physical locations (where we may collect personal information related to your visit, including for example, video security footage or your use of our Wi-Fi network)
- Use our Services anywhere we collect information from you and refer to this Privacy Policy

This Privacy Policy also applies to personal information we collect from third parties about you. This Privacy Policy does not apply to websites, apps, videos (embedded or direct links), or other content (each a "Linked Site") to which we link that are not operated by us. Linked Sites have their own personal information collection and use practices, and we are not responsible for those practices. We encourage you to read each Linked Site's privacy disclosures to understand how your personal information is processed.

Our privacy practices are subject to the applicable laws of the places in which we do business, so we have added region-specific terms that only apply to customers located in certain geographic regions, or as required by applicable laws.

What is Personal Information?

"Personal information" (sometimes called "personal data") is a broadly defined term whose legal definition varies across jurisdictions. When used in this Privacy Policy, "personal information" includes information that is reasonably capable of identifying a particular individual (including through their device) either alone or when combined with information from other sources.

What Personal Information Do We Collect?

The personal information we collect about you depends on the nature and context of your interaction with our Company and Services. It may also depend on various choices you make about how to use the Services we offer, the functionality and features you choose or enable, your

location, the devices you use to interact with our services, and applicable law. The following describes the personal information we collect about you and the way we collect it.

Personal Information You Give to Us

We collect the following categories of personal information you provide to us, including the following:

- **Contact Information.** For example, your first and last name, email address, phone number, physical address, job titles, and other contact information you provide.
- **Account and Other Identifiers.** For example, a username, screen name, handle, account ID, assigned user ID, customer number, or similar identifier that can be used to identify and user or account.
- **Account Verification Information.** For example, your account security questions and answers.
- **Audio Recordings.** For example, telephone recordings and audio-visual recordings.
- **User Content.** For example, emails and text messages, photos, videos, audio recordings, customer support communications, comments/feedback, and any other content submitted by you.
- **Social Media Content.** For example, interactions with our social media pages and content you post on them.
- **Other Personal Information You Provide.** If you provide us personal information other than that described above, we will collect it and use it for the purposes for which you provide it or other consistent purposes.
- **Inferences.** In certain instances, we may infer personal information about you based on the information you have provided to us or that we have collected about you.

Sensitive Personal Information. Some jurisdictions have defined certain categories of personal information as “special” or “sensitive.” We collect the following categories of sensitive personal information when you provide it to us or allow us to collect it based on your interaction with us.

- **Payment processing information.** For example, the form of payment, payment card number and details, bank account number, payment service provider, and other payment information you provide.
- **Demographic information.** For example, information that reveals your racial or ethnic origin, religious or philosophical beliefs, union membership, political opinions, or sex life or sexual orientation.

Personal Information We Derive Through Your Use of Our Services

We and our third-party partners use cookies, web beacons, clear GIF, pixels, internet tags, and other similar tracking technologies (collectively, “tracking technologies”) to gather information when you interact with our websites, mobile apps, and email communications. We use some of these tracking technologies help us optimize and maintain the security of our websites and your account. We also use them for compatible purposes like save your preferences, fixing errors, and ensuring consistent service of our websites and mobile apps.

We permit third parties to use tracking technologies on our websites and mobile apps for analytics and advertising, including to help manage and display advertisements, to tailor advertisements to your interests, and provide metrics on advertising effectiveness. The third parties use their technology to provide advertising about products and services tailored to your interests which may appear either on our websites or on other websites.

The information we collect using these technologies includes:

- **Device and Browser Identifiers.** For example, an assigned user ID, IP address, or similar identifier that can be used to identify your device.
- **Coarse Location Information.** A general approximation of your location that is not based on global position system (GPS) information.
- **Browsing and Search History.** Information about the content you view and searches you make on our Website(s).
- **Website Log and Usage Data.** Information related to our pages you viewed, the services and features you used or interacted with, your browser type and details about any links or communications with which you interacted.
- **Advertising Metrics.** Information about the advertisements you have viewed on our Website.

Because the “Do Not Track” browser-based standard signal has yet to gain widespread acceptance, our Website(s) currently does not respond to those signals.

Who Provides Us with Personal Information?

We mostly collect personal information directly from you or based on your interaction with our Website. However, we also may collect personal information from third-party sources. These include advertising networks, internet service providers, data analytics providers, operating systems and platforms, information databases, business partners, government entities, our company affiliates, security services providers, our community experience partners, other individuals, social media platforms, and other visitors to our communities and websites.

What Do We Do with Your Personal Information?

We may use your personal information for a variety of reasons. Depending on how you interact with our Services, these include using personal information:

- To deliver our Services to you and to improve them.
- To validate your identity as necessary to ensure the security of your personal information.
- To send you important information, such as information about your transactional interactions with us.
- To send you marketing and promotional communications.
- To facilitate communications.
- To respond to your requests related to our Services.
- To maintain and improve the security and performance of our Services.
- To anonymize, aggregate, or de-identify your personal information (so it can no longer identify you) in furtherance of conducting research and analysis.

- To make strategic decisions concerning our business operations.
- To deliver targeted advertising and to measure its effectiveness.
- To determine the effectiveness of promotional campaigns.
- To enforce, and review compliance with, the legal terms that govern our offerings in furtherance of our legitimate interest in ensuring adherence to the relevant terms.
- To comply with our legal obligations under applicable laws.
- To protect the rights, safety, and property of the Esplanade, our users, and third parties.
- In any other way we may describe when you provide the information.
- For any additional purpose, in which case we will notify you before we use it for such purpose.

When we process personal information about you to comply with legal requirements or to perform our obligations under a contract with you or with our customer through whom you use our offerings, failure to provide such information may prevent or delay our fulfillment of these obligations.

When and With Whom Do We Share Your Personal Information?

We may share your personal information with the following:

Business Services Providers. These are those persons or entities with whom we have a relationship to provide business operations services and support to Company. These providers may include the following:

- **IT Operations Providers.** These include cloud computing service providers, internet service providers, data backup and security providers, functionality and infrastructure providers, and similar service providers.
- **Operations Providers.** These include service provider with whom we partner to provide day-to-day business operations, including payment processors, security vendors, business software service providers, hospitality service providers, banks, facilities management providers.
- **Professional Service Providers.** These include lawyers, accountants, consultants, security professionals, and other similar parties when disclosure is reasonably necessary to comply with our legal and contractual obligations, prevent or respond to fraud or abuse, defend ourselves against attacks, or protect the rights, property, and safety of us, our customers, and the public.

Marketing and Advertising Providers. These include advertising, direct marketing, and lead generation providers, affiliate marketing program providers, retargeting platforms, data brokers, ad networks, marketing consultants, and similar services providers.

Affiliates. Our affiliates include our parent company, subsidiaries, joint venturers, or other companies that we control or that are under common control with us.

Legally Required Parties. Persons to whom we are required by law to provide information, such as pursuant to a subpoena or a court order.

Reorganization. Persons involved in the consideration, negotiation, completion of a business transaction, including the sale, merger, consolidation, acquisition, change in control, transfer of substantial assets, bankruptcy, or reorganization, and any subsequent integration.

Authorized Disclosures: To any party when authorized by the individual to whom it pertains to share it.

How Long Do We Keep Your Personal Information?

We will retain your personal information only for so long as necessary to fulfill the purposes for which we collected it, including for the purposes of satisfying any legal, accounting, or reporting requirements. To determine the appropriate retention period for personal information, we consider the amount, nature, and sensitivity of the personal information; the potential risk of harm from unauthorized use or disclosure of your personal information; the purposes for which we process your personal information and whether we can achieve those purposes through other means; and the applicable legal requirements. In some circumstances, you may ask us to delete your information. Additionally, we may anonymize your personal information (so that it can no longer be associated with you) for research or statistical purposes, in which case we may use this information indefinitely without further notice to you.

How Do We Protect Your Personal Information?

We have implemented and maintain reasonable security procedures and practices, appropriate to the nature of the information, to protect your personal information from unauthorized access, destruction, use, modification, or disclosure. However, no security measure is perfect, so we cannot guarantee the security of your personal information.

Do We Collect Information from Minors?

Our Services are not intended for persons under 16 years of age. We do not knowingly collect or process the personal information of individuals under the age of 16. If we learn that we have collected personal information from a child under age 16, we will delete that information as quickly as possible. If you believe that a child under 16 may have provided us their Personal Information, please contact us at info@EsplanadeResortExperiences.com

What Are Your Privacy Choices?

You can control the collection and use of personal information for some of our processing activities. This includes:

Adjusting Communication Preferences

Email: You may unsubscribe from promotional and other types of communications by following the “unsubscribe” instructions near the bottom of the email. You may also email us at info@EsplanadeResortExperiences.com. Please note, opting out of promotional emails

will not stop you from receiving all emails from the company. For example, we may still send you emails pertaining to your purchases, registrations, consumer surveys and similar transactions.

Text Messages: You may opt out of automated text notifications any time by replying “STOP,” or any alternative keyword we have shared with you.

Mail Promotions: You may ask us to unsubscribe from our mail promotions and solicitations by emailing us at info@EsplanadeResortExperiences.com.

Blocking Cookies

Most web browsers automatically accept cookies by default, but you can alter how your browser responds to cookies by adjusting the settings. Information about managing cookies for popular web browsers can be found in the links below:

[Safari](#) (Desktop) and [Safari Mobile](#) (iOS).

[Firefox](#)

[Chrome](#)

[Microsoft Edge](#)

[Brave](#)

Blocking Google Analytics

Many websites, including ours, employ Google Analytics. To opt out of Google Analytics data collection, follow [these instructions from Google](#).

International Transfers

We are located and operate in the United States. By submitting personal information to us, you understand that we may transfer your personal information to country foreign to you, including the United States, for processing. The laws that apply to the use and protection of personal information in the United States, or other countries or jurisdictions in which we transfer or process personal information, may be different from the laws and protections in your country. These transfers may include transfers to our service providers located in foreign jurisdictions. Whenever we engage a service provider, we require that its privacy and security standards adhere our requirements and applicable privacy laws.

Do We Update Our Privacy Policy?

We may update this Privacy Policy from time to time. If we make changes, we will notify you by revising the date at the top of the Policy and, in some cases, we may provide you with additional notice (such as adding a statement to our website homepage or sending you a notification). We encourage you to review the Privacy Policy whenever you access our Services or otherwise interact with us to stay informed about our information practices and the choices available to you.

How Can You Contact Us?

If you have questions or comments about this Privacy Policy or complaints and our privacy practices, please contact us at:

3030 N. Rocky Point Drive W., Suite 710, Tampa, FL 33607

info@EsplanadeResortExperiences.com

877.840.1088

Supplemental Notice for Residents of Virginia

You may make a request at any time to exercise your privacy rights under Virginia law by contacting us using the contact methods described above. We will respond to your request within 45 days of receipt (if properly submitted). If we need more time to process and respond to your request, we will notify you of that fact along with the reason for the delay. In all cases we will complete your request within 90 days from the date of our receipt of your properly submitted request. If we decline to act regarding your request, we will inform you of our decision and the reason for it, along with instructions on how you may appeal our decision.

Targeted Advertising

We do not sell your personal information to third parties (as “sell” is defined under Virginia law). If you decide you want to opt out of sharing your personal information for targeted advertising purposes, you can opt out <https://www.taylormorrison.com/consumer-information-request>. Please note, opting out of targeted advertising does not mean that you will no longer receive ads from us—it just means that such ads will not be specifically tailored to you.

Supplemental Notice for Residents of California

This section applies to residents of the State of California in addition to all other applicable rights and information contained in this Policy.

California law requires that we describe the personal information we collect, disclose, and sale/share based on certain defined categories. To be clear, this chart overlaps with the description of our processing practices described above. This chart below describes our practices covering the past 12 months.

Categories of Personal Information	Categories of Sources from which the Information was Collected	Categories of Third Parties to whom this type of Personal Information is Disclosed for a Business Purpose	Types of Third Parties with Whom this Category of Personal Information Is Shared/Sold
Identifiers (e.g., name, signature, address, telephone email, IP address)	• You (or your device) • Other Individuals • Business Services Providers • Affiliates • Governmental Entities	• Business Services Providers • Affiliates • Governmental Entities	Marketing and Advertising Providers
Customer Records (as defined in Cal.	• You (or your device) • Other Individuals	• Business Services Providers	We do not sell or share

Civ. Code § 1798.80(e))	• Business Services Providers • Affiliates • Governmental Entities	• Affiliates • Governmental Entities	
Protected Classifications (e.g., Age, race, color, ancestry, national origin, citizenship, religion or creed, marital status).	• You • Other Individuals • Affiliates • Governmental Entities	• Business Services Providers • Affiliates • Governmental Entities	We do not sell or share
Commercial Information (e.g., your purchasing or consuming histories or tendencies).	• You	• Business Services Providers • Affiliates • Governmental Entities	Marketing and Advertising Providers
Internet/Network Activity (e.g., your browsing history, search history).	• You	• Business Services Providers • Affiliates • Governmental Entities	Marketing and Advertising Providers
Geolocation Data	We may gather your geolocation based on your address, IP address, or other data associated with a particular location. If you are using company-equipment that collects geolocation, we may associate that geolocation with you.	• Business Services Providers	Marketing and Advertising Providers
Sensory Data (e.g., Audio, electronic, visual, thermal, olfactory, or similar information).	We may collect your image, voice, electronic activity, or other sensory data through recording devices such as a security camera, call recording device, or thermal image scanner.	• Business Services Providers •	We do not sell or share
Professional or employment-related information (e.g., Current or past job history or performance evaluations).	We do not collect from consumers generally. Candidates for employment may be provided supplemental notices regarding collection of this information.	N/A	N/A
Education Information	We do not collect from consumers generally. Candidates for employment may be provided supplemental notices regarding collection of this information.	N/A	N/A
Inferences drawn from other personal information	We may make inferences about your preferences, likes, and interests based on personal information you provide to us.	• Business Services Providers • Marketing and Advertising Providers	Marketing and Advertising Providers

Sensitive Personal Information	• You • Governmental Entities	• Business Services Providers • Affiliates • Governmental Entities	We do not sell or share
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We will not collect a category of Personal Information not listed above, or use any Personal Information collected in any of the above categories for a business purpose not listed above, without first providing you with notice.

Exercising Your California Privacy Rights

Submitting Access, Deletion, and Correction Requests

To make an access, deletion, correction, or limitation request, please use our email us at info@EsplanadeResortExperiences.com or call us at 877.840.1088.

After we receive your request, to ensure the security of the information we store and consumers' privacy, we will verify that you are appropriately affiliated with the subject of the request, either as the consumer or as an authorized agent or guardian of the consumer. We may ask you to provide a few pieces of information to confirm your identity in our records.

You may designate an authorized agent to exercise your rights under the CCPA on your behalf. You must provide the authorized agent written permission to exercise your rights under the CPRA on your behalf and we may deny a request from an agent on your behalf if we cannot verify that they have been authorized by you to act on your behalf. Even if you use an authorized agent to exercise your rights under the CCPA on your behalf, pursuant to the CCPA we may still require that you verify your own identity directly to us. This provision does not apply if you have provided a power of attorney under the California Probate Code.

Opting Out of the Sale/Share of Your Personal Information

Our use of tracking technologies may be considered a "sale" and/or "sharing" under California law. You can opt-out of being tracked by third parties by clicking "Your Privacy Choices" link at the bottom of our website and selecting your preferences or by broadcasting an Opt-Out Preference Signal, such as the Global Privacy Control (GPC) (on the browsers and/or browser extensions that support such a signal). Your request to opt-out of sale/sharing will be linked to your browser identifier only and not linked to any offline information because we do not make a connection between your browser and offline information. If you would like us to process an opt-out request for offline information we "sell" or "share" we recommend you submitting the Do Not Sell or Share Personal Information form that is in Your Privacy Choices.

Notice of Financial Incentive

We offer our or provide loyalty programs, promotional programs, sweepstakes, contests, or similar incentive programs that provides certain perks, such as rewards and exclusive offers (collectively, "Promotions"). When you sign up for one of these Promotions, we typically ask you to provide your personal information. Because our Promotions involve the collection of personal information, they might be interpreted as a "financial incentive" program under

California law. The value of your personal information to us is related to the value of the free or discounted products or services, or other benefits that you obtain or that are provided as part of the applicable Promotion, less the expense related to offering those products, services, and benefits to Promotion participants. You may withdraw from participating in a Promotion at any time by contacting us using the designated method set forth in the applicable terms and/or rules.

Additional California Privacy Rights

California Civil Code Section § 1798.83 permits users of our web site that are California residents to request certain information regarding our disclosure of personal information to other parties for their direct marketing purposes. To make such a request, please send an email to info@EsplanadeResortExperiences.com with the subject “Shine the Light Request.”