



Privacy Policy

Gemuetlichkeit LLC d/b/a Reimagine Hospitality Group and reimaginehg.com

Protecting your private information is our priority. This policy explains how we process personal data collected through our business. We are Gemuetlichkeit, LLC d/b/a Reimagine Hospitality Group (RHG) and www.reimaginehg.com, a Hospitality Consulting Company located in the United States (“Reimagine Hospitality Group”, “RHG”, “we”, “I”, “us,” and “our”) and this privacy policy (the “Policy”) applies to anyone who is using or has access to the Reimagine Hospitality Group website found at www.reimaginehg.com (the “Site”) or our Services. It is important that you understand what information we collect when you visit the Site and what we may do with that information.

By using the RHG Site, you consent to the terms of this Policy and our Terms of Service. DO NOT use this Site or submit any personal information, or content of any kind, if you do not agree to the terms of this Policy and our Terms of Service.

RHG understands how important your privacy is to you and as such takes the security of your privacy seriously. All reasonable measures are taken to protect your privacy.

Client(s) means any business, organization or individual that retains us to perform any of our services, including those seeking information regarding or filling employment openings on their or other’s behalf.

Candidate(s) means an individual who is a candidate, applicant, potential candidate, or any individual searching for employment or services and/or information related to their employment or job search, and/or employee of a Client.

Collection of your Personal Information

We collect and store a variety of information from you when you visit and actively submit certain information to the Site. Some information is personal, and some is not.

Personal identifiable Information: Information that identifies, relates to, describes, is capable of being associated with or could reasonably be linked, directly or indirectly with a particular Client, or Candidate, such as your name, email address or image, or information that can be used to identify you when combined with other information, is “personally identifiable information” (“PII”).

We do not collect any personal information about you unless you voluntarily provide it to us. However, you may be required to provide certain personal information to us when you elect to:

- use the Site.
- email a cover letter and resume and apply for a position.



- sign up for recruitment services.
- sign up to receive our Constant Contact announcements.
- send us an email message.
- or call us.

Collection of PII from Clients:

In order to perform the services to which you have engaged our business, we may collect various information about your organization, as well as PPI information for a point of contact. Information collection may include, but is not limited to:

- Point of contact name, physical address, email address, and phone number.

Collection of PII from Candidates:

During the application process we will collect and store the information that you provide to us directly in connection with the application process.

The PII may include: your name, physical address, email address, telephone number, employment history, including but not limited to, employer, job title, compensation, education, degrees and/or certifications, benefits, your resume, among other PII needed to provide services to you and our Clients.

We encourage you not to provide us with sensitive personal data, such as racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, and/or data concerning your health or sex life and sexual orientation.

We will use your information for, but not limited to, communicating with you or our Clients in relation to services you have requested from us, including:

- Improving the services we offer.
- For direct marketing to you, to better understand how you use our services, our website and other communications we send to you and to send you information about our services, newsletters, articles, events, etc. that we believe may be relevant to you and your expressed interests or that would be relevant, generally, to someone in your position. You may opt out of these communications at any time.
- Processing job applications and contacting our Clients, on whose behalf we are instructed to help fill a job posting. This means that if you apply for a specific job, we may pass your details to the relevant Client to proceed with the application and match you with a potential employer/Client.
- Candidate searches. If we believe you are qualified for a vacant position, we may pass your information on to the relevant Client.
- Prevent fraud, spam and other potentially fraudulent or illegal activities.
- We also may gather additional personal or non-personal information in the future as well as collect personal data from third party databases and other public sources.



As referenced above, if you are registering to receive our Constant Contact announcements, we will collect your name and email address. In addition, you can opt-out of our marketing communications at any time by contacting us or using the “unsubscribe” mechanism included in the communication; however, you will continue to receive transactional messages from us, as may be relevant, and correspondence relating to inquiries, comments, or complaints.

Additional information collected but may not be PII:

- Facility information: vacant job position description, facility name, year founded, number of members, number of full privileged members, club ownership type, total acreage, square feet of clubhouse, facilities descriptions, number of golf holes and rounds annually, treatment rooms, spa offerings and square footage; Club metrics: gross revenue, gross dues, carts and greens, total food/beverage, among other things.
- We may collect and store other information you provide to us by your organization during the course of our services that you have mandated from us.

Sharing Information with Third Parties

RHG does not share, sell, rent, or lease its customer lists or PII to third parties or advertisers.

RHG may, from time to time, contact you on behalf of our Clients or Candidates, or external business partners about a particular offering that may be of interest to you, or to help us with our operations, e.g. for data storage or fraud detection.

RHG may share data with trusted business partners to help perform services in connection with our operations, to improve our Site, perform services to you and to better user experiences and better protect and understand our users’ needs, perform statistical analysis, send you email or postal mail, and/or provide customer support. All such third parties are prohibited from using your personal information except to provide these services to RHG, and they are required to maintain the confidentiality of your information.

RHG may disclose your personal information, without notice, if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on RHG or the Site; (b) protect and defend the rights or property of RHG; and/or (c) act under exigent circumstances to protect the personal safety of RHG’s Clients or Candidates, or the public.

Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be



responsible for the protection and privacy of any information which you provide while visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorized access or disclosure, we have put in place suitable physical, electronic, and managerial procedures to safeguard and secure the information we collect online.

Protecting your Personal Information

We aim to make your visit to our Site as safe as possible. The Site uses commercially acceptable methods of security protection to protect your information. We also use a SSL certificate and never transmit your credit card information by email.

Your Personal Information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems, and are required to keep the Personal Information confidential. By viewing, using, or purchasing on or from the Site, Courses, Services, and/or Products, you acknowledge that Gemuetlichkeit, LLC d/b/a Reimagine Hospitality Group and its staff and independent contractors may access your Personal Information.

In addition, all sensitive credit card or payment information you supply is encrypted via Secure Socket Layer (SSL) technology.

We implement a variety of security measures when a user places an order to maintain the safety of your Personal Information. All transactions are processed through a gateway provider and are not stored or processed on our servers.

Use of “cookies” or social media pixels

Cookies. We, and third-parties use cookies and collect information from the computer, mobile phone, or other device you use to access the Site, read our emails, or view our advertisements. This information is automatically collected. Cookies are small data files that a site or its service provider transfers to your computer’s hard drive through your Web browser (if you allow) that enables the site or service provider’s systems to recognize your browser and capture and remember certain information. For instance, we use cookies to help us remember and process the items in your shopping cart. They are also used to help us understand your preferences based on previous or current Site activity, which enables us to provide you with improved services. We also use cookies to help us compile aggregate data about Site traffic and Site interaction so that we can offer better site experiences and tools in the future.

We use cookies to:

- Help remember and process the items in the shopping cart.



- Compile aggregate data about site traffic and site interactions in order to offer better Site experiences and tools in the future. We may also use trusted third-party services that track this information on our behalf.
- To personalize your experience and better understand customers' preferences for our marketing and business purposes.

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser settings. Since each browser is a little different, look at your browser's Help Menu to learn the correct way to modify your cookies.

While you may disable the use of cookies through your browser's settings or options page, you may lose some of the features and functionality of the Site, Courses, Services, and/or Products, as cookies are necessary to help track and enhance your experience on the Site.

Pixels. Yes. The Company DOES USE social media pixels (Facebook pixels) to track visitors to the Site so we can tailor advertisements towards those visitors on various social media platforms, including: Facebook, Instagram, etc. The Company reserves the right to use pixels in accordance with the terms of the social media platform.

Password Privacy

While using the Site, Courses, Services, and/or Products, you may create a username and/or password for login. It is your responsibility to keep the username and password safe. You are also responsible for any actions which occur through the use of your username/password, whether completed by you directly or through the use of your account. You shall notify us immediately by email at info@reimaginehg.com of any unauthorized use of your login information or any other security breach. Please log out at the end of each session to prevent any unauthorized use of your account or login information.

You may not share your username/password or login information with anyone other than yourself. We are not responsible or liable for any loss or damages as a result of your failure to protect your login information or your unauthorized sharing of same.

Google Ads & Analytics

Google's advertising requirements can be summed up by Google's Advertising Principles. They are put in place to provide a positive experience for you. We are not currently using Google Ads on the Site, although this may change in the future.

We have implemented the following through Google Analytics: Demographics and Interests Reporting.

We, along with third-party vendors such as Google use first-party cookies (such as the Google Analytics cookies) and third-party cookies (such as the DoubleClick cookie) or other third-party identifiers together to compile data regarding user interactions with ad impressions and other ad service functions as they relate to our website.



To Opt-Out of Google Ads: You can set preferences for how Google advertises to you using the Google Ad Settings page. Alternatively, you can opt-out by visiting the Network Advertising Initiative Opt-Out page or by using the Google Analytics Opt-Out Browser add-on.

California Online Privacy Protection Act (“CalOPPA”)

CalOPPA stretches well beyond California to require any person or company that operates websites collecting Personal Information from California viewers/consumers to post a conspicuous privacy policy on its website stating exactly the information being collected and those individuals or companies with whom it is being shared. Read more about CalOPPA [here](#).

Pursuant to CalOPPA, we agree to the following:

Users CANNOT visit our site anonymously.

There IS a link to this Privacy Policy on the footer.

Our Privacy Policy link DOES include the word ‘Privacy’ and can easily be found on the page specified above. It is titled “Privacy Policy” very clearly.

You will be notified of any Privacy Policy changes on our Privacy Policy Page (see bottom “Updated On” date).

Children’s Online Privacy Protection Act (“COPPA”):

We do not specifically market to children under the age of 13. Please STOP and do not use, view, purchase, or otherwise browse the Site, Courses, Services, or Products if you are under 13 years old. If you are younger than thirteen, you are not permitted to enter any Personal Information on this Site.

If you are a parent and you believe your child under the age of 13 has provided us with Personal Information, please contact us immediately to have it removed by emailing us at info@reimaginehg.com.

Fair Information Practices

In order to comply with Fair Information Practices we will take the following responsive action, should a data breach occur:

We will notify you in writing via EMAIL within five business days of any known breach.

CAN-SPAM Act of 2003:

The CAN-SPAM Act is a U.S. law which establishes rules for commercial email messages, gives you the right to stop certain commercial emails from being sent to you, and outlines certain penalties for commercial entities or persons who violate the law.

We collect your email address and name so we can:



- Send information, respond to inquiries, and/or other requests or questions.
- Process orders and to send information and updates pertaining to orders of a course, product, or service.
- Send you additional information related to your course, product, and/or service.
- Market to our mailing list or continue to send emails to you after the original transaction has occurred.
- Email you a newsletter with free information and advertising certain Products, Services, and/or Courses we offer.

In accordance with the CAN-SPAM Act, we agree to the following:

- We WILL NOT use false or misleading subjects or email addresses.
- We WILL identify the email message as an advertisement in some reasonable way.
- We WILL include our business mailing address and/or physical address in our emails.
- We WILL monitor third-party email marketing services for compliance. We use ConvertKit to send emails to you.
- We WILL honor opt-out/unsubscribe requests quickly.
- We WILL allow users to unsubscribe by using the appropriate link at the bottom of each email.

TO UNSUBSCRIBE

If at any time you would like to unsubscribe from receiving future emails, you can email us at info@reimaginehg.com or follow the instructions at the bottom of any email you receive from us and we will promptly remove you from future correspondence(s). However, unsubscribing from one list or set of emails may not unsubscribe you from receiving ALL future emails from us. If you experience any problems unsubscribing, please email us at info@reimaginehg.com and we will promptly handle your removal.

General Data Protection Regulation ("GDPR") Rights

If you are located within the European Union ("EU"), you are entitled to certain rights under the GDPR. You have the right to:

- Know how long we will keep your information. We will keep your personal information until the earlier of: (1) you either ask us to delete your information or (2) the Company decides it no longer needs the data and the cost of retaining it outweighs the value of keeping it.
- Access, rectify or erase your personal information.
- Withdraw your consent to the Company's processing of your data, which shall have no effect on the lawfulness of the processing of your personal information prior to your withdrawal.
- Lodge a complaint with a supervisory authority that has jurisdiction over GDPR issues.
- Provide only your personal information which is reasonably required to enter into a contract with us. The Company will not ask for your consent to provide unnecessary personal information on the condition of entering into a contractual relationship with the Company.



Contacting Us

For any questions about this Privacy Policy or your personal data, please contact us at info@reimaginehg.com.

By using our Site and Services, you acknowledge that you have read and understood this Privacy Policy and consent to the collection, use, and disclosure of your personal data as described herein.

Gemuetlichkeit, LLC d/b/a Reimagine Hospitality Group

Website: www.reimaginehg.com (see contact form)

Mailing Address:

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Waxhaw

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