

Web Site Privacy Policy

IMPORTANT! PLEASE READ CAREFULLY. THIS IS A CONTRACT. BY USING THIS WEB SITE, YOU ACCEPT ALL TERMS AND CONDITIONS OF THIS AGREEMENT. If you disagree with any of the terms that follow, or do not agree to be bound by all terms, do not use this web site.

INTRODUCTION

This web site ("Web Site") is operated by KAHL ("we" or "us"), This Privacy Policy only covers information collected at our Web Sites, and does not cover any information collected offline by KAHL (unless specifically stated). At KAHL, your privacy is important to us. We provide this notice to explain our information collection practices and the choices you have about the way your information is collected and used. Your use of this Web Site indicates to us that you have read and accept our privacy practices, as outlined in this Privacy Policy.

While on our Web Site, you may encounter links to other web sites or online materials. Those other web sites may set their own cookies, collect data, and/or have their own privacy policies that differ from this privacy policy. This Privacy Policy only covers information collected by KAHL on this Web Site, and we encourage you to review the privacy policy of any other web site you visit.

WHAT PERSONAL INFORMATION ABOUT YOU DO WE COLLECT?

Generally, you may browse our Web Site without providing any personally identifiable information ("PII"). However, we may ask you to provide PII at various times and places on this Web Site, such as when you register for our services, We may also ask you to provide us with demographic information. In some cases, if you chose not to provide us with requested information, you may not be able to access all of this Web Site or participate in all of its features. We may combine the information we collect with information available from other sources, including information received from promotional partners or other third parties.

OTHER INFORMATION WE COLLECT

Email Addresses: Your e-mail address will only be collected by signing up to a KAHL mailing list, where you are eligible to receive information about special offers and events that the park is promoting.

Log Data: When you visit this Web Site, our web servers automatically collect anonymous information that describes how our visitors use and navigate our Web Site, and which includes the number and frequency of visitors to each web page and the length of their stays, as well as the anonymous information automatically sent to us by your web browser, such as browser type, referrer data that identifies the web page visited prior and subsequent to visiting our Web Site, and IP addresses. We also may determine what technology is available through your browser in order to serve you the most appropriate version of a web page. These logs are retained for a maximum period of 365 days.

Internet Protocol (IP) addresses: The internet has been created to automatically collect certain information about a user's traffic patterns, linked to their Internet Protocol (IP) addresses. These are unique Internet "addresses" assigned to all Web users by their Internet Service Providers (ISP). Web servers automatically log IP addresses. During a visit to our Web site, your privacy is respected. We do not collect personal information about you unless you choose to send us an e-mail, or registration in which you voluntarily provide your name and contact information.

Cookies: Cookies are information files that our Web Site may place on your computer to provide extended functionality. We may use cookies for a number of purposes, such as tracking usage patterns on the Web Site, measuring the effectiveness of advertising, or limiting multiple responses and registrations. We do not store any PII in cookies, and we do not link the cookies to any PII we collect. We will not use cookies to retrieve information from your computer that was not originally sent by us to you in a cookie. Advertisers or other third parties that are serving content on some of our pages may set and access their own cookies on your computer. Such third parties' use of cookies is subject to their own privacy policies, which may differ from this one. Such third parties do not have access to our cookies.

You can, of course, disable cookies on your computer by indicating this in the preferences or options menus in your browser. However, it is possible that some parts of our Web Site will not operate correctly if you disable cookies. You should consult with your browser's provider/manufacture if you have any questions regarding disabling cookies.

Web Beacons: While you are on our Web Site, or while you are otherwise viewing our content, you may encounter Web beacons, which may come from K AHL or from third parties, such as advertisers or content providers. A Web beacon, which is sometimes also called a Web bug or "clear gif", is a small graphic image in a Web page, a Web-based document or an e-mail message, which generally allows the party that set the Web beacon to monitor certain information about the viewer of the Web page, Web-based document or e-mail message, and it may allow access to certain cookies. Web beacons are usually invisible to the user, because they are very small (generally 1-by-1 pixel). However, in general, any electronic image viewed as part of a Web page, including an advertisement, can act as a Web beacon. Web beacons typically collect the URL of the page the Web beacon comes from, the type of browser requesting the Web beacon, the IP address of the computer that the Web beacon is sent to and the time the Web beacon was viewed. Web beacons can also be linked to PII, but K AHL does not link information gathered through Web beacons to PII. K AHL may use Web beacons to count visitors to our Web pages. We aggregate all information we collect through Web beacons and we do not use Web beacons to track any individuals' use of the Web Site. K AHL does not have control over Web beacons used by third parties and does not have access to whatever information they may collect.

HOW WE USE AND DISCLOSE THE INFORMATION WE COLLECT

We use the PII you provide about yourself to provide the information or content you have requested, to contact you about our programs, products, features or services or for other purposes disclosed at the time of collection.

We use non-identifying information collected on our Web Site in the aggregate to better understand your use of the Web Site and to enhance your enjoyment and experience. For example, we may use the information to improve the design and content of our Web Site or to analyze the programs and services we offer. We may also share non-identifying aggregate information with third parties. For example, we may tell advertisers how many individuals visit certain areas of our Web Site.

We may share your PII with outside parties who sponsor promotions on our Web Site. However, we will not share your PII with outside parties unless you specifically agree to a governing set of rules that allow such disclosure or otherwise give us permission to do so.

We may employ other companies and individuals to perform functions on our behalf. For instance, we may use third parties to develop software applications and databases or to send communications on our behalf. Our employees, agents and contractors who have access to PII are required to protect the information in a manner that is consistent with this Privacy Policy.

We may provide access to your PII when legally required to do so, to cooperate with police investigations or other legal proceedings, to protect against misuse or unauthorized use of our Web Site, to limit our legal liability and protect our rights or to protect the rights, property or safety of visitors of this Web Site or the public. In those instances, the information is provided only for that purpose.

We will not share your PII in ways unrelated to those described above without providing you with an opportunity to opt out of such use or otherwise prohibit such unrelated uses.

DATA SECURITY

We take physical, electronic and managerial steps to maintain the security and accuracy of PII we collect, including limiting the number of people who have physical access to our database servers, as well as electronic security systems and password protections that guard against unauthorized access. However, no data transmission over the Internet can be guaranteed to be 100% secure. Accordingly, we cannot ensure or warrant the security of any information you transmit to us, and you do so at your own risk.

ACCEPTANCE

By using this Web Site, you accept the policies set forth in this Privacy Policy. This Privacy Policy, like the online medium itself, is subject to change, so visitors are encouraged to review this Privacy Policy from time to time. However, we will only use the PII you provide to this Web Site in a manner consistent with this Privacy Policy, unless you give us your consent.

CONTACT US

If you have any questions, comments or concerns regarding our Privacy Policy and/or practices, please contact:

Gord Mast at gmast@sportsworld.on.ca

For more information on the Privacy Act, please contact Privacy Commissioners of Canada

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