Privacy Policy

Effective Date: March 15, 2026

At **Turnberry Golf**, we value your privacy. This Privacy Policy explains how we collect, use, and protect your information specifically regarding our SMS (Short Message Service) and voice messaging communications.

1. Information We Collect

When you interact with our AI reservation agent or book a tee time, we collect:

- Your mobile phone number (via Caller ID or user input).
- Your name and booking preferences.
- Transactional data related to your golf course reservations.

2. How We Use Your Information

We use your information solely to provide the services you request, including:

- Sending automated booking confirmations.
- Providing secure Stripe payment links via SMS.
- Sending reminders or operational updates regarding your scheduled rounds.

3. Sharing of Information

Strict No-Sharing Policy: Personal information, including mobile phone numbers and consent data collected for SMS purposes, will not be shared, sold, rented, or traded with third parties or affiliates for marketing or promotional purposes.

4. Opt-Out and Help

You maintain full control over your communication preferences:

- **Opt-Out:** Text **STOP** to our messaging number at any time to unsubscribe. You will receive a single confirmation message.
- **Help:** Text **HELP** for additional assistance or contact our pro shop directly.

5. Data Security

We implement industry-standard security measures to protect your data. Payment information is handled securely via Stripe; we do not store full credit card details on our local servers.