

Privacy Policy

At Tryon International (“we”, “our”, or “us”), your privacy is important to us. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website, tryon.com (“the Site”). Please read this policy carefully. If you do not agree with the terms of this Privacy Policy, please do not access the Site.

1. Information We Collect

We may collect the following types of information:

a. Personal Information You Provide

When you interact with our Site, you may voluntarily provide:

- Name, email address, phone number, or mailing address
- Information related to bookings, reservations, or event participation
- Payment or billing details (processed securely through third-party providers)
- Demographic and preference information you choose to provide (e.g., for marketing or surveys)

b. Automatically Collected Information

When you visit the Site, we may automatically collect certain non-personal information such as:

- Browser type, device type, operating system, and IP address
- Pages visited, links clicked, and time spent on our Site
- Referring URL or search terms that led you to our Site

We use cookies, analytics tools, and similar tracking technologies to collect this data (see Section 3).

2. How We Use Your Information

We use the information we collect to:

- Provide, operate, and improve our services
- Process reservations, inquiries, and event registrations
- Send updates, newsletters, or promotional information (only if you’ve opted in)
- Respond to customer service requests and feedback
- Analyze website performance and user trends to improve user experience
- Comply with legal obligations and enforce our terms and policies

3. Cookies and Tracking Technologies

We use cookies and similar tracking technologies to enhance your browsing experience. These may include:

- **Essential Cookies:** Necessary for core functionality (e.g., logins or form submissions)
- **Analytics Cookies:** Help us understand how visitors interact with the Site (e.g., Google Analytics)
- **Preference Cookies:** Store your settings and preferences
- **Advertising Cookies (if applicable):** Help deliver relevant promotions or measure ad effectiveness

You can control cookie settings through your browser. Note that disabling certain cookies may affect Site functionality.

4. Third-Party Disclosure

We may share your information with trusted third-party service providers who assist us in operating the Site and conducting business, including:

- Payment processors
- Event management platforms
- Marketing and email delivery providers
- Website hosting and analytics services

These third parties are contractually required to keep your information secure and use it only for authorized purposes.

We do **not** sell or rent personal information to third parties.

5. Data Retention

We retain your personal information only as long as necessary to fulfill the purposes outlined in this Policy, unless a longer retention period is required by law. Once your information is no longer needed, it will be securely deleted or anonymized.

6. Data Security

We implement appropriate administrative, technical, and physical safeguards to protect your personal data. However, please note that no method of transmission over the Internet or method of electronic storage is 100% secure.

7. Your Rights and Choices

You have the right to:

- Access and request a copy of your personal information

- Request correction or deletion of your data
- Withdraw consent to receive communications
- Object to or restrict certain processing activities

To exercise any of these rights, please contact us using the information in Section 12 below.

For visitors in the **European Union or United Kingdom**, you also have rights under the **General Data Protection Regulation (GDPR)**, including the right to data portability and to lodge a complaint with your local supervisory authority.

8. Children's Privacy

Our Site is not directed toward individuals under the age of 13, and we do not knowingly collect personal information from children. If we learn that we have inadvertently collected data from a child under 13, we will delete it promptly.

9. Links to Other Websites

Our Site may contain links to external websites that are not operated by us. We are not responsible for the content or privacy practices of those third-party sites. We encourage you to review their privacy policies before providing any personal information.

10. International Data Transfers

If you are accessing our Site from outside the United States, please note that your information may be transferred to, stored, and processed in the United States, where data protection laws may differ from those in your country.

11. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes to our practices or for legal, regulatory, or operational reasons. Updates will be posted on this page with a revised effective date.

12. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy, please contact us at:

Tryon International

25 International Blvd

Mill Spring, NC 28756

 **Email:** info@tryon.com

 **Website:** tryon.com

