

The Ridge Hotel respects the privacy of all visitors to our website and to The Ridge Hotel. Please read this Privacy Policy to learn more about your privacy rights. This Privacy Policy applies only to information collected by The Ridge Hotel and covers your personal information you provide on our website and while at The Ridge Hotel.

Information The Ridge Hotel collects

Information you give us: When you engage in activities on our website or at The Ridge Hotel, we may ask you to provide personal information by filling out and submitting a form. If you elect to engage in these activities, we may ask you to provide us with your name, email address, mailing address, zip code, day phone number, and credit card information, as well as to create a user name and password for online activities.

Cookies: Cookies are bits of electronic information that a website can transfer to a user's hard drive to help tailor and keep records of his or her visit to the website. Cookies allow website operators to better customize a user's visit to a website. When you visit our website, The Ridge Hotel sends out one or more cookies to your computer or other device that uniquely identifies your browser. If you do not wish to receive these cookies, you may set your browser to reject the cookies (consult the instructions for your particular browser on how to do this), although by doing this you may limit your access to our website.

How the information is used

The information collected on our website allows us to keep a user profile so that we may customize preferences, provide a method for users to submit information and orders to The Ridge Hotel, fulfill the requests for products or services, contact you, provide direct mailings, and to audit and research your use of our website in order to improve our services. Visitors will be given a choice when registering on the website whether they would like to be on The Ridge Hotel mailing list, or whether they would prefer not to receive such mailings. Only agents working on behalf of The Ridge Hotel and under confidentiality agreements will send you these direct mailings, and only if you have indicated you do not object to receiving these offers. If you do not want to receive such mailings, indicate your preference when you give us your personal information.

How The Ridge Hotel protects your information

The Ridge Hotel has implemented a variety of security measures to maintain the safety of your personal information. Secured networks are used to contain a user's personal information. This information is only accessible by a limited number of employees who have special access rights to such systems. Also, when you place orders or access your personal information, we offer the use of a secure server. All the sensitive credit card information supplied by users is transmitted via Secure

Socket Layer (SSL) technology and then encrypted into the The Ridge Hotel database to be accessed only as stated above.

Disclosure of information to third parties

The Ridge Hotel provides your information to selected affiliates, service providers, partners and other third parties under contractual arrangements. The Ridge Hotel and our service partners use your personally identifiable information to operate our websites and to deliver our services. For example, we must release your credit card information to the card-issuing bank to confirm payment for products and services purchased on this website; release your address information to the delivery service to deliver products that you ordered; and provide order information to third parties that help us provide customer service. The Ridge Hotel will encourage our service partners to adopt and post privacy policies. However, the use of your personally identifiable information by our service partners is governed by the privacy policies of those service partners, and is not subject to our control.

The Ridge Hotel may release your personal identifiable information as is required by law enforcement or judicial authorities in response to subpoenas, court orders, or legal process, or to establish, exercise, and defend our legal rights. We fully cooperate with law enforcement agencies in identifying those who use our services for illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, or otherwise as required by law.

The Ridge Hotel may transfer your personal identifiable information if The Ridge Hotel is acquired or merged with another company. If this occurs, The Ridge Hotel will provide notice on this page that your information will be transferred and that your information may be governed by a new privacy policy.

Your Consent and Children's Privacy

By visiting our website and The Ridge Hotel, you consent to the collection and use of this information by The Ridge Hotel. Our website is not intended for use by children and The Ridge Hotel does not knowingly solicit or collect personally identifiable information from children.

Effective Date and modifications to the Privacy Policy

This Privacy Policy may be updated and modified. We will notify you of significant material changes in the Privacy Policy by placing a prominent notice on this page of our website

If you have questions about The Ridge Hotel Privacy Policy, please contact us at:

The Ridge Hotel Legal Department

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Lake Geneva, WI 53147