Platform Privacy Policy

Last modified: December 18, 2025

Introduction

Golf VX ("Company" or "We") respect your privacy and are committed to protecting it through our compliance with this policy.

This policy describes the types of information we may collect from you or that you may provide when you visit any of the following platforms: www.golfvx.com, www.playgolfvx.com, parts.golfvx.com, www.golfvx.net, Golf VX simulators, and/or the Company's mobile and desktop applications (collectively, the "Platform") and our practices for collecting, using, maintaining, protecting, and disclosing that information.

This policy applies to information we collect

- on the Platform;
- in e-mail, text, and other electronic messages between you and Company or otherwise related to the Platform;
- through mobile and desktop applications; and
- when you interact with our advertising and applications on third-party websites and services, if those applications or advertising include links to this policy.

It does not apply to information collected by:

- use offline or through any other means, including on any other platform operated by Company or any third party (including our affiliates and subsidiaries); or
- any third party (including our affiliates and subsidiaries), including through any application or content (including advertising) that may link to - or be accessible from or through - the Platform.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use the Platform. By accessing or using the Platform, you agree to this Privacy Policy. This policy may change from time to time (*See* Changes to Our Privacy Policy below.) Your continued use of the Platform after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

Children under the Age of 18

No one under age 18 may provide any information to or on the Platform. We do not knowingly collect personal information from children under 18. If you are under 18, do not use or provide any information on the Platform or through any of its features, register on the Platform, make any purchases through the Platform, use any of the interactive or public comment features of the Platform, or provide any information about yourself to us, including your name, address, telephone number, e-mail address, or any screen name or user name you may use. If we learn we have collected or received personal information from a child under 18 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 18, please contact us at privacy@golfvx.com.

Residents of certain states under 13, 16, or 18 years of age may have additional rights regarding the collection and sale of their personal information. Please see your state Privacy Rights for more information.

Information We Collect about You and How We Collect It

We collect several types of information from and about users of the Platform, including information

- by which you may be personally identified, such as name, postal address, e-mail address, telephone number, gender information, birthday information, and any other identifier by which you may be contacted on-line or off-line;
- that is about you but individually does not identify you; and/or
- about your internet connection, the equipment you use to access the Platform, and usage details.

We collect this information

- directly from you when you provide it to us;
- your general geolocation information, such as your country or city, from the IP address automatically sent by your browser or device; and
- automatically as you navigate through the site. Information collected automatically may include usage details, IP addresses, and information collected through Cookies, web beacons, and other tracking technologies.

Precise Geolocation Information

When you enable location-based features on our Platform or mobile applications, we may collect your device's precise geolocation ("Location Data") through GPS, Wi-Fi signals, Bluetooth beacons, cell tower information, or IP address. We collect and use Location Data to provide the location-based services you request, including identifying nearby Golf VX facilities and improving service accuracy.

You may withdraw permission at any time by disabling location services on your device. Certain features may not be available if Location Data is disabled. We do not use or disclose Location Data for advertising or marketing purposes without your express consent.

Information You Provide to Us

The information we collect on or through the Platform may include

- information that you provide by filling in forms on the Platform. This includes information provided at the time of registering to use the Platform, subscribing to our service, posting material, or requesting further services. We may also ask you for information when you enter a contest or promotion sponsored by us, and when you report a problem with the Platform. By completing registration, you consent to this collection and use of your information. You may withdraw your consent at any time by deleting your account, though this may limit access to membership features;
- records and copies of your correspondence (including email addresses) if you contact us;
- your responses to surveys that we might ask you to complete for research purposes;
- details of transactions you carry out through the Platform, the business related to Company, and of the fulfillment of your orders and the related services provided. You may be required to provide financial information before placing an order through the Platform; and
- your search queries on the Platform.

Payment and Transaction Information

If you make purchases through the Platform or our mobile applications, our payment processors collect payment information such as credit and debit card numbers, billing addresses, and verification data. Golf VX does not store complete payment card numbers, but we maintain transaction records such as purchase history, refunds, cancellations, and overpayment corrections as required for business and legal purposes.

Account Registration Information

When you create a Golf VX account, we collect information such as your name, email address, mobile number, login credentials, profile preferences, and any other information necessary to create and maintain your account. We use this information to authenticate your identity, manage your membership, provide personalized features, and communicate with you about your account.

Loyalty, Rewards, and Credits Information

If you participate in a Golf VX rewards, points, or credit program, we collect information about your accrual, redemption, expiration, and eligibility for such programs. We use this information to administer rewards, prevent fraud, and provide personalized offers.

Mobile Phone Numbers and Text Messaging

If you provide your mobile number and opt in to receive SMS/MMS messages from us, we collect and store your mobile number and your consent preferences. We use this information to send account alerts, service notifications, and promotional messages. Message and data rates may apply. You may opt out at any time by replying **STOP** to any message, or request assistance by replying **HELP**. We do not sell your mobile number to third parties. Messaging data may be shared with service providers who send messages on our behalf.

You may also provide information to be published or displayed (hereinafter, "Posted") on public areas of the Platform or transmitted to other users of the Platform or third parties (collectively, "User Contributions"). Your User Contributions are posted and transmitted to others at your own risk. We cannot control the actions of other users of the Platform with whom you may choose to share your User Contributions. Therefore, we cannot - and do not - guarantee that your User Contributions will not be viewed by unauthorized persons.

User-Generated Content

If you upload or submit content such as photos, swing videos, scores, comments, or other materials, we collect and store that content along with associated metadata (such as timestamps and device information). Depending on your settings, this content may be visible to other users. You are responsible for the information you choose to make public. We may retain copies of User-Generated Content for backup, security, legal compliance, or operational purposes.

Information We Collect through Automatic Data Collection Technologies

As you navigate through - and interact with - the Platform, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including

- details of your visits to the Platform, including traffic data, location data, logs, and other communication data, and the resources that you access and use on the Platform; and
- information about your computer and internet connection, including your IP address, operating system, and browser type.

We may also use these technologies to collect information about your on-line activities over time and across third party websites or other on-line services (behavioral tracking). Click here for information on how we respond to web browser signals.

The information we collect may automatically include personal information and we may maintain it or associate it with personal information we collect in other ways or receive from third parties. It helps us to improve the Platform and to deliver a better and more personalized service, including enabling us to

- estimate our audience size and usage patterns;

- store information about your preferences, allowing us to customize the Platform according to your individual interests;
- speed up your searches; and
- recognize you upon your return to the Platform.

The technologies we use for this automatic data collection may include

- **Cookies (or browser cookies)**. A Cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting, you may be unable to access certain parts of the Platform. Unless you have adjusted your browser setting so that it will refuse Cookies, our system will issue Cookies when you direct your browser to the Platform. For information about managing your privacy and security settings for Cookies, see Choices about How We Use and Disclose Your Information below.
- **Web Beacons**. Pages of the Platform and our e-mails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company to count users who have visited those pages or opened an e-mail, and for other related website and/or platform statistics (*i.e.*, recording the popularity of certain website and/or platform content and verifying system and server integrity).

Third Party Use of Cookies and other Tracking Technologies

Some content or applications (including advertisements) on the Platform are served by third parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use Cookies alone, or in conjunction with, web beacons and other tracking technologies to collect information about you when you use the Platform. The information they collect may be associated with your personal information or they may collect information (including personal information) about your on-line activities over time, across different websites and other on-line services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. For information about how you can opt-out of receiving targeted advertising from many providers, see Choices about How We Use and Disclose Your Information below.

How We Use Your Information

We use the information we collect about you or information that you provide to us, including any personal information

- to present the Platform and its contents to you;
- to provide you with information, products, or services that you request from us;
- to fulfill any other purpose for which you provide this information;
- to provide you with notices;
- to carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection;
- to notify you about changes to the Platform or any products or services we offer or provide through it;
- to allow you to participate in interactive features on the Platform;
- to conduct statistical analysis for service improvement and new service development;

- in any other way we may describe when you provide the information; and
- for any other purpose with your consent.

Digital Services and In-App Purchases

If you use our mobile applications, we may collect information related to your digital purchases, reservations, app-based transactions, and usage of digital features. We use this information to process transactions, provide digital services, authenticate purchases, and handle cancellations or refunds when applicable.

We may also use your information to contact you about our own and third parties' goods and services that may be of interest to you. If you do not want us to use your information in this way, please contact us to request your preferences at privacy.golfvx.com. For more information, see Choices about How We Use and Disclose Your Information below.

Advertising in Simulators and Applications

We may display Golf VX or third-party advertising within our simulators, mobile applications, and other digital services. These advertisements may appear before, during, or after simulator use or gameplay. We may use non-personal information—such as device type, general location, or usage patterns—to deliver or measure such advertising.

We do not use your personal information for targeted advertising within simulators or applications unless we have obtained your consent where required by applicable law. You may opt out of marketing communications or targeted advertising as described in this Privacy Policy.

We may use the information we have collected from you to enable us to display advertisements to our advertisers' target audiences. Even though we do not disclose your personal information for these purposes without your consent, if you click on - or otherwise interact with - an advertisement, the advertiser may assume that you meet its target criteria.

Disclosure of Your Information

We may disclose aggregated information about our users, and information that does not identify any individual, without restriction.

We may disclose personal information that we collect or you provide as described in this Privacy Policy

- to our subsidiaries and affiliates;
- to contractors, service providers, and other third parties we use to support our business;
- to a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Golf VX' assets, whether as an ongoing concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by Golf VX about the Platform users is among the assets transferred;
- to third parties to market their products or services to you if you have not opted-out of these disclosures. For more information, see Choices about How We Use and Disclose Your Information below;
- to fulfill the purpose for which you provide this information. For example, if you give us a name, telephone number, and/or e-mail address to use the "Refer a Friend" feature of the Platform, we will transmit your information to the recipients;
- for any other purpose disclosed by us when you provide the information; and
- with your consent.

We may also disclose your personal information

- to comply with any court order, law, or legal process, and to respond to any government or regulatory request;
- to enforce or apply our Terms of Use and other agreements, including for billing and collection purposes; and
- if we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Golf VX, our customers, or others; this includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

Choices about How We Use and Disclose Your Information

We strive to provide you with choices regarding the personal information you provide to us. We have created mechanisms to provide you with the following control over your information:

- **Tracking Technologies and Advertising**. You can set your browser to refuse all or some browser cookies, or to alert you when Cookies are being sent. If you disable or refuse Cookies, please note that some parts of this site may then be inaccessible or not function properly.
- **Use and Disclosure of Your Information**. We do not share your personal information with unaffiliated or non-agent third parties. All personal information shared by you is stored and/or shared with our internal marketing team for legitimate business purposes only, and that is essential to providing our services.
- **Promotional Offers from the Company**. If you do not wish to have your contact information used by the Company to promote our own or third parties' products or services, you can opt-out by checking or unchecking the relevant boxes within our email distributions and/or via text message by replying "STOP" to any of our promotional messages and/or by sending us an email stating your request to privacy.golfvx.com. If we have sent you a promotional e-mail, you may send us a return e-mail asking to be omitted from future e-mail distributions. This opt-out does not apply to information provided to the Company as a result of a product purchase, warranty registration, product service experience, or other transactions. If you have previously opted out you agree to opt back in by adjusting preferences in your member account, selecting the box during booking and/or checkout, and/or by contacting customer support. By opting back in you consent to resume receipt of electronic communications and account and promotional alerts.
- **Targeted Advertising**. If you do not want us to use information that we collect or that you provide to us to deliver advertisements according to our advertisers' target-audience preferences, you can opt-out by sending us an e-mail to privacy.golfvx.com or by calling (888) GOLFVX1.

We do not control third parties' collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt-out of receiving targeted ads from members of the Network Advertising Initiative ("NAI") on the NAI's website.

Residents of certain states may have additional personal information rights and choices. Please see Your State Privacy Rights below for more information.

Accessing and Correcting Your Information

You can review, change your personal information, and opt-out by sending us an e-mail at privacy.golfvx.com to request access to, correct, or delete any personal information that you have provided to us. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

Account Deletion

You may delete your Golf VX account at any time through your in-app settings by selecting **Account Management → Deactivate**. Upon deletion, your personal data—including practice and round records, achievement missions, points, swing videos, and registration information—will be permanently removed and cannot be recovered. Certain non-personal or aggregated information, such as competition ranking data and community posts or comments, may be retained as necessary for legitimate business purposes, legal obligations, or to maintain service integrity. In addition to the data described above, we may retain certain information after account deletion if required to comply with legal obligations, resolve disputes, enforce our agreements, or maintain security. We limit access to retained data to only those personnel with a legitimate business need.

If you delete your User Contributions from the Platform, copies of your User Contributions may remain viewable in cached and archived pages or may have been copied or stored by other Platform users. Proper access and use of information provided on the Platform, including User Contributions, is governed by our Terms of Use [[Our Terms and Conditions | Golf VX]].

Your State Privacy Rights

State consumer privacy laws may provide their residents with additional rights regarding our use of their personal information.

California, Colorado, Connecticut, Delaware, Florida, Indiana, Iowa, Montana, Oregon, Tennessee, Texas, Utah, and Virginia provide (now or in the future) their state residents with rights to

- confirm whether we process their personal information;
- access and delete certain personal information;
- correct inaccuracies in their personal information, taking into account the information's nature processing purpose (excluding Iowa and Utah);
- data portability;
- opt-out of personal data processing for
    - targeted advertising (excluding Iowa);
    - sales; or
    - profiling in furtherance of decisions that produce legal or similarly significant effects (excluding Iowa and Utah); and
- either limit (opt-out of) or require consent to process sensitive personal data.

The exact scope of these rights may vary by state. To exercise any of these rights or to appeal a decision regarding a consumer rights request, you may send us an e-mail at vx@golfvx.com.

To learn more about California residents' privacy rights, visit www.oag.ca.gov/privacy/ccpa. California's "Shine the Light" law (Civil Code Section § 1798.83) permits users of the Platform/App that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please send an email to vx@golfvx.com or write us at 1945 Techny Road, #8, Northbrook, Illinois 60062. To learn more about consumer privacy rights in other states and how to exercise them, visit your state's website regarding privacy rights in your state.

Nevada provides its residents with a limited right to opt-out of certain personal information sales. Residents who wish to exercise this sales opt-out rights may submit a request to vx@golfvx.com, write us at 1945 Techny Road, #8, Northbrook, Illinois 60062, or by calling (888)GOLFVX1.

Data Security

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. All information you provide to us is stored on servers owned, operated, and controlled by third party providers.

Data Processing (U.S.)

We use trusted cloud-service providers, including **Amazon Web Services (AWS)**, to host and process personal information. Your information may be stored and processed on secure servers located in the **United States**, depending on your location and the data-center selected for our services. The United States maintains high data-security standards; however, personal information stored may be subject to lawful access by government authorities under applicable laws.

By using our services, you consent to the transfer and processing of your personal information in the United States as necessary to operate, maintain, and improve our services and to perform the purposes described in this Privacy Policy.

Data Retention and Destruction

We retain personal information only as long as necessary to fulfill the purposes described in this Privacy Policy or as required by applicable law. Once those purposes have been achieved, or when you withdraw consent or deactivate your account, your personal information is de.

We retain Location Data, SMS/MMS consent records, transaction logs, and payment-related information only as long as necessary to provide the associated services or to comply with legal, tax, accounting, and fraud-prevention requirements. After these retention periods lapse, we delete or anonymize the information in accordance with our internal retention protocols.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of the Platform, you are responsible for keeping this password confidential. We ask that you do not share your password with anyone. We urge you to be careful about giving out information in public areas of the Platform such as message boards. The information you share in public areas may be viewed by any user of the Platform.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to the Platform. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Platform.

Changes to Our Privacy Policy

It is our policy to post any changes we make to our Privacy Policy on this page with a notice that the Privacy Policy has been updated on the Platform Home page. If we make material changes to how we treat our users' personal information, we will notify you by e-mail to the e-mail address specified in your account and/or through a notice on the Platform Home page. The date the Privacy Policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date, active, and deliverable e-mail address for you, and for periodically visiting the Platform and this Privacy Policy to check for any changes.

Contact Information

To ask questions or comment about this Privacy Policy and our privacy practices, or to register a complaint or concern, contact us by e-mail at vx@golfvx.com, write us at 1945 Techny Road, #8, Northbrook, Illinois 60062, or by calling (888)GOLFVX1.

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