

## **DPMC Privacy Policy**

This Privacy Policy has been established so that our customers may be informed about our practices and provide assurance that their personal information will be kept confidential.

### **Types of Personal Information**

Dana Point Marina Company (DPMC) requires specific personal information as part of our business operations. This personal information primarily falls into four categories:

1. Contact Information (e.g. name, addresses, email addresses, & telephone numbers)
2. Identification Information (e.g. social security number, driver's license number.)
3. Vessel Insurance & Registration.
4. Transaction Related information (e.g. credit card or bank information.)

### **Use**

Any of the above mentioned personal information provided to DPMC shall be kept confidential. By providing personal information you are consenting to DPMC's use of the information for any of the following:

1. To communicate with individuals in written, electronic, or verbal forms.
2. To provide harbor related announcements.
3. To provide information on products or services related to the Harbor.
4. To obtain feedback from our customers.
5. To facilitate a transaction between an individual and DPMC.
6. To perform business related surveys and or analysis.

### **Release to Third Parties**

DPMC does not sell, rent or trade personal information that is collected. DPMC will not knowingly release any personal information collected to Third Parties, except under the following circumstances:

1. Upon written consent by the individual(s).
2. As required or authorized by law, to any governing agency or authority.
3. Upon written request, insurance and individual contact information may be provided by the General Manager in conjunction with an accident claim.
4. Upon an account becoming delinquent personal information will be provided to a collection bureau or agency.

***Transaction related information (credit card and bank information) shall not be provided to any Third Party except for #2.***

## **Security**

DPMC has taken measures to protect the security and confidentiality of personal information. DPMC Employees are made aware of the sensitive nature of the personal information collected and the mandatory policy requiring confidentiality. All personal information is secured in a manner appropriate to ensure against theft, loss, copying, unauthorized viewing or unauthorized electronic (internet) access.

## **Retention**

At such point that where personal information becomes functionally obsolete, DPMC will take appropriate steps to destroy the information and ensure that privacy is maintained.

## **Feedback**

DPMC values your feedback regarding this Privacy Policy and invites you to share your comments and concerns. Written comments should be addressed to the General Manager.

## **Update Policy**

This policy is effective January 1, 2010. DPMC may amend this policy at any time without prior notice.