

PRIVACY NOTICE

Effective and last updated date: **April 30, 2026.**

Introduction

This Privacy Notice (“Privacy Notice”) is provided by Margaritaville Enterprises LLC and its affiliates and subsidiaries (collectively, “Margaritaville” or “we”). Our headquarters are located at 6900 Turkey Lake Road, Suite 200, Orlando, Florida 32819 USA.

This Privacy Notice covers your personal information that Margaritaville collects. This includes information collected online and in person. It applies our website (www.margaritaville.com), other websites, mobile applications, digital communications (such as emails), and services that link to this Privacy Notice. We call all of these our “Services.”

Margaritaville is a franchise and license system. It operates a network of hotels, resorts and residential communities, restaurants, and entertainment venues. These locations use the Margaritaville brand and related trademarks.

Each property is owned and run by an independent franchisee or licensee. These owners may also run their own social media accounts and websites using the “Margaritaville” name or related trademarks (such as “Compass”, “Latitude”, “Landshark”). We do not control or manage those pages and websites.

This Privacy Notice does not cover franchisee or licensee properties, as those are independent and not owned or controlled by Margaritaville. If you have questions about a specific property, please contact that property’s owner directly.

Table of Contents

Clicking on the links below will take you directly to the corresponding section of this Privacy Notice:

- Section 1: Personal Information We Collect
- Section 2: How We Use Personal Information
- Section 3: How We Disclose Personal Information
- Section 4: Retention of Personal Information
- Section 5: Your Privacy Rights and Other Choices
- Section 6: Security Practices
- Section 7: Where Personal Information is Processed and Stored
- Section 8: Links to Other Websites and Services
- Section 9: Changes to this Privacy Notice
- Section 10: How to Contact Us
- Section 11: Notice of Financial Incentive

1. Personal Information We Collect

This section explains what personal information we collect and where it comes from.

1.1 - Information You May Voluntarily Provide

We collect personal information that you give us when you use our Services. For example, we collect information when you:

- Contact us yourself or on behalf of a company.
- Sign up for our mailing list or newsletter.
- Submit a song request to Radio Margaritaville.
- Apply for a job with us.
- Stay at or visit one of our properties.

The categories of personal information we collect include:

- **Identifiers**, such as your first and last name, email address, address, phone number, birthday, and links to your social media accounts. If you represent a business, we may also collect the names and contact details of employees.
- **Demographic information**, such as your age (to confirm you are old enough to receive our communications) and gender (to help us communicate with you better).
- **Professional and educational information**, such as your work history, job status, and education details, if you take part in Margaritaville University or apply for a job.
- **Preferences**, such as your preferred date and time for an event, or your hotel stay preferences so we can give you a more personal experience.
- **Financial data**, such as the form of payment you use at one of our restaurants.
- **Sensitive personal information (as defined under relevant laws)**, such as health information. For example, we may collect information about whether a guest requires a wheelchair accessible table. We do not “sell” or “share” sensitive personal data for cross-context behavioral advertising. We may share it with third parties when you instruct us to do so. When that occurs, third parties will use it for the purposes indicated in their privacy notices.
- **Any other information** you may voluntarily choose to provide to us.

1.2 - Information We May Generate or Collect Automatically

When you use our Services, we may collect certain information about you automatically. This may include:

- **Identifiers**, such as your name, e-mail address, username, cookie identifiers, mobile advertising identifiers, and other unique identifiers.
- **Device and Internet Browsing Information**, such as your browsing activity, IP address, unique device identifiers, cookie identifiers, device and browser settings and information, and Internet service provider information. We may also collect information about when and how you access and use Services, including the date and time of your visit or use, which pages you visit, what you search for on our Services, and how long you spent on our Services.
- **Commercial information**, such as a record of services you received from us, including on behalf of a company.
- **Geolocation Information**, such as the general area where your device is connecting to the internet.
- **Inferences**, meaning conclusions we may draw from your information about your interests or preferences.

We, our service providers, and certain third parties use tracking technologies to collect the information described above. These tracking technologies include:

- **Cookies.** Cookies are small text files placed in device browsers. They store preferences and facilitate and enhance your experience.
- **Web Beacons, Clear GIF, Pixels Tag, and Script.** These are small transparent image files or pieces of that track how you interact with our Services. For example, they can tell us if you visited a page or clicked a link. We may also use them in emails to see if a message was opened or acted upon.
- **Social Media Platforms.** Our Services may include social media buttons, such as a “share this” button. These features may collect your IP address and information about the page you are visiting. Your use of these buttons is governed by the privacy policy of the social media platform.

To manage your cookie preferences, click the “Your Privacy Choices” link in the footer of our site or Services.

1.3 - Information We Collect from Third-Party Sources

We may also receive your personal information from other sources. These include:

- **Our franchisees and licensees.** The independent owners and operators of Margaritaville hotels, resorts, restaurants, residential communities, entertainment establishments, and other properties may share your personal information with us. This may be for marketing purposes or as a part of our loyalty program.
- **Your acquaintances.** A friend or colleague may provide your information as a referral.
- **Social media platforms.** If you follow any of our brands on social media, such as Meta (formerly Facebook), Instagram, or X (formerly Twitter), we may collect personal information when you message us, use our social media tools, or click “Share This” or “Like” buttons. Please note that if you post about us on social media, tag us using a hashtag (#) or “at” (@), that information may be publicly visible. It will also be subject to that platform’s privacy policy. We recommend reading the privacy policies of any third-party sites you visit.
- **Online review sites.** If you post a review about us or one of our properties on a review site, we may collect that information.

2. How We Use Personal Information

We use the personal information we collect to provide our Services, run our business operations, and improve your experience with us. This includes:

- Providing the Services you request.
- Personalizing your experience with us, including remembering your interests and preferences to improve your future stays at our licensed and franchised lodging properties.
- Providing you with customer support, including at Margaritaville locations, on our website, applications, and in connection with our loyalty program.

- Fulfilling contractual obligations to you or anyone you involve as part of making your travel and reservation arrangements, such as an agency or travel agent.
- Conducting customer satisfaction and quality assurance surveys.
- Running our online message boards or online public forums.
- Operating our customer relations management and reservation services.
- Administering programs such as Margaritaville University.
- Communicating with you when you contact us with a comment, request, or question; enter a contest or sweepstakes; complete a survey; or when we need to send you important updates, security alerts, or other notices.
- Improving our products and services based on research and data analysis.
- Sending you marketing and advertising messages about our Services and similar offerings from our partners, franchisees, and licensees.
- Running contests or sweepstakes that you sign up for.
- Administering loyalty programs.
- Complying with legal or regulatory obligations.
- Preventing fraud and protecting our safety and the safety of you, our customers, or third parties.
- Establishing or exercising our rights.
- Defending against legal claims.
- Using your personal information for any other business purpose permitted by law.

If we store and use information in a form that no longer identifies you, we will not try to re-identify the information, except to test our deidentification methods. If we share deidentified information with others, we will require them not to try to re-identify it either.

3. How We Disclose Personal Information

We may share your personal information with the parties described below.

3.1 - Service Providers

We may share your personal information with companies that help us run our business. These companies help us operate and support our Services, analyze data, handle marketing, or provide other support.

3.2 - Franchisees and Licensees

We share personal information with our franchisees and licensees in ways that are consistent with this Privacy Notice. For example, we may share your hotel stay preferences with other properties so they can provide you with more personal experience during future stays.

3.3 - Advertising or Analytics Partners

We work with third-party companies that help us with advertising and research. These companies may:

- Show you ads based on your interests across the internet.
- Track and categorize your activity and interests on our websites, apps, and other websites over time.
- Help us understand how people use our websites and apps so we can improve them.

3.4 - Social Media Platforms and Networks

We may share information with social media platforms such as Meta, X, and Instagram, when you use features on our Services that connect you to a social media account or allow you to share content.

3.5 - Professional Advisors

We may share your personal information with professional advisors, such as lawyers, auditors, and insurance providers when needed as part of the services they provide to us.

3.6 - For Legal, Fraud Prevention, and Safety

We may share your personal information to government authorities and other third parties for the legal, fraud prevention, and safety purposes described above in the [“How We Use Personal Information”](#) section. In some states or regions, we may also be required to publicly share information about the names of contest or sweepstakes winners.

3.7 - Business Transfers

If Margaritaville is involved in a merger, sale, acquisition, or other major business change, your personal information may be transferred as part of that transaction. This also applies if we file for bankruptcy or dissolve the business.

3.8 - Your Consent or Instruction

We may share your personal information when you give us permission or ask us to do so.

Some laws require us to disclose whether the following categories of personal data are collected, shared with third parties for a “business purpose,” or “sold,” or transferred for “valuable consideration.” We do not sell your personal information for money. We do share certain types of personal information with third parties for business or advertising purposes, as described above. We do not knowingly share the personal information of anyone under the age of 16 for targeted advertising.

Categories of Personal Information We Disclose	Disclosure for Business Purposes	Shared for Targeted Advertising Purposes
Identifiers.	• Service Providers. • Professional Advisors. • Franchisees and Licensees. • Analytics Providers. • Social Media Platforms.	Advertising Partners.
Demographic Information.	• Service Providers. • Professional Advisors. • Analytics Providers. • Social Media Platforms.	Advertising Partners.
Financial Information.	• Service Providers. • Analytics Providers.	Advertising Partners.

Professional and Education Information.	• Service Providers. • Professional Advisors.	N/A.
Preferences.	• Service Providers. • Professional Advisors. • Franchisees and Licensees. • Analytics Providers. • Social Media Platforms.	Advertising Partners.
User Content.	• Service Providers. • Professional Advisors. • Franchisees and Licensees. • Analytics Providers. • Social Media Platforms.	Advertising Partners.
Device and Internet Browsing Information.	• Service Providers. • Professional Advisors. • Analytics Providers. • Social Media Platforms.	Advertising Partners.
Commercial Information.	• Service Providers. • Professional Advisors. • Franchisees and Licensees. • Analytics Providers. • Social Media Platforms.	Advertising Partners.
Geolocation Information.	• Service Providers. • Professional Advisors. • Analytics Providers. • Social Media Platforms.	Advertising Partners.
Inferences.	• Service Providers. • Professional Advisors. • Franchisees and Licensees. • Analytics Providers. • Social Media Platforms.	Advertising Partners.
Sensitive Personal Information.	• Service Providers. • Professional Advisors. • Franchisees and Licensees.	N/A.

4. Retention of Personal Information

We retain your personal information for as long as we need it for the purposes outlined in this Privacy Notice. In many cases, we are required to keep some or all of your information for longer periods. This may be necessary to:

- Meet our legal obligations.
- Resolve disputes.
- Enforce our agreements.
- Protect against fraud or illegal activity.
- Fulfill other business needs.

5. Your Privacy Rights and Other Choices

Below are rights and choices you may have with respect to your personal information. Please note that some of the rights may vary depending on your state of residence.

5.1 - Privacy Rights

Certain states provide individuals with rights pertaining to the privacy of their personal information. Depending on your state of residence, you may have the right to:

- **Access Your Personal Information.** You may request us to: (1) confirm whether we are processing your personal information; (2) confirm the categories of your personal information that we process; and (3) obtain a copy of your personal information in a portable format.
- **List of Third Party-Recipients.** You may request a list of specific third parties to which we have disclosed personal information. Some areas also allow you to obtain a list of the categories of third parties to which we have disclosed personal information. You can find that information in the table above under Section 3.
- **Correct Your Personal Information.** You may request that we correct inaccurate personal information that we may maintain about you. In some cases, we may provide self-service tools that enable you to do so.
- **Delete Your Personal Information.** You may request that we delete personal information that we have collected about you. If required by law, we will grant such a request, but note that in many cases, we must keep your personal information to comply with legal obligations, resolve disputes, enforce agreements, or for other business purposes.
- **Opt-Out of Your Personal Information Being Used for Certain Purposes.** You may opt out of online targeted advertising, as explained below...
- **Request to Limit Use of Sensitive Personal Information.** You may request us to limit the use of their Sensitive Personal Information to certain purposes permitted by law. We only use Sensitive Personal Information for those uses that are necessary to provide the products and services you have requested, which is a purpose permitted by law. Because our use and disclosure of Sensitive Personal Information is already limited in accordance with applicable law, you do not need to take any further action to limit the disclosure or use of your Sensitive Personal Information.
- **California Shine the Light.** California residents may request information concerning the categories of personal information, if any, we share with third parties or affiliates for their direct marketing purposes. If you would like more information, please contact us at legal@margaritaville.com.

Exercising Privacy Rights: To exercise the privacy rights, ask questions about them, or appeal a decision we made about a privacy request, please contact us at:

- Email: legal@margaritaville.com
- Phone: 1-866-383-0690.

We will not discriminate against individuals who exercise a privacy right.

To opt out of having your personal information used for targeted advertising purposes, you can do one of the following:

- Modify Your Cookie Preferences. When you first visit our website, a banner will appear asking whether you accept or reject our use of cookies tracking technologies. You can change your choices by clicking the “Your Privacy Choices” link at the bottom of our website. Please note that your request to opt out is tied to your browser only. If you use a different device or Internet browser to access our websites, you will need to update your preferences again.
- Global Privacy Control. Some browsers and browser extensions support a setting called the Global Privacy Control. When turned on, this signal tells websites not to use your information for certain purposes. To find a browser that supports GPC, visit: <https://globalprivacycontrol.org/orgs>. You will need to turn on GPC separately for each browser or extension you use. If there is a conflict between the GPC signal and a manual choice that you have made on our website regarding targeted advertising, we will honor your manual choice.

For reference, the categories of personal information we may share for targeted advertising purposes are limited to Identifiers, Device and Internet Browsing Information, Geolocation Information, and Inferences. Please note that our websites currently do not respond to “Do Not Track” signals.

Submitting a Request through an Authorized Agent. Only you, or someone you have legally authorized, may submit a privacy request on your behalf. To authorize an agent to submit a request on your behalf, please provide a signed written authorization from both you and the designated agent and contact us at legal@margaritaville.com for additional instructions.

Verification Procedures: To protect your privacy, we will verify your identity before processing your request. We may ask you to provide information that confirms who you are or ask questions about your use of our Services. Once you submit a request, we will send a message to the email address you provided. You must follow the instructions in that email to complete the verification process. We will begin processing your request once verification is complete.

5.2 - Managing Communication Preferences

If you no longer wish to receive marketing messages from us, please contact us using the information in the How to Contact Us section below. Our marketing emails may also include unsubscribe or opt out link you can use to update your preferences. Please note that even if you opt out of marketing communications, we may still contact you with non-promotional communications, such as updates about your account or reservations.

5.3 - Push Notifications/Alerts

If you have allowed one of our mobile applications to send you push notifications or alerts, you can turn them off at any time in the notification settings on your device.

6. Security Practices

We use reasonable security measures to protect your personal information. These include physical, technical, and administrative safeguards. However, no data sent over the Internet is 100% secure. As a result, we cannot guarantee or warrant the security of your personal information.

7. Children

Our Services are not directed to children under the age of 16. We will not knowingly collect personal information from any child under the age of 16 without parent or guardian consent. If you are a parent or guardian and believe your child has shared personal information with us without your consent, please contact us at legal@margaritaville.com. If we become aware that a child under 13 has provided us with personal information, we will take steps to delete the information from our files.

8. Links to Other Websites and Services

Our Services may include links to other websites and services run by third parties. This includes websites that use the “Margaritaville” name but that are not run or owned by our franchisees and licensees. These links do not mean we endorse or are affiliated with those third parties. Other websites, mobile applications, and services have their own rules about how they collect and use your personal information. We encourage you to read the privacy policies of any other websites, mobile applications, or services you use, including those of advertisers whose ads you may choose to click while on our Services.

9. Changes to this Privacy Notice

We may make changes to this Privacy Notice from time to time. We will review it at least once every 12 months and make updates as needed. If we make material changes to this Privacy Notice, we will let you know you by posting the updated Privacy Notice on our Services, or as required by applicable law.

10. How to Contact Us

If you have questions, concerns, or complaints about this Privacy Notice or how we handle your information, please contact us at:

- Email: legal@margaritaville.com
- Phone: 1-866-383-0690

If you need this Privacy Notice in a different format due to a disability, or if you would like to exercise your privacy rights, please use the same contact information above.

11. Notice of Financial Incentive We offer a loyalty program called the [Margaritaville Perks Loyalty Program](#). Members may receive perks, such as discounts, points, early check-in, late check-out, complimentary beverages, free resort stays, etc. We may also run other programs, such as sweepstakes, contest, or other promotional campaigns (together, the “Programs”).

When you sign up for a Program, we typically ask you for your name and contact information, such as email address or phone number. You may also be asked to refer a friend or colleague, in which case we may collect their contact information as well.

Because these Programs involve collecting personal information, they may be considered a “financial incentive” program under California law. The value of your personal information to us is based on the value of the perks or discounts you receive, minus the cost of providing those

perks to you. Of course, the value of your friend's or colleague's personal information as a referred party also depends on whether they ultimately use our Services.

These Programs are voluntary. You may withdraw from participating in a Program at any time by following the instructions in that Program's rules. Visit each Program's terms and conditions page for full details, including how to join.