Eagle River Golf Course

Privacy Policy

Last Updated: September 22, 2026

Eagle River Golf Course respects your privacy. This Privacy Policy explains how information may be collected, used and shared when you visit our website, make a tee-time reservation or contact us.

This policy also explains our use of Google Analytics, Google Ads and third-party reservation services.

1. Information We Collect

We may collect information in the following ways.

Information You Provide

When you contact us by telephone or email, we may receive your name, contact information and any information you choose to share.

Tee-Time Reservations

Our website features an embedded third-party reservation system provided by GolfNow. When making a reservation, you may be asked to provide your name, email address, telephone number, payment information and reservation details.

GolfNow processes information submitted through its reservation system. Eagle River Golf Course may receive reservation and contact information necessary to manage bookings.

Website Usage Information

We use Google Analytics to collect information about website activity, including pages visited, general geographic location, device and browser information, website interactions and traffic sources.

This information helps us understand how visitors use our website and improve our services.

2. How We Use Your Information

We use information collected through our website and communications to:

- Respond to inquiries and provide customer service.
- Manage tee-time reservations and communicate with golfers.

- Understand website traffic and improve our website.
- Measure the performance of our advertising.
- Maintain website functionality and security.
- Comply with applicable legal obligations.

3. Google Analytics and Google Ads

Our website uses Google Analytics 4 (GA4) to understand website traffic and visitor interactions. Google Analytics uses cookies and similar technologies to collect website usage information.

We also use Google Ads to advertise our golf course and measure advertising performance. Our Google Analytics and Google Ads accounts are linked for measurement and reporting purposes.

We configure our Google Analytics and Google Ads services to limit the use of website information for personalized advertising where appropriate.

Google may process information collected through these services according to its own privacy policies and our applicable account settings.

For more information, please visit How Google uses information from sites or apps that use its services .

You may also use the Google Analytics Opt-out Browser Add-on to limit Google Analytics measurement.

4. Tee-Time Reservations and GolfNow

Our website includes an embedded GolfNow reservation system that allows visitors to view available tee times and make reservations directly through our website.

GolfNow collects and processes reservation and payment information in accordance with its own privacy practices. Eagle River Golf Course may receive information necessary to manage reservations and enforce applicable booking and cancellation policies.

GolfNow may also use cookies and similar technologies to support reservations, maintain security and provide other booking-related services.

For more information about GolfNow's information practices, please review its Privacy Policy .

5. Cookies and Similar Technologies

Our website uses cookies and similar technologies to support website functionality, measure website traffic and provide reservation services.

These may include:

- Analytics cookies: Google Analytics uses cookies to measure website visits, traffic sources and visitor interactions.
- Reservation and security cookies: Our third-party reservation provider and its service providers may use cookies to support bookings, manage website traffic and protect against automated or potentially harmful activity.

You can manage or delete cookies through your browser settings and, where available or required, through website cookie or consent controls. Disabling certain cookies may affect website functionality or your ability to complete reservations.

6. Sharing of Information

We may share information with service providers that help us operate our website, manage reservations, measure website activity and advertise our services.

These providers include Google and GolfNow, as described in this policy.

We may also disclose information when required by law or when reasonably necessary to protect our rights, property, customers or website security.

7. Data Retention and Security

We retain information for as long as reasonably necessary for the purposes described in this policy, including providing services, maintaining business records and meeting applicable legal obligations.

Our Google Analytics property is configured with a two-month retention period for the user-level and event-level data covered by its retention controls. These settings do not apply to all standard Analytics reports or to data retained separately by Google Ads and other service providers.

We take reasonable measures to protect information under our control. However, no method of internet transmission or electronic storage is completely secure.

8. Third-Party Services and Links

Our website may contain links to third-party websites and embedded services, including GolfNow and YouTube.

These services may collect information according to their own privacy policies. We encourage visitors to review those policies before providing personal information.

9. Children's Privacy

Our website is intended to provide information about our golf course and its services. We do not knowingly collect personal information directly from children under 13 through our website.

If you believe a child has provided personal information to us, please contact us using the information below.

10. Your Privacy Choices

You may manage cookies through your browser settings and use Google's available privacy controls to limit certain forms of data collection.

You may also contact us with questions or requests concerning personal information that we maintain about you. We will respond in accordance with applicable law.

11. Changes to This Policy

We may update this Privacy Policy periodically to reflect changes in our website, services, technology or applicable requirements.

Updates will be posted on this page with a revised effective date.

12. Contact Us

Eagle River Golf Course

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