

Privacy Policy Effective Date: March 16, 2025 Last Updated: March 16, 2025

Beyond The Wake LLC (“Company,” “we,” “us,” or “our”) operates the following websites:

- evolutionjetsports.com
- ameliajetskirental.com
- ortegaoutdoors.com
- player2ev.com
- ejsracing.com
- thepwcguys.com

We respect your privacy and are committed to protecting your personal information. This Privacy Policy outlines how we collect, use, disclose, and safeguard your information when you visit our websites, book watersports rentals, or purchase products online.

By using our websites and services, you consent to the collection and use of your information in accordance with this Privacy Policy. If you do not agree, please do not use our services.

1. Information We Collect

We collect both personal and non-personal information to provide and improve our services.

A. Personal Information

We collect personal information when you book a rental, create an account, make a purchase, or contact us:

- **Identity Data:** Name, Email Address, Phone Number, and Billing Address
- **Financial Data:** Payment details (collected by Stripe, PayPal, Square, etc.)
- **Booking Data:** Rental dates, selected equipment, and preferences
- **Account Data:** If you create an account, we store login credentials

B. Device & Usage Information

Automatically collected when you visit our websites:

- **Technical Data:** IP Address, Browser Type, Operating System, Device Information
- **Cookies & Tracking Data:** Analytics and advertising tools (Google Analytics, Meta Ads)
- **Location Data:** Collected if location services are enabled on your device

2. How We Use Your Information

We use your data for the following purposes: **Processing Orders & Rentals:** Managing bookings, processing payments, and fulfilling orders

Marketing & Advertising: Sending promotional emails, SMS, and targeted ads

- Analytics & Website Optimization:** Using tools like Google Analytics to improve services
- Customer Support:** Responding to inquiries and resolving issues
- Legal Compliance:** Meeting obligations under applicable laws

You can opt out of marketing communications at any time using the "unsubscribe" link in emails or by contacting us.

3. Legal Basis for Processing Data (GDPR Compliance)

If you are located in the European Economic Area (EEA), we process your personal data under the following legal bases:

- **Contractual Necessity:** To process bookings and orders
- **Legitimate Interest:** Improving our websites, preventing fraud, and marketing (where allowed)
- **Legal Obligation:** To comply with tax, legal, and regulatory obligations
- **Consent:** When required (e.g., for sending promotional emails)

4. How We Share Your Information

We do not sell or rent your personal data. However, we may share it with: **Payment Processors:** Stripe, PayPal, Square (we do NOT store credit card details)

- Ad & Analytics Services:** Google Analytics, Meta Ads, and other marketing platforms
- Email Marketing Platforms:** MailChimp, Klaviyo, or other providers
- Legal Authorities:** When required to comply with laws or protect our rights
- Shipping Providers:** If you purchase physical goods

We ensure that third-party service providers follow strict data protection rules.

5. Cookies & Tracking Technologies

We use cookies to:

- Analyze website traffic and usage (Google Analytics)
- Deliver targeted advertising (Google Ads, Meta Ads)
- Enhance user experience (saving login details, remembering cart items)

Managing Cookies

You can manage or disable cookies through your browser settings. However, disabling cookies may affect the functionality of our websites.

6. Data Security & Retention

We implement technical and organizational security measures to protect your data, including:

- **SSL Encryption:** Securing data transmission

- **Restricted Access:** Limiting access to authorized personnel
- **Third-Party Security Standards:** Using secure payment processors and booking platforms

Data Retention

- We keep your personal data only as long as necessary to fulfill the purposes outlined in this policy.
- We may retain some data for legal compliance (e.g., tax records, fraud prevention).

7. Your Rights & Choices

For EEA Residents (GDPR Rights)

If you are in the European Economic Area (EEA), you have the right to: Access your personal data

- Correct inaccurate or incomplete data
- Request deletion of your data
- Object to processing for marketing purposes
- Request a copy of your data in a portable format

To exercise these rights, contact us at info@evolutionjetsports.com.

For California Residents (CCPA Rights)

Under the California Consumer Privacy Act (CCPA), California residents can: Request to know what personal data we collect and how it is used

- Request deletion of personal data (exceptions apply)
- Opt-out of personal data sales (we do not sell data)

California residents can submit a request by emailing info@evolutionjetsports.com.

8. Third-Party Links

Our websites may contain links to third-party websites (e.g., social media, partner services). We are not responsible for their privacy practices.

9. Children's Privacy

Our websites are not intended for children under 16 years old. We do not knowingly collect data from children. If you believe a child has provided personal data, please contact us for removal.

10. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated "Effective Date." Continued use of our services after changes means you accept the updated policy.

11. Contact Us

For privacy-related inquiries, please contact us at: ✉ **Email:** info@evolutionjetsports.com
📍 **Business Address:** 2044 Lake Shore Blvd, Jacksonville, FL 32210