

PRIVACY POLICY

Last Updated January 26, 2026

Northeast MB, LLC (hereinafter referred to as the “Company” or “we” or “us”) owns, and through its property management company, Terra Vista Management, Inc. (“TVM”), operates Mission Bay RV Resort located in San Diego, California, and believes in protecting personal information and privacy.

We take pride in the relationships we have been able to build with our customers, occupants, tenants, and guests, and we have established the following Privacy Policy (“Policy”) for their benefit and protection. Please read this Policy carefully and in conjunction with our [Terms of Use](#) and ensure that you understand this Policy and such terms before you start to use our Website (as defined below) or our services.

This Website, <https://www.missionbayrvresort.com>, and any related social media and online locations such as Facebook, X (formerly known as Twitter), Instagram and YouTube, and any subdomains, content services thereof, or any other replacement website (individually and collectively, the “Website”) is managed by TVM, as property manager for, and on behalf of, Northeast MB, LLC.

By accessing and using our Website or services, you acknowledge that you have read and understood the content of this Policy. Accordingly, if you do not agree to the terms of this Policy, do not use our Website or services.

If you have a question regarding this Policy, please check the information posted on this Website or contact us as follows:

Terra Vista Management, Inc.
Attn: Privacy Administrator
445 Marine View Avenue, Suite 110
Del Mar, CA 92014
Telephone: 800-946-9179
Email: privacy@terrav.com

You may print a copy of this Policy by [clicking here](#). If you have a disability, you may access this Policy in an alternative format by using the AccessiBe tool on this Website. An AccessiBe Icon is present on this Website in the lower right corner to adjust the settings as needed.

I. Collection of Information

1. Categories of Information We Collect

We collect the following categories of information:

- **Identifiers**, such as a first name, last name, email address, physical address, including your street, city and zip code, and/or account name.
- **Personal information categories** such as names of all campers (including all adults, children and guests), signatures, telephone or mobile numbers, driver's license or passport information, emergency contacts, and other documents to verify identities, as well as pet ownership information if bringing pets (such as number, breed, color, size/weight, name, vaccination history, and licensing of pets, and information regarding service animals or emotional support animals).
- **Commercial information**, such as records of reservations, purchased, obtained, or considered, number of campers and whether the campers are adults or children, RV make, model, type, size, license plate, and registered and legal owner, if reserving an RV campsite, vehicle registration number and vehicle information if bringing vehicles, boat information and boat registration number if bringing a boat, golf cart registration number and golf cart information if bringing a golf cart, other logistical, purchasing or consuming histories or tendencies (including past stays, frequency of visits, length of stays, and preferred sites and amenities), full or partial payment card information, background, eviction history and/or credit checks, proof of insurance, guest feedback, complaints, accommodations, surveys, liability waivers, photo and video release, compliance with rules and regulations, and incident reports.
- **Professional information**, such as your business addresses, employment status and references for long term stays or rentals.
- **Internet or other similar network activity**, such as browsing history or information on your interaction with a website or application.
- **Geolocation data**, such as physical location and usage patterns of amenities.
- **Sensory Data**, such as a photograph, or a video or audio recording, including security surveillance.
- **Inferences drawn from other personal information**, such as personal information reflecting a person's preferences.

We do not (and do not want to) collect any other sensitive data that includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health, genetic, or biometric data.

2. Source of Personal Information We Collect

We directly collect personal information from you when you interact with our Website or reservation system or team, or when you visit the property including, for example:

- Information that is provided when a reservation is made online, by phone, or in person, an application for long term stay is submitted or a rental agreement is signed for an RV space
- Information that is provided when a product or service is purchased from us, including names, addresses, telephone numbers, email addresses, license plate numbers, passwords, and payment information
- Information that is provided when you respond to customer surveys, and when customers and guests register at the front desk for events or activities, fill out forms or otherwise share information

- Information that is provided to our third-party service providers
- Photos, videos and other digital media taken by us of guests or visitors visiting our property or tenants or occupants at our property. We may require you to execute a liability waiver, photo release, or similar agreement in connection with your use of our facilities or participation in certain activities. If you would like us to remove any photo or video of you, please contact us at privacy@terrav.com in writing
- Digital images and photos that people post when they interact with or post to our social media accounts
- Information that is provided when you create an account with us or enter a contest or sweepstake.
- Information such as search words and phrases you provide when you use the search functionality, search box or search engine on our Website. We collect this information to improve our Website, and the search accuracy and relevance of our Website's search results. We may disclose aggregated search data to service providers or third parties. We do not use search terms to personally identify users. If you prefer not to have your search terms collected, you can choose not to use the search feature on our Website. If you have any questions, please contact us at privacy@terrav.com.

Creating an Account

We may require or allow the creation of an account with us when making a reservation on our Website or by phone or in person, as applicable. Our reservation process may require customers to provide a name, a mailing address, a telephone number, cell phone, email address, and password, as applicable. By creating an account with us, we can provide a better, simpler, and more interactive experience. The contact information provided will be used to contact the account holder regarding the status of a reservation or order, answering questions, and, unless the account holder has chosen to opt-out, to send communications about upcoming special rates, contests, sweepstakes, promotions, product information, and similar notifications.

By creating an account, the account holder acknowledges and agrees to be responsible for maintaining the confidentiality of their account information and password. If you maintain a password-protected account, you may review and make changes to certain information such as your name and address through that account. The account holder cannot share their login credentials with multiple users. The account holder also acknowledges they are responsible for all use of our Website and activities that occur under the account.

We indirectly collect personal information from you when you interact with our Website or open emails from us, and it can include device and usage information or information obtained through technologies like cookies.

3. Device and Usage Information

Device and Usage Information that we collect consists of:

- **Information About your Device:** information about the devices and software you use to access our Website. This primarily includes the internet browser or mobile device on which you use your IP address or device ID (or other persistent identifiers that uniquely identify your computer or mobile device on the Internet), and other similar technical information
- **Usage Information:** information about your interactions with the Website. This includes analytics such as device type, access dates and times, and hardware and software information. We use this information to administer and improve the Website, analyze trends, track visitors' use of the Website, and gather broad demographic information for aggregate use.
- **Location Data:** we may collect your location data through your IP address or if your mobile device permits such collection.

While we may temporarily collect this information while you are using our Website to facilitate usage, we do not log or retain it or associate it with other information we collect about you.

When you access our free Wi-Fi network, we may collect information about your device and connection, such as usage information and other information about your device. If login information is required, we may also collect the details you provide during authentication. We use this information for security, compliance and network operation.

4. How We Use Customer Information.

We or our agents may access customer information, unless prohibited under applicable law, for the following purposes:

- To process and facilitate customer reservations and participation in activities and events, and provide the customer with products and services
- To analyze, optimize, and improve the online experience, products, services, facilities, and guest experience
- To communicate with customers regarding a reservation, account, transaction, and information requests relating to the property
- To post online or in other promotional materials the names, photos, videos, and other digital media of our customers and guests taken while at our property
- To provide information regarding features on our Websites or changes to our policies;
- To administer and fulfill contests, sweepstakes or other promotions
- According to choices and controls that may be selected: o send users emails, offers, and promotions for our products and services
- To personalize content and experiences on our Website
- To maintain security and comply with legal or regulatory obligations

5. Disclosing Your Information

We may disclose your personal information as follows:

Service Providers

We may disclose your personal information with to our service providers to provide services on our behalf, including but not limited to handling customer support inquiries, managing reservations, rentals and activities, processing transactions, database management and digital marketing. Those companies will be permitted to obtain only the personal information they need to perform the service requested. We may also disclose your information to our third-party payment processors. In these instances, we only collect the billing address, first and last name and the last four digits of your payment card. In other instances, we may collect full payment card information, including all digits on the payment card. Please refer to the relevant third-party payment processors' policies to see how they handle your personal information.

Business Transfers

If we are involved in a merger, acquisition, sale, or financing of all or a portion of our assets, your personal information may be transferred as part of that transaction, but we will notify you (for example, via email and/or a prominent notice on our Website) of any change in control or use of your information or if either become subject to a different privacy policy. We will also notify you of choices you may have regarding the information.

Business Affiliates

We may share your personal information with our business affiliates as necessary or appropriate to enhance your experience and provide you with tailored services or to manage our relationship with you. We utilize the property management services of TVM, which may assist us with various business operations such as managing reservations, customer and guest experiences, operations, marketing, analytics and other support services. TVM maintains the protection of such personal information in accordance with this Policy.

Complying with Legal Obligations and Security

We reserve the right to use or disclose information, including personal information, if required by law or if we reasonably believe that use or disclosure is necessary to protect our rights and/or to comply with a judicial proceeding, court order, subpoena, or legal process. In certain situations, we may be required to disclose your personal information in response to lawful requests by the government or public authorities, including to meet or assist national security or law enforcement requirements.

We also may disclose your information in the process of detecting and investigating fraud, security incidents and potentially illegal or prohibited activities, or to protect the safety or security of the Website and/or services or to prevent spam, abuse, or other malicious activity of actors with respect to the Website and/or services, to protect our rights or property and/or the rights or property of those who use the Website and and/or services.

II. Advertising, Technologies and Cookies

We use cookies, pixels and similar tracking technologies to track the activity on our Website and store certain information. Tracking technologies used are beacons, tags, and scripts to collect and track information and to improve and analyze our Website.

1. Pixels

Pixels are small transparent images embedded in a site, email or ad and may provide information to platforms, who may combine your information with other information they have about you.

We use pixels to automatically collect information when you visit our Website. These technologies usually track advertising preferences from site to site, and gather data about a users' browsing habits to improve the user experience. You may seek to block tracking pixels by installing a dedicated browser extension or ad-blocking extension for that purpose or by adjusting your browser privacy settings.

2. Cookies.

Information may also be automatically collected through technology such as cookies, log files, web beacons, and other technologies when you visit our Website or interact with our emails. A cookie is a small data file which our Website leaves on your web browser, in order for the Website to remember you and your personal preferences when you return to the Website. Users of our Website may adjust their browser settings to limit certain tracking features or to decline cookies; but by doing so, they may not be able to use certain features on our Website or take full advantage of our offerings. Customers can still utilize most of the features of our Website without using cookies, including making a reservation or purchase, but we will not be able to recognize the customer as a returning user unless the customer logs into his or her account.

We use cookies to help you navigate efficiently and perform certain functions. You will find detailed information about all cookies under each consent category below.

You can choose to enable or disable some or all of these cookies but disabling some of them may affect your browsing experience.

Necessary Cookies

Necessary cookies are required to enable the basic features of this Website, such as providing secure log-in or adjusting your consent preferences. These cookies do not store any personally identifiable data.

Functional Cookies

Functional cookies help perform certain functionalities like sharing the content of the Website on social media platforms, collecting feedback, and other third-party features.

Analytics Cookies

Analytical cookies are used to understand how visitors interact with the Website. These cookies help provide information on metrics such as the number of visitors, bounce rate, traffic source, etc.

Performance Cookies

Performance cookies are used to understand and analyze the key performance indexes of the Website which helps in delivering a better user experience for the visitors.

Advertisement Cookies

Advertisement cookies are used to provide visitors with customized advertisements based on the pages you visited previously and to analyze the effectiveness of the ad campaigns.

3. Your Choices.

You will not be able to opt-out of any cookies or other technologies that are “strictly necessary” for the Website. However, you can control and/or delete non-essential cookies as you wish – for details, see www.aboutcookies.org. You can change the settings of your browser to delete all cookies that are already on your computer and you can set most browsers to prevent them from being placed. If you do this, however, you may have to manually adjust some preferences every time you visit a website, including ours, and some services and functionalities may not work. Alternatively, you may choose to enable the global privacy control to automatically communicate your opt-out preferences to us when you use said browser. Where you have not set your permissions, we may also separately prompt you regarding our use of cookies on the Website. Some of the advertisers that use advertising cookies for us may participate in the Digital Advertising Alliance (“DAA”) (see <http://optout.aboutads.info/?c=2&lang=EN>) or the Network Advertising Initiative (“NAI”) (see <http://www.networkadvertising.org/choices/>).

4. Advertising

We also work with third parties, such as ad networks and other advertising companies, that use their own tracking technologies (including cookies and pixel tags) on our Website to collect information about your online activities over time and across different websites you visit. This information is used to provide advertising tailored to your interests on websites you visit, also known as interest-based advertising, and to analyze the effectiveness of such advertising.

These third parties may use digital technologies to collect information about your activity on our Website and third-party websites (such as web pages you visit and your interaction with our advertising and other communications) and use this information to make predictions about your preferences, develop personalized content and deliver ads that are more relevant to you on third-party websites. This information may also be used to evaluate the effectiveness of our online advertising campaigns. You can opt out by [clicking here](#). Please note that even if you opt out of interest-based advertising by a third party, these tracking technologies may still collect data for other purposes, including analytics, and you will still see ads from us, but the ads will not be

targeted based on behavioral information about you and may therefore be less relevant to you and your interests.

5. Third Parties

Our Website may offer social sharing features or other integrated tools, including links to other websites, which let users share actions taken on the Website with social media providers such as Instagram, Facebook, X (formerly known as Twitter) and vice versa. The use of such features enables the sharing of information with “friends” or the public, depending on the settings the user establishes with the third party that provides the social sharing feature. In addition, our Website includes Google Analytics code that allows Google to collect certain data about your use of the Website, such as your IP address and which page you are visiting on our Website. Google Analytics may set a cookie that enables Google Analytics to track your use of our and other websites. You can learn more about Google Analytics’ use of cookies by visiting the Google Privacy and Terms page at <http://www.google.com/policies/>. You may opt-out of Google’s use of cookies by visiting the Google advertising opt-out page at https://www.google.com/privacy_ads.html or the Google Analytics Opt-out Browser Add-on at <https://support.google.com/analytics/answer/181881?hl=en>.

These third-party services may collect information about your online activities over time and across different websites or online services when you use our Website. For more information about the purpose and scope of data collection and processing in connection with social sharing features, please visit the privacy policies of the third parties that provide these features.

6. Direct Marketing

Our communications to you for marketing purposes will contain instructions on how you can opt-out from receiving future communications, and if you consent to our use of your personal information for marketing purposes, you may always withdraw your consent by clicking the “Unsubscribe” link found at the bottom in the marketing emails and newsletters or you may contact us at privacy@terrav.com.

7. SMS Data

We may send text messages to you just before, during, or after your stay at Mission Bay RV Resort to enhance your camping experience or to send a special offer. We may share your personal information, including SMS opt-in or consent status, with third parties who help us provide these messaging services, including, but not limited to, platform providers, phone companies, and any other vendors who assist us in the delivery of text messages. We will not share or sell your phone number or to third parties for their direct marketing purposes, or purposes unrelated to your stay at Mission Bay RV Resort. You may opt out of receiving SMS text marketing messages by texting “STOP” at the end of any message you receive, or you can contact us at privacy@terrav.com.

III. Your Privacy Rights

1. Your California Privacy Rights We collect various categories of personal information when you use our services, including identifying information, financial information, purchase histories, and internet activity. The purpose of this collection is to assist us in performing services for consumers, including but not limited to transacting business with consumers, detecting security incidents, protecting against fraudulent or illegal activity, engaging in marketing efforts, and advancing our commercial interests. A more detailed description of the information we collect and how we use it is provided in Section I, Collection of Information. It describes the categories of third parties to whom we disclose personal information, and what information may be disclosed under different circumstances.

As a California resident, you may have certain privacy rights relating to your personal information as described below, under the California Consumer Privacy Act of 2018 (“CCPA”), as amended by the California Privacy Rights Act of 2020 (“CPRA”):

- Right to access and data portability. You can request to access your personal information that we have collected, used, or otherwise processed over the past twelve (12) months in a readable accessible format. This can include the categories and sources of personal information, and the categories of third parties with whom we have shared your personal information, if any.
- Right to correct inaccuracies. You can request that we correct any inaccurate personal information we may have.
- Right to delete. You can request deletion of your personal information, subject to certain exceptions.
- Right to Opt Out. You may have the right to opt out of the sale or sharing of your personal information.

Right to Limit the Use of Personal Information: You may have the right to limit the use of sensitive personal information when such use goes beyond that which is necessary for providing the services or certain other permissible purposes. When we receive your request, we will first verify your identity by asking you to provide your name, and the email address and phone number reflected in our records. Once we have verified your identity, we will promptly fulfill your request. You may authorize an agent to submit a request on your behalf. We will require (1) the agent to present written permission to do so, signed by you, (2) you to verify your own identity as described above, and (3) you to directly confirm to us that you provided the authorized agent permission to submit the request.

All individuals responsible for handling your inquiry about our business privacy practices and compliance with the CCPA have been informed of all of the requirements of the CCPA, and, have been instructed to direct you to exercise your rights under the CCPA. The CCPA prohibits a business from treating a consumer differently because the consumer exercised a right conferred by the CCPA. We welcome you to exercise your rights under the CCPA, and we will not discriminate against you for doing so.

Selling And Sharing Personal Information

We do not sell your personal information to third parties for profit. Like most companies that operate online, we use online analytics to measure the ways users engage with our Website, and to provide targeted marketing. These analytics, in turn, inform how we perform online advertising. In order to provide these analytics for cross-contextual behavioral advertising and facilitate online advertising, we use third parties that collect device identifiers and place tags, pixels, cookies, beacons, and similar tracking mechanisms on our Website as set forth in this Privacy Policy. As such, California law may classify this limited sharing with contracted third parties as a “sale” or “share” of personal information. You may opt-out of our “selling” and “sharing” by accessing the cookie settings, by [clicking here](#).

We will not discriminate against you in a manner prohibited by applicable laws because you exercise your privacy rights. We welcome you to exercise any privacy rights, applicable to you.

2. Do Not Track

We may track users’ use of services on this Website, but do not track users across third-party websites. We do not currently respond to browser Do Not Track (DNT) signals. For more information on DNT settings generally, please visit <https://allaboutdnt.com>.

3. Other States’ Privacy Rights

A number of other US states, including Colorado, Connecticut, Delaware, Florida, Indiana, Iowa, Kentucky, Minnesota, Montana, Nevada, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, Utah, and Virginia, may provide their residents with certain privacy rights. Depending on how the applicable privacy law defines a “sale,” we may sell personal information to third parties. For instance, if you are a resident of Texas, Colorado or Connecticut, our use of cookies and tracking technologies constitutes a sale of personal information to third-party advertisers. We also use cookies and tracking technologies to display advertisements about our services to you on nonaffiliated websites, applications, and online services. This is “targeted advertising” under applicable privacy laws.

Residents of certain US states may have the right to request:

- Whether we are processing your personal information, access to that information and to receive a copy of your personal information.
- Correction of your personal information that is inaccurate.
- Deletion of your personal information.
- Opt out of the processing of your personal information for the purposes of providing you with targeted advertising.

Other than as set forth in this Policy, we do not collect or process personal information that may be considered “sensitive” and subject to the laws in Colorado, Connecticut, Montana, Oregon, Texas, Utah or Virginia. We do not use personal information for profiling in furtherance of decisions that produce legal or similarly significant effects for a consumer.

Pursuant to the Nevada Revised Statutes Chapter 603A, we do not currently engage in the sale of any covered information, according to the statute's defined meaning of a "sale."

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 please contact us at privacy@terrav.com.

IV. Children's Personal Information

We recognize the utmost importance of the need to protect the personal information of children. For this reason, except as stated below, we do not target our services on this Website to anyone under the age of 16. If we do collect personal information from a child under 16 years old, we may maintain that information only as long as it is reasonably necessary as required by law, or with express parental consent as set forth below. If we discover we possess information from a child under 16 inconsistent with our data practices and applicable laws, we will seek to delete the information immediately.

From time to time, we take photos and videos of visitors at our property. Any parent/legal guardian can review or have deleted from our Website his or her child's images and other personal information and refuse to permit its future collection or online use. Please email privacy@terrav.com to request a deletion from the Website of your child's image and other personal information and/or to refuse to permit any future collection or online use.

Should an individual have any inquiries or concerns about information concerning children under the age of 16 years or about our privacy practices in general, they can direct all their inquiries to:

Terra Vista Management, Inc.
Attn: Privacy Administrator
445 Marine View Ave., Suite 110
Del Mar, CA 92014
Telephone: 800-946-9179
Email: privacy@terrav.com

V. Data Security, Integrity, and Retention. We are committed to the security, integrity, and confidentiality of our users' information. We have appropriate physical, administrative, electronic, and technical security measures which are designed to protect our users' personal information from unauthorized viewing, access, disclosure, use, and modification. We periodically review all security procedures to consider appropriate new measures which become available to us. In addition, we limit access to your personal information to those employees, agents, contractors and other third parties who have a business need to know. Despite all efforts, however, no security measures are perfect or impenetrable.

We will retain users' personal information for as long as necessary to fulfill the purposes for which we collected it in the first place, including for the purposes of fulfilling any requests, and satisfying any legal, accounting or reporting requirements. We strive to dispose of all personal information in a secure manner when the information is no longer reasonably necessary.

VI. Changes to this Policy.

We may change this Policy to accommodate new technologies, adjust to new industry practices, or to abide by regulatory requirements. Changes are generally intended to provide greater protections of personal information, or for other purposes. When we materially change this Policy, we will provide notice to customers, if and to the extent required by applicable law. Your continued use of our products or service, including use of the Website, after the effective date of the change will constitute acceptance of the change. We may provide such notice by email, by posting the notice on our Website, or by other means consistent with applicable law.

VII. Contact Information

If you have any questions or concerns regarding this Policy or the privacy of your personal information, you can request more information or ask questions using the contact information provided below:

Terra Vista Management, Inc.
Attn: Privacy Administrator
445 Marine View Ave., Suite 110
Del Mar, CA 92014
Telephone: 800-946-9179
Email: privacy@terrav.com