
National Golf Foundation

SMS Terms of Use & Privacy Policy

American Golf Census Messaging Program

Last Updated: May 1, 2026

IMPORTANT: Please read these Terms carefully before opting into our SMS messaging program. By providing your mobile phone number and affirmatively opting in, you agree to receive text messages from the National Golf Foundation as described below.

PART 1 — SMS TERMS OF USE

1. Program Description

The National Golf Foundation (“NGF,” “we,” or “us”) operates the websites located at AMERICANGOLFCENSUS.ORG and AMERICANGOLFCENSUS.COM (the “Sites”). Through the Sites, NGF invites individuals to participate in the American Golf Census (the “Census”) and, separately, to opt into receiving SMS/MMS text messages directly from NGF.

NGF’s SMS messages may include updates related to the Census, golf research findings, and NGF program information. NGF does not send marketing messages on behalf of third parties through this program. Any communications from NGF partner organizations in the golf industry are sent through separate programs with their own independent consent processes.

2. How to Opt In (Consent)

Participation in the NGF SMS program is entirely voluntary. You may complete the opt-in form on the Sites and affirmatively providing the mobile phone number to which SMS/MMS text messages can be sent.

By opting in, you provide prior express written consent for NGF to send you autodialed and/or pre-recorded text messages to the mobile number you provide. Your consent is not a condition of any purchase or participation in the Census. Standard message and data rates may apply.

You represent that you are the account holder or have the account holder’s permission to enroll the mobile number provided, and that you are at least 18 years of age. This SMS program is intended solely for individuals 18 years of age or older.

3. Message Frequency

You will receive no more than four (4) SMS/MMS messages from NGF per calendar week. Actual frequency may be lower depending on program activity. NGF will send you an initial confirmation message upon opt-in (see Section 4 below).

4. Opt-In Confirmation Message

After you successfully opt in, NGF will send you a confirmation text message that will include:

- The program name (NGF American Golf Census)
 - The short code number
 - Notice that message and data rates may apply
 - How to opt out (reply STOP)
 - How to get help (reply HELP or contact us directly)
-

Example confirmation message:

NGF American Golf Census: You're subscribed to updates from the National Golf Foundation. Msg & data rates may apply. Reply STOP to cancel, HELP for help. Questions? census@ngf.org or (561) 744-6006.

5. How to Opt Out (Cancellation)

You may cancel your SMS subscription at any time by texting any of the following keywords to short code phone number:

- STOP

Upon receipt of any opt-out keyword, NGF will send you a final confirmation message and you will no longer receive SMS messages from this program. If you later wish to re-enroll, you may do so by following the opt-in process described in Section 2.

6. Help & Support

If you need assistance with the messaging program, reply HELP to the short code phone number. You will receive a response message containing the program name, customer service contact information, and opt-out instructions.

You may also reach us directly at:

- Email: census@ngf.org
- Phone: (561) 744-6006

7. Carrier Liability Disclaimer

Carriers are not liable for delayed or undelivered messages. Message delivery is subject to effective transmission by your wireless carrier. NGF is not responsible for any delays or failures in message delivery attributable to your wireless provider.

8. Message & Data Rates

Message and data rates may apply to all messages sent to you from us and from you to us, depending on your wireless plan. If you have questions about your text or data plan, please contact your wireless provider.

9. Eligibility

This SMS program is available only to individuals residing in the United States who are 18 years of age or older and who have a U.S.-based mobile phone number. By enrolling, you represent and warrant that you meet these eligibility requirements.

10. Modifications to These Terms

NGF reserves the right to modify these SMS Terms of Use at any time. Material changes will be communicated to enrolled subscribers via SMS or by updating the "Last Updated" date above. Continued participation in the program after notice of changes constitutes acceptance of the revised Terms.

11. Governing Law & Dispute Resolution

These Terms are governed by the laws of the State of Florida and applicable federal law, including without limitation the Telephone Consumer Protection Act (TCPA), 47 U.S.C. § 227, and regulations promulgated thereunder by the Federal Communications Commission (FCC). Any disputes arising under these Terms shall be resolved through binding arbitration conducted in Palm Beach County, Florida, under the rules of the American Arbitration Association, unless prohibited by applicable law.

Nothing herein limits your right to seek injunctive or other equitable relief in a court of competent jurisdiction.

PART 2 — PRIVACY POLICY (SMS PROGRAM)

This Privacy Policy applies to personal information collected by NGF through the SMS messaging program described in Part 1. For NGF's general website privacy practices, please refer to the full Privacy Policy available at AMERICANGOLFCENSUS.ORG/PRIVACY.

A. Information We Collect

In connection with the SMS program, NGF collects the following information:

- Your mobile phone number
- Date, time, and method of your opt-in (consent record)
- Opt-in confirmation and any subsequent opt-out requests
- Message delivery and response data (e.g., whether a message was delivered or replied to)
- Any information you voluntarily provide when contacting us for support

B. How We Use Your Information

NGF uses the information collected through the SMS program solely to:

- Deliver SMS/MMS messages you have consented to receive
- Maintain records of your consent and opt-out status as required by law
- Respond to support requests submitted via HELP or direct contact
- Comply with applicable legal and regulatory obligations

NGF does not use your SMS opt-in data for purposes unrelated to the delivery and administration of this messaging program.

C. Sharing of SMS Data

Your SMS opt-in data, consent records, and mobile phone number will not be sold, rented, or shared with any third party for that party's own marketing purposes, ever.

Your information may be shared only in the following limited circumstances:

- Service providers: NGF may share your information with its SMS platform provider(s) and wireless carrier aggregators solely to deliver the messaging program on NGF's behalf. These providers are contractually prohibited from using your data for any other purpose.
- Legal compliance: NGF may disclose your information when required by law, subpoena, court order, or other legal process, or to protect the rights, property, or safety of NGF or others.
- Business transfer: In the event of a merger, acquisition, or sale of NGF assets, your information may be transferred, subject to the same privacy protections described in this Policy.

D. Data Retention

NGF retains your mobile phone number and associated consent records for a period of five (5) years from the date of your opt-in, or until you request deletion, whichever comes first. Consent records are retained to document compliance with applicable regulations. Following the retention period, your data will be securely deleted or anonymized.

E. Data Security

NGF implements reasonable administrative, technical, and physical safeguards designed to protect your information against unauthorized access, disclosure, alteration, or destruction. However, no method of electronic storage or transmission is completely secure, and NGF cannot guarantee absolute security.

F. Your Rights

Depending on your state of residence, you may have rights to access, correct, or request deletion of your personal information. California residents may have additional rights under the California Consumer Privacy Act (CCPA/CPRA). Florida residents may have rights under Florida's Digital Bill of Rights (SB 262).

To exercise any of these rights, please contact NGF at:

- Email: census@ngf.org
- Phone: (561) 744-6006
- Mail: National Golf Foundation, 501 N. Hwy A1A, Jupiter, FL 33477

NGF will respond to verifiable requests within 45 days, or within the timeframe required by applicable law. NGF will not discriminate against you for exercising your privacy rights.

G. Updates to This Privacy Policy

NGF may update this Privacy Policy periodically. The "Last Updated" date at the top of this document reflects the most recent revision. Continued participation in the SMS program following notice of changes constitutes acceptance of the revised Policy.

H. Contact Us

If you have questions or concerns about these Terms or this Privacy Policy, please contact NGF:

- Email: census@ngf.org
 - Phone: (561) 744-6006
 - Website: AMERICANGOLFCENSUS.ORG
 - Mail: National Golf Foundation, 501 N. Hwy A1A, Jupiter, FL 33477
-