

# VisitCumberlandValley.com Privacy Policy

This Privacy Policy governs the manner in which Cumberland Area Economic Development Corporation d/b/a Cumberland Valley Visitors Bureau ("us", "we" or "our") collects, uses, maintains and discloses information collected from users (each, a "User") of the [www.visitcumberlandvalley.com](http://www.visitcumberlandvalley.com) website ("Site"). This Privacy Policy applies to the Site and all products and services offered by Cumberland Area Economic Development Corporation d/b/a Cumberland Valley Visitors Bureau.

This Privacy Policy explains the types of personal information we collect through our website, [www.visitcumberlandvalley.com](http://www.visitcumberlandvalley.com), how we use it, what we do and don't do with it, how you can review your information, update it, and how we secure it.

## **Personal information**

We do not collect any personal information through [www.visitcumberlandvalley.com](http://www.visitcumberlandvalley.com) except that knowingly and willingly supplied by the User for the purpose of providing the services/information requested through our Site. We will collect personal identification information from Users only if they voluntarily submit such information to us. Personal identifying information may be collected through e-newsletter registration forms, request forms, contest submission forms, feedback forms, surveys, personal interest forms, and reservation forms. Any information that the User provides, such as name, address, email, ZIP code, country and gender will be stored in a secure location and will be used only for those purposes stated. When you choose to submit such information, you are transferring that information into the United States of America and are consenting to such transfer. All data transferred will be/is encrypted (Hypertext Transfer Protocol Secure, or HTTPS) transfer, through Secure Sockets Layer, or SSL. Users can always refuse to supply personal identification information, noting that choosing to do so may prevent the User from engaging in certain site-related activities. Users of our services, such as e-newsletter subscriptions, may also withdraw consent for the use of their personal information at any time. To review, update, or delete your collected data, or to withdraw consent for use, contact [info@visitcumberlandvalley.com](mailto:info@visitcumberlandvalley.com).

## **Non-personal information**

We may collect non-personal information about Users whenever they interact with the Site. We collect the domain name from each site visitor as well as statistical information, such as the number of visitors and the pages viewed. Non-personal information may include the browser name, the type of computer and technical information about Users' means of connection to the Site, such as the operating system and the Internet service provider utilized and other similar information.

## **Web browser cookies & other tracking technologies**

The Site may use "cookies", tags, or scripts to enhance the Users' experience, track users' movements around the website, and to gather demographic information about our user base. The User may choose to set a web browser to refuse cookies, or to be alerted when cookies are being sent. If the User denies the use of "cookies," some parts of the Site may not function properly.

## **Social Media**

We promote through a series of social media channels. The Cumberland Valley Visitors Bureau has contests in which you may voluntarily enter your personal information to be eligible for a chance to win.

The Site includes social media programs and features, such as the Facebook Like button and widgets, and the Share button. If you choose to use these features, they may collect your IP address, which page you are visiting on our site, and may set a cookie to enable the feature to function properly. The social media programs, features, and widgets we use are either hosted by a third party or hosted directly on our site. Your interactions with these features are governed by the privacy policy of the company providing the feature(s).

## **How we use collected information**

We may collect and use Users' personal information for the following purposes:

- To better serve your online needs.
- To tailor content that is displayed to you.
- To deliver services and to correspond with you in relation to information available on our Site that you have indicated an interest.
- To notify you about changes in the services.
- To improve and ensure that content on our Site is presented in the most effective manner for you and for your computer or other device used to access our Site.
- For system administrative and to report aggregated statistical information about browsing patterns and actions which does not identify any individual;
- To administer our Website and for internal operations, including service development, troubleshooting, data analysis, testing, research, statistical and survey purpose;
- To communicate with you, including to respond to your inquiries;
- To enhance your experience on our Website, which may include using information you provided us to pre-populate forms;
- As part of efforts to keep our Website safe and secure;
- To make suggestions and recommendations to you about attractions, events, restaurants and retail businesses that may interest you;
- Visitor guide fulfillment;
- eNewsletter enrollment;
- Fulfill booking requests;
- Plan/coordinate meetings;
- Sales contacts;
- Contest entries and to run contests and allow you to participate in contests;
- Audience segmentation;
- Reports (aggregated data)

## **Sharing User's personal information**

The information that we collect is used to enhance the usability and improve the content of our web pages. It may be used to personalize information and for statistical purposes. Personal information will not be shared with third parties unless indicated and when approved by the User or unless required to do so by law, such as to comply with a subpoena, court orders, legal process

from law enforcement agencies, or similar legal proceedings. We provide information to investigate or prevent suspected illegal activities. Personal data may be shared in the following situations, as well:

- As required by law, such as to comply with a subpoena, legal proceedings, or similar legal process,
- When we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a government request,
- In certain situations, we may be required to disclose personal data in response to lawful requests by public authorities, including to meet national security or law enforcement requirements, and
- To a third party with your prior consent to do so.

The Cumberland Valley Visitors Bureau will retain personal data we process until the User notifies us that he/she no longer wishes to receive the services or information for which the data was collected. The Cumberland Valley Visitors Bureau will retain and use this personal information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

### **Opt-out**

We may inform you by email of our available services, products, specials and sweepstakes. You may opt in or out of receiving these materials or information at any time by contacting [info@visitcumberlandvalley.com](mailto:info@visitcumberlandvalley.com).

### **Sharing User's personal information**

Unless the disclosure of your personal information is required by law or court order, we do not sell, trade, or rent User's personal information to others. We use third-party software to help us operate our business and the Site, such as sending out newsletters or surveys. We may share generic aggregated demographic information not linked to any User's personal information with our business partners, trusted affiliates and advertisers for the purposes outlined above.

### **Third-party websites**

Users may find advertising or other content on the Site that link to the sites and services of our partners, suppliers, advertisers, sponsors, licensors and other third parties. We do not control the content or links that appear on these sites and are not responsible for the practices employed by websites linked to or from the Site. In addition, these sites or services, including their content and links, may be constantly changing. These sites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites which have a link to the Site, is subject to that website's own terms and policies.

### **Data Collection for Partner**

We support the development and operation of partner services/products that interact with client user information. We request that our partners meet industry standards for security data storage and maintenance equivalent to those that we uphold or higher in regards to any data collected by our partners or by us in conjunction with these partner services/products. Where applicable, we enter into binding agreements ensuring all parties meet minimum data security standards.

We acknowledge that we may face liability in cases where there is an onward transfer of your personal information from us to a third party. We hold those third parties with whom we do business to the same rigorous security standards that we impose on ourselves.

### **Security of User's personal Information**

We take reasonable security precautions to secure the personal information that you choose to provide against loss, misuse, alteration, or unauthorized access. However, despite our preventative measures and those of our partners, no transmission of information over the Internet is guaranteed to be completely secure. It may be possible for third parties not under our control to access transmissions unlawfully. While we strive to protect your personal information, we cannot ensure or warrant the security of any personal information that you transmit to us. Any such transmission of Personal Information is done at your own risk.

### **Advertising**

Advertisers, who may set cookies, may deliver digital ads appearing on the Site to Users. These cookies allow the ad server to recognize the User's computer each time the advertiser sends an online advertisement to compile non-personal information about the User or others who use the User's computer. This information allows ad networks to, among other things, deliver targeted advertisements that they believe will be of most interest to the User. This Privacy Policy does not cover the use of cookies by any advertisers.

### **Remarketing/Retargeting Policy**

The Site uses cookies to gather visitor data for remarketing services to advertise on third-party websites (including Google and Bing) to previous Users to the Site. This could be in the form of an advertisement on the Google search results page, or a website in the Google Display Network. Third-party vendors, including Google, use cookies to serve ads based on User's past visits to the Site. Any data collected will be used in accordance with this Privacy Policy and Google's Privacy Policy. You can opt out of Google's use of cookies by visiting [Google's Ads Settings](#). Alternatively, you can opt out of a third-party vendor's use of cookies by visiting the [Network Advertising Initiative opt-out page](#).

### **Google Analytics Demographic and Interest**

On the Site we collect demographic data from Google's Interest-based advertising with Google Analytics. Users can [opt-out](#) of Google Analytics for Display Advertising and customize Google Display Network ads using the Ads Settings.

### **Reviewing/Updating Your Information**

You have the right to review your information at any time. If you would like to review your information within our contacts database, update it, or remove it, please contact [info@visitecumberlandvalley.com](mailto:info@visitecumberlandvalley.com).

If you would like to be removed from or change your subscriptions to any of our newsletters, there is a link at the bottom of every newsletter that allows you to do so.

### **Revisions to this Privacy Policy**

Cumberland Area Economic Development Corporation d/b/a Cumberland Valley Visitors

Bureau has the discretion to revise or modify this Privacy Policy at any time. If we make revisions to this Privacy Policy, we may provide notice of the revisions either by announcing the changes on the Site or by posting a revised version of the Privacy Policy on the Site.

Last updated: 11/28/2021

### **Your acceptance of these terms**

By using this website, you agree to our Internet Privacy and Usage Policy and to the use of the information we receive and collect as stated herein and in ways we may notify you of in the future. By providing any personal information to this site, you acknowledge that you fully understand and consent to the collection and processing of such information. Your continued use of this site following the posting of changes to these terms means you accept these changes.

### **Contacting us**

If Users have any questions about this Privacy Policy, the practices of this Site, or dealings with this Site, please contact us at:

Cumberland Valley Visitors Bureau  
53 W. South St., Suite 1, Carlisle, PA 17013  
717.240.7190 or [info@visitcumberlandvalley.com](mailto:info@visitcumberlandvalley.com)