

Visit Cumberland Valley Privacy Policy

Privacy Policy

This Privacy Policy governs the manner in which Cumberland Area Economic Development Corporation d/b/a Cumberland Valley Visitors Bureau ("us", "we", "our" or the "Bureau") collects, uses, maintains and discloses information collected from users (each, a "User", and also referred to herein as "you" or "your") of the website located at www.visitcumberlandvalley.com (the "Website"). This Privacy Policy applies to the Website 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 the Website, how we use it, what we do and don't do with it, how you can review your information, update it, and how to exercise your rights regarding it.

Personal Information

We collect personal information that is knowingly and willingly supplied by the User, as well as certain information automatically collected when Users interact with the Website. 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. In addition, we may automatically collect certain information about your device and usage of the Website, including IP address, browser type, operating system, referring URLs, pages viewed, and dates/times of access. 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 is encrypted (Hypertext Transfer Protocol Secure, or HTTPS). 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.

Depending on your state of residence, you may have additional rights under applicable privacy laws, including the right to request access to, correction of, deletion of, or portability of your personal information, and the right to opt out of certain processing activities such as targeted advertising or the "sale" or "sharing" of personal information as those terms are

defined by law. Requests may be submitted using the contact information listed at the bottom of this Privacy Policy. We may take reasonable steps to verify your identity before responding to such requests.

Non-Personal Information

We may collect non-personal information about Users whenever they interact with the Website. We collect the domain name from each Website User 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 Website, such as the operating system and the internet service provider utilized and other similar information. Some information collected automatically may be considered "personal information" under certain state laws.

Web Browser Cookies & Other Tracking Technologies

The Website may use small text files ("cookies"), tags, or scripts to enhance the Users' experience, track users' movements around the website, and to gather demographic information about our user base. We may also use third-party analytics and advertising providers (such as Google Analytics and similar services) that use cookies or similar technologies to collect information about your online activities over time and across different websites. Where required by applicable law (e.g., EU/UK), we will seek your explicit consent before storing non-essential cookies or using similar tracking technologies. You may manage your cookie preferences or withdraw consent at any time via the cookie settings on the Website. 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 Website may not function properly. Where required by applicable law, Users may also exercise the right to opt out of targeted advertising or certain data sharing activities by contacting us as described at the bottom of this Privacy Policy or by using available browser-based opt-out signals.

Social Media

We may promote through a series of social media channels. From time to time, the Cumberland Valley Visitors Bureau may conduct contests in which you may voluntarily enter your personal information to be eligible to participate.

The Website 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 Website, 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 Website. 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 Website that you have indicated an interest;
- To notify you about changes in the services;
- To improve and ensure that content on our Website is presented in the most effective manner for you and for your computer or other device used to access the Website;
- For system administrative and to report aggregated statistical information about browsing patterns and actions which does not identify any individual;
- To administer the 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 the Website, which may include using information you provided us to pre-populate forms;
- To keep the Website safe and secure;
- To make suggestions and recommendations to you about attractions, events, restaurants and retail businesses that may interest you;
- To fulfill visitor guide requests;
- To manage e-Newsletter enrollment;
- To fulfill booking requests;
- To plan and coordinate meetings;
- To maintain sales contacts;
- To manage contest entries and run contests that allow your participation;
- To conduct audience segmentation; and/or
- To generate reports using 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 on the Website. 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.

We do not sell personal information for monetary compensation. However, certain disclosures of personal information to analytics or advertising providers may be considered “sale” or “sharing” under applicable state privacy laws. Where required by law, Users may opt out of such disclosures. We use third-party software to help us operate our business and the Website, 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.

The Bureau will retain personal data we for as long as reasonably necessary to fulfill the purposes described in this Privacy Policy, to comply with legal obligations, resolve disputes, and enforce our agreements. The Bureau will retain and use this personal information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

Legal Basis for Processing and Territorial Scope

Depending on your location, you may have certain rights regarding your personal information. These rights may include accessing, correcting, updating, or deleting your personal information, restricting or objecting to certain processing, receiving a copy of your information in a portable format, withdrawing consent at any time, and the right to lodge a complaint with your local data protection authority (for EU/UK users). If you are a resident of the European Union, the United Kingdom, or other applicable jurisdictions, you may also have the right to lodge a complaint with your local data protection authority. California residents have additional rights under the California Consumer Privacy Act and the California Privacy Rights Act, including the right to know, delete, correct, or opt-out of the sale or sharing of personal information and the right to non-discrimination for exercising

these rights. Requests to exercise these rights may be submitted as described in the Reviewing/Updating Your Information section, and we will respond within the applicable timeframe and following any required identity verification.

If you are located in the European Economic Area (EEA) or the United Kingdom (UK), our processing of your personal information is based on one or more legal grounds, including the necessity to perform a contract with you (such as fulfilling booking requests or providing visitor guides), your consent (for marketing communications, contests, or cookies for analytics and advertising), our legitimate interests (such as website security, analytics, and audience segmentation), and compliance with legal obligations. While our primary focus is on users in the United States, if you are located in the EEA or UK, you may have additional rights under applicable data protection laws, as further described in the sections on “Reviewing/Updating Your Information” and “Personal Information” sections.

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.

Third-Party Websites

Users may find advertising or other content on the Website that link to the websites 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 Website. In addition, these websites or services, including their content and links, may be constantly changing. These websites 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 Website, is subject to that website's own terms and policies.

Interactive Services

We partner with Visit Widget to provide an interactive itinerary planning application accessible through the Website and, where applicable, through associated mobile applications (the “Itinerary Application”). When you use the Itinerary Application, we and/or Visit Widget may collect personal information that you voluntarily provide, such as your name, email address, saved itineraries, preferences, and other content you choose to submit, as well as certain non-personal information such as device information, browser type, IP address, and usage data.

Information collected through the Itinerary Application is used to create and manage itineraries, fulfill user requests, improve functionality and user experience, conduct analytics, maintain security, and support operations of the Website. Information may be shared with Visit Widget as a service provider solely for the purpose of operating and supporting the Itinerary Application. We do not sell personal information collected through the Itinerary Application.

We take reasonable measures to protect personal information collected through the Itinerary Application and require our service providers to maintain appropriate safeguards. Personal information will be retained only for as long as necessary to fulfill the purposes described in this Privacy Policy or as required by law. Users may request review or deletion of their information by contacting us at the email address listed in the “Reviewing/Updating Your Information” section of this Privacy Policy.

Additional information regarding Visit Widget’s privacy practices may be found in its privacy policy.

Data Collection for Partners

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.

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. We maintain administrative, technical, and physical safeguards designed to protect personal information appropriate to the nature of the information processed. 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.

We have procedures in place to respond to security incidents and will comply with applicable data breach notification laws. If your personal information is involved in a security incident that poses a risk of harm, we will notify you in accordance with the requirements of

applicable law. Our internal incident response procedures are designed to address such events promptly and effectively.

Advertising

Advertisers, who may set cookies, may deliver digital ads appearing on the Website 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 advertising networks to, among other things, deliver targeted advertisements that they believe will be of most interest to the User. Such activities may constitute targeted advertising under certain state privacy laws. Users may have the right to opt out of targeted advertising as described in this Privacy Policy. This Privacy Policy does not cover the use of cookies by any advertisers.

Remarketing/Retargeting Policy

The Website uses cookies to gather User data for remarketing services to advertise on third-party websites (including Google and Bing) to previous Users to the Website. 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 Website. 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

The Website uses Google Analytics to understand how users interact with the site. For information about how Google collects and uses data, and to manage your settings, please visit [Google's Privacy & Terms](#) and [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@visitcumberlandvalley.com. For EU/UK Users, you may also request restriction of processing, data portability, and withdraw previously given consent.

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.

Children's Privacy

The Website is not directed to children under the age of thirteen (13), and we do not knowingly collect personal information from children under thirteen (13). If we become aware that personal information from a child under thirteen (13) has been collected, we will take reasonable steps to delete such information.

Revisions to this Privacy Policy

The 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 Website or by posting a revised version of the Privacy Policy on the Website. If changes materially affect your rights, we will provide additional notice where required by applicable law.

Last updated: March 5, 2026

User Acceptance of Terms

By using the Website, you agree to this Privacy 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 Website, you acknowledge that you fully understand and consent to the collection and processing of such information. Your continued use of this Website 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 the Website, or dealings with the Website, please contact us at:

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

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