

Visit Hickory Metro Privacy Policy

Effective Date: June 2019

Visit Hickory Metro strengthens the region's economic vitality and quality of life by marketing the Metro region as a preferred visitor destination for business and leisure travelers.

Use of this Site

Your privacy is important to us. In this Privacy Policy, we will share with you the type of information we gather and how we may use that information. This Privacy Policy applies to Personal Information you provide to us through any means including, without limitation, through our Site, via e-mail, and over the telephone. Any reference to our "Site" includes our website located at www.visithickorymetro.com, any mobile applications and other software we may offer now or in the future, and any reference to our "Services" includes our Site, visitor information phone line and other product or service offered by us.

By using our Services, you agree that your use of the Services constitutes your acceptance of and agreement to this Privacy Policy.

1. Personal Information.

You may be asked to provide information to us through one or more services we provide through our website, messages we send to you, social media, etc. The information we request may include personal information, such as name, age, email address, address, and telephone number.

2. Privacy and Protection of Children and Teens.

We encourage parents and guardians to be aware of and participate in their children's online activities. We adhere to the Children's Online Privacy Protection Act and do not knowingly collect, use, or disclose personally-identifiable information from any child under the age of 13 in a manner that violates this law. If we discover that we have inadvertently collected such personally-identifiable information from a child under 13 years of age, we will promptly take reasonable measures to delete such information from our systems.

3. Cross-Border Data Transmission.

Visit Hickory Metro is headquartered in the United States of America ("USA") and all our primary data storage and processing facilities are in the USA. If you are accessing the Services from another country, please note that all data we collect will be transmitted outside of your country and into the USA, where it will reside and be processed. In addition, your data may pass through or be temporarily stored or processed in countries beyond your country and the USA. By continuing to access this Site, or by providing your Personal

Information, you explicitly consent to have your data so transmitted and stored.

4. Information we may Collect Automatically.

Information About Your Computer.

When you visit the Site, we automatically receive and store certain types of information, such as the name of the domain and host from which you access the Internet; the IP address of the computer you are using and the browser and operating system you are using; the date and time you access the Sites; the Internet address of the website from which you linked to the Sites; any search terms you used to find the Sites; the device identifiers and mobile and network information, and your actions on the Sites. We may retain this information to assist us in analyzing the behavior of visitors to our Site, to resolve problems with our network and, in general, to administer the Site.

Cookies.

We may use cookies or similar programs, such as web beacons or web bugs, to collect the information described above, including tracking your device's browsing habits on the Site. We may also use cookies to maintain session information you provide to us, so that when you leave the Site and return, the Site will recognize your device. A cookie is a small text file that is sent to your computer to collect information about your activities on the Sites. The cookie transmits this information back to the applicable Site each time your

browser requests a page from the Site. “Web beacons” are small pieces of code placed on websites used to collect advertising metrics, such as counting page views, promotion views, or advertising responses. We may also use cookies or web beacons to measure aggregate web statistics, including the number of monthly visitors, number of repeat visitors, most popular webpages and other information. We may allow our third-party service providers to use cookies for the same purposes that we can, and we may otherwise allow third-parties to use cookies as set out in this Privacy Policy. Cookies do not generally contain any Personal Information and it is our policy not to track your Internet usage outside of the Site. However, you always have a choice with regard to cookies. You can modify your browser preferences to allow you to accept or reject all cookies or to notify you when a cookie is set. However, because information we obtain may be combined, we may still be able to identify your web browser, computer or mobile device when you access our Services even if you disable cookies. If you choose to reject all cookies, you may be unable to use certain areas of the Site. Please consult your browser instructions for information on how to modify your choices about cookies. Finally, you may delete any existing cookies manually from the hard drive of your device. For more information about cookies, please visit <https://us.norton.com/internetsecurity-how-to-what-are-cookies.html>

Log Data.

Our web servers may also collect “log data.” Log data provides aggregate information about the number of visits to different pages on the Sites. We use log data for troubleshooting purposes and to track which pages people visit in order to improve the Sites. We do not link log data collected to Personal Information. Third-party vendors may also collect aggregate log data independently from us.

Tracking Images.

We may use tracking images (such as GIFs), which are small image files that we embed into our e-mail newsletters, to learn whether you opened or forwarded the newsletter or clicked on any of the content. This information tells us about our newsletters’ effectiveness and helps us ensure that we’re delivering information that you find interesting.

“Do Not Track “:

Some web browsers may transmit “Do-Not-Track” signals to websites with which the browser communicates. Because there is not yet an accepted standard for how to respond to browser Do-Not Track signals, we do not currently respond to them. Other parties may collect Personal Information about your online activities over time and across different web sites when you visit the Site, for example by using cookies on our Sites. We have no access to or control over other parties’ Personal Information collection practices, even those with which Visit Hickory Metro may have an affiliation. You should

carefully review the privacy policy and terms of any website you visit. For more information about Do Not Track, please visit www.allaboutdnt.org

5. Use of Personal Information You Provide to Us.

You can visit our website without revealing any personal information about yourself or telling us who you are. We do not collect personal information, such as your name, address, phone number, or email address, while you browse.

By Email

If you choose to email Visit Hickory Metro, we may retain your email addresses and copies of your email(s)—including whatever content is in such emails—either separately or in the same database. Also, we (or our third-party providers) may use tools to help prevent and block “spam” e-mail, viruses, and other harmful or unwanted communications and programs that may be attached to or in the text of e-mails. These tools may automatically scan your e-mails, file attachments, and other files and communications to help us protect you and Visit Hickory Metro against these harmful or unwanted communications and programs. However, these tools do not collect or disclose Personal Information about you.

How do we use your information?

To process transactions. We use personal information such as name, physical address, telephone number, email address and

company/institution to engage in interactions with you, including contacting you about your subscription, event participation or membership.

To provide support or other services. We may use your personal information to provide you with support or other services that you have requested. We may also use your personal information to respond directly to your requests for information, including registrations for newsletters, webinars or other specific requests.

To provide information based on your needs and respond to your requests. We may use your personal information to provide notices of new openings and service developments in the region.

To provide online forums and social networks. Some services available on the website permit you to participate in interactive discussions, post comments, opportunities or other content to a bulletin board or exchange, or otherwise engage in networking activities. Some services are moderated; all may be accessed for technical reasons (for example, for improvements or fixes). We do not control the content that users post to these forums or social networks. You should carefully consider whether you wish to submit personal information to these forums or social networks and tailor any content you submit appropriately and in accordance with the relevant terms of use. You should also review any additional terms and conditions that

may govern your use of these services, including terms related to sharing your personal information and receiving communications.

To select content, improve quality, and facilitate website use. We may use your personal information, including the information gathered as a result of site navigation and electronic protocols and cookies (including third-party cookies), to help create and personalize website content, improve website quality, track marketing campaign responsiveness, evaluate page response rates, conduct usability testing and facilitate your use of the website (for example, to facilitate navigation and the login process, avoid duplicate data entry, enhance security, keep track of shopping cart additions and preserve order information between sessions).

To serve personalized advertising to you. We don't share your information with advertisers without your consent. We allow advertisers to choose the characteristics of users who will see their advertisements, and we may use any of the non-personally-identifiable attributes that we have collected to select the appropriate audience for those advertisements. When you click on or otherwise interact with an advertisement, there is a possibility that the advertiser may place a cookie in your browser and that your attributes meet the criteria the advertiser selected.

To communicate with you about a meeting, conference or event. We may communicate with you about a meeting, conference or event

hosted or co-sponsored by Visit Hickory Metro or one of our member/partners. This may include information about the event's content, logistics, payment, updates and additional information related to the event. Information that you provide when registering for or participating in a conference managed or co-sponsored by parties, other than or in addition to Visit Hickory Metro, may be shared with those parties, and the treatment of such information is further subject to the privacy policies of those parties. Visit Hickory Metro and its conference co-sponsors may contact you about the event, subsequent iterations of the event and related events. Please note that conference, meeting or event organizers, co-sponsors, exhibitors and other third parties may directly request your personal information at their conference booths or presentations. Providing your information to them is optional, and you should review their privacy policies to address your needs and concerns about how they will treat your personal information.

To include you in Visit Hickory Metro Tourism Partners. If you are an active Tourism Partner of Visit Hickory Metro, we may include your information in publications including the Visit Hickory Metro Destination Guide, maps and other tourism marketing guides and brochures.

To assist in your participation in Visit Hickory Metro activities. We will communicate with you, if you are participating in certain Visit Hickory Metro activities such as Visit Hickory Metro hosted meetings and

seminars. We may send you information such as newsletters related to those activities.

To engage with third parties. We may share your personal data with third parties in connection with services that these individuals or entities perform for or with Visit Hickory Metro. These third parties are restricted from using data in any way other than to provide services for Visit Hickory Metro for the collaboration in which they and Visit Hickory Metro are contractually engaged (for example, hosting a Visit Hickory Metro database or engaging in data processing on Visit Hickory Metro's behalf, or mailing you information that you requested). These third parties are carefully selected by Visit Hickory Metro and are obligated to keep your data secure.

To protect content and services. We may use your information to prevent potentially illegal activities and to enforce our terms and conditions. We also use a variety of technological systems to detect and address anomalous activity and to screen content to prevent abuse, such as spam. These efforts may, on occasion, result in a temporary or permanent suspension or termination of some functions for some users.

To get feedback or input. To deliver services of most interest to our customers, at times, we may ask members, customers, volunteers and website visitors to provide input and feedback (for example through surveys, usability studies or focus groups).

6. How We Share Information

We may disclose your information to third parties in the following situations or for the following purposes:

Consent.

We may disclose your information to third parties for purposes not directly related to our site in the event that you consent to such disclosure.

Third-Party Service Providers. We may use third-party service providers to perform services on our behalf, including: analytics, marketing, mailing, and emailing. We will only permit them to access your Personal Information as necessary to allow them to perform their services or the services that you request

We may use Google Analytics to help analyze how users use the Site and we may use other third-party service providers to perform similar functions. Google Analytics uses cookies and other technologies to collect information such as how often users visit the Site, what pages they visit, and what other sites they used prior to coming to the Site. We use the information we get from Google Analytics only to improve our Site and Service. From our Site, Google Analytics collects only the IP address assigned to you on the date you visit the Site, rather than your name or other personally identifying information. Although Google Analytics plants a persistent Cookie on your web browser to identify you as a unique user the next time you visit the Site, the

Cookie cannot be used by anyone but Google. Google's ability to use and share information collected by Google Analytics about your visits to the Site is restricted by the Google Analytics Terms of Use and the Google Privacy Policy

Our Affiliates and Members. If you request information or offers about particular areas of interest to you, we may share your email address or other Personal Information with those affiliates or members of our association who will best be able to provide you the information you request.

Site Host. The Site, and therefore the information we collect in connection with it, is hosted by our technology service provider and stored on a third-party server. Therefore, our technology service provider technically has access to your Personal Information and other information; however, we control their actual access to this information by agreement and they are not permitted to access it, unless we permit them to do so. We will only permit them to access your Personal Information as necessary to repair, maintain, host or improve the Site and they will never be permitted to contact you as a result of this access.

Law Enforcement.

Your information may be shared with law enforcement officials if it relates to a criminal investigation or alleged illegal activity.

Necessary or for Safety Reasons.

We may also disclose your information if required or permitted to do so by law for fraud protection and credit risk reduction purposes; protection and defense of the rights or property of Visit Hickory Metro, its customers, or other users; to act under urgent circumstances to protect the safety of Visit Hickory Metro, its employees, or a member of the public; or to comply with a judicial proceeding, court order, or legal process.

Sale or Acquisition of Assets.

If Visit Hickory Metro becomes involved in a transaction involving the sale of its assets, such as a merger or acquisition, or if Visit Hickory Metro is transferred to another company, we may disclose and/or transfer your information as part of the transaction.

7. Third-Party Content and Links to Third-Party Sites.

Third-Party Cookies and Web Beacons. We may allow third-parties to display advertisements or other content on the Site. These third-parties may also use cookies other technologies each time you view or click on or through their advertisements or content. As with the cookies and similar technologies used by Visit Hickory Metro itself, these advertisers may be able to compile information about where you, or others who are using your computer, viewed or clicked on the advertisements they display. Please remember that we have no access to or control over the cookies or other tracking technologies

third-parties may place on your computer. This Privacy Policy applies to the use of cookies by Visit Hickory Metro only and does not apply to the use of cookies or other tracking technologies by any of the third-parties.

Remarketing or Retargeting Policy

Remarketing or retargeting allows advertisers to show ads to users who have previously visited the advertiser's website as they browse the Web. Third party vendors show www.visithickorymetro.com ads on sites on the internet. Third party vendors use cookies and/or pixels to serve ads based on a user's prior visit to Site.

Google AdWords: Google AdWords remarketing service is provided by Google Inc.

You can opt-out of Google Analytics for Display Advertising and customize the Google Display Network ads by visiting the Google Ads Settings page: <http://www.google.com/settings/ads>

Google also recommends installing the Google Analytics Opt-out Browser Add-on - <https://tools.google.com/dlpage/gaoptout> - for your web browser. Google Analytics Opt-out Browser Add-on provides visitors with the ability to prevent their data from being collected and used by Google Analytics.

For more information on the privacy practices of Google, please visit

the Google Privacy & Terms web

page: <http://www.google.com/intl/en/policies/privacy/>

Facebook

Facebook remarketing service is provided by Facebook Inc.

You can learn more about interest-based advertising from Facebook by visiting this page: <https://www.facebook.com/help/164968693837950>

To opt-out from Facebook's interest-based ads follow these instructions from

Facebook: <https://www.facebook.com/help/568137493302217>

Facebook adheres to the Self-Regulatory Principles for Online Behavioral Advertising established by the Digital Advertising Alliance.

You can also opt-out from Facebook and other participating companies through the Digital Advertising Alliance in the

USA <http://www.aboutads.info/choices/>, the Digital Advertising Alliance of Canada in Canada <http://youradchoices.ca/> or the European Interactive Digital Advertising Alliance in Europe <http://www.youronlinechoices.eu/> , or opt-out using your mobile device settings.

For more information on the privacy practices of Facebook, please visit Facebook's Data Policy: <https://www.facebook.com/privacy/explanation>

Other: If you would like to be able to opt out from vendors other than Google and Facebook, more information can be found here: <http://www.networkadvertising.org/choices/> .

Social Media. The Site may also contain plug-ins and other features that integrate third party social media platforms into the Site. You will

be able to activate them manually. If you do so, the third parties who operate these platforms may be able to identify you, they may be able to determine how you use this website and they may link and store this information with your social media profile. Please consult the data protection policies of these social media platforms to understand what they will be doing with your personal data. If you activate these plugins and other features, you will be doing so at your own risk.

Third-Party Websites. The Site may contain links to other parties' websites, for example, if you visit our site and decide to book a hotel or other reservation, you may be seamlessly linked to websites maintained by third parties with whom we have contracted to make these services available through the Site. This Privacy Policy, and our responsibility, is limited to our own collection practices. We do not review the privacy practices of these other websites and recommend that you review their privacy policies before sharing your personal information. We do not have any control over such third-party websites and are not responsible for their privacy policies or practices. In addition, we cannot ensure the content of the websites maintained by these third parties, even if accessible using a link from our websites. We urge you to read the privacy and security policies of any external websites before providing any Personal Information while accessing those websites.

8. Data Security, Integrity and Access

We employ technical and organizational measures, including education and training of our personnel, designed to provide the personal information in our possession with reasonable protection from accidental loss or destruction, improper use, alteration, or disclosure. Personal information collected or displayed through a website is protected in transit by industry standard encryption processes. However, we cannot guarantee the security of personal information accessible on or transmitted via the internet. We process personal information in ways compatible with the purpose for which the personal information was collected or as otherwise authorized by the individual. To the extent necessary for such purposes, we take reasonable steps to make sure that personal information is accurate, complete, current, and otherwise reliable with regard to its intended use. If an individual becomes aware that personal information we maintain about that individual is inaccurate, or if an individual would like to update or review his or her personal information, the individual may contact us using the contact information below. As a security precaution, we may request that the individual provide identifying information such as name, address or phone number. In addition, we may limit or deny access to personal information where providing such access would be unreasonably burdensome or expensive in the circumstances, or as otherwise permitted by the Safe Harbor agreement. In some circumstances, we may charge a reasonable fee, where warranted, for access to personal information.

Visit Hickory Metro
Attn: Privacy
1960 13th Ave. Dr. SE
Hickory, NC 28602

9. Data Retention

We will retain your information for as long as your account is active or as needed to provide you services. If you wish to cancel your account or request that we no longer use your information to provide you services, refer to our contact information below. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

10. Accountability and Enforcement

We have established a program to monitor our adherence to the Safe Harbor principles and to address questions and concerns regarding our adherence. This program includes a statement verifying our adherence to the Safe Harbor principles that is signed annually by our authorized representative. We encourage interested persons to raise any concerns with us using the contact information below. With respect to any dispute relating to this notice that cannot be resolved through our internal processes, we will cooperate with competent European Union and Swiss data protection authorities and comply with the advice of such authorities. In the event that we or such authorities determine that we did not comply with this notice, we will

take appropriate steps to address any adverse effects and to promote future compliance.

Visit Hickory Metro

Attn: Privacy

13th Ave. Dr. SE

Hickory, NC 28602

Information Subject to Other Policies

We are committed to following the Safe Harbor principles in processing all personal information. Other information we receive may be subject to policies that may differ in some respects from the policies set forth in this notice. Certain websites of our have their own privacy policies that apply specifically to those websites. Those policies may be accessed through the websites in question.

Information relating to present or former Visit Hickory Metro personnel is subject to our policies concerning personnel data privacy, which are available to present and former Visit Hickory Metro personnel upon request. Information obtained from or relating to clients or former clients is further subject to the terms of any privacy

11. European Union privacy rights

Under the General Data Protection Regulation (also known as GDPR), if you are an individual protected by the GDPR you may have certain rights as a data subject. To request information about or avail yourself

of those rights, please send an email to info@hickorymetro.com with "GDPR Request" in the subject line. In the email, please specifically describe the GDPR right that you are requesting assistance with. Please note, additional information may be needed prior to initiation of a request and that Visit Hickory Metro reserves the right to charge a fee with respect to certain requests. Upon Visit Hickory Metro's completion of its review, you will be notified if your request has been granted or denied, or if exemptions apply.

Your Rights: Your rights include: (a) a right to withdraw your consent to the processing of Personal Information about you to which you have previously given consent; (b) a right to object to processing of Personal Information about you for the purpose of direct marketing; and (c) a right to have any incorrect part of the Personal Information about you corrected or removed.

If you request to have incorrect Personal Information removed, we may retain some of your Personal Information as necessary for the purposes of our legitimate business interests or in furtherance of public interests in accordance with applicable law. Any Personal Information you have shared publicly with others may continue to be publicly visible on the Sites.

You also have the right to obtain a copy of the Personal Information we have about you, although we reserve the right to charge a reasonable fee for this depending on the nature and frequency of your

request(s) and our cost to provide the information.

Questions and Complaints: If you have questions or complaints regarding this Privacy Policy or our handling of Personal Information about you, please contact info@hickorymetro.com. We will promptly investigate and attempt to resolve complaints and disputes in a manner that complies with the principles described in this Privacy Policy.

Enforcement and Disputes: In addition to the above, you may complain to your home data protection authority and can invoke binding arbitration for some residual claims not resolved by other redress mechanisms. Contact details for the EU data protection authorities can be found at http://ec.europa.eu/justice/data-protection/bodies/authorities/index_en.htm .

12. Corrections and Updates.

If you want to view, delete, or modify your Personal Information, you may do so by sending an email to info@hickorymetro.com Please note that we may be required to keep this information and not delete it (or to keep this information for a certain time, in which case we will comply with your deletion request only after we have fulfilled such requirements). When we delete any information, it will be deleted from the active database, but may remain in our archives.

You may also choose to opt-out of receiving future newsletters or any other email communications from Visit Hickory Metro by following the unsubscribe instructions included in email communications, or by contacting Visit Hickory Metro via email at info@hickorymetro.com. We reserve the right to verify the identity of any person making a request to opt-out or to delete or modify Personal Information; provided, however, that we will have no liability of any kind resulting from false or erroneous requests or any change or deletion made by us for any reason.

13. Changes to Our Privacy Policy.

We reserve the right to change or modify this Privacy Policy as we deem necessary or appropriate due to changes in our business practices or changes in the law. If you have provided us with your email address, we will attempt to notify you by that address of any material changes to how we use your Personal Information.

14. How do I contact you if there is an issue?

If you have any questions or concerns about this Privacy Policy or about the use of your personal information, please feel free to contact us by email at info@hickorymetro.com.

Contact information:
info@hickorymetro.com
Visit Hickory Metro
13th Ave. Dr. SE
Hickory, NC 28602