



The Visit Salt Lake Privacy Policy

The Salt Lake Convention and Visitors Bureau, also known as Visit Salt Lake, collects information on our websites and uses it to better provide our visitors the information they want to see.

Read on to find out how we [collect](#), [use](#), and [share](#) data, along with [other information](#) including how you can [access, change or suppress](#) your data.

How We Collect Data

Cookies

A cookie is a piece of data stored on the user's device that contains information about the user; for example: if you have visited a specific page, clicked on a pop-up message, or filled out a form. Cookies on our site are not linked to personally identifiable information. If a site visitor rejects the cookie, they may still use our site. The only drawback to rejecting a cookie is that functionality may be limited in some areas of our site.

Cookies let us to track the interests of our site visitors to enhance their visit to our site and provide information to know which information parts of our site are most valuable. Some of our business partners also use cookies on our site to track usage and patterns.

IP Addresses

An IP address is a string of numbers that identifies a connection to the internet. We use IP addresses to look at trends, administer the site, track movement through the site, and gather broad demographic information for aggregate use. IP addresses are not linked to personally identifiable information. We share aggregated information with our partners and advertisers as reports about our site. This aggregate data is not linked to any personal information that can identify an individual.

Forms

This website uses forms to collect information that you provide to us so we can interact with you at your request. For example, if you wish to receive our email newsletters, we

ask for your email address so we can send those emails to you. We also ask for your zip code so we can communicate with you in a timely manner.

From time to time we request information as part of surveys or contests. Participation in these is completely voluntary so you choose to share your information with us. We may request information like name and address or age and zip code so we can verify eligibility and contact winners about prizes in contests. Survey information is used to make our site a better experience for those that visit.

Once you have shared information with us, we are careful with how we use and store that information and always give you the choice to allow us to continue to use that information.

How We use Data

Security

Sensitive information submitted via the Web site is protected both online and offline. When a registration/order form asks for sensitive information (such as a credit card number), that information is protected with the best encryption software in the industry—SSL. We also take measures to protect information offline. Access to all collected information, not just the sensitive information mentioned above, is restricted in our offices. Only employees who need the information to perform a specific task are granted access to personally identifiable information.

Choice/Opt-out

At the point where we ask for the information site visitors also have the ability to opt-in to receive additional information; for example when you request a visitor's guide, we may ask if you would like to sign up for our email newsletter. Receiving additional information is completely optional and site visitors must check a box to opt-in. Site visitors who no longer wish to receive our newsletters or electronically provided promotional materials may opt-out at any time by using the unsubscribe link that is included on every communication.

Remarketing/Retargeting Policy

This website uses the Google AdWords remarketing service to advertise on third party websites (including Google) to previous visitors to our site. It could mean that we advertise to previous visitors who have not completed a task on our site or visited key pages, for example requesting a visitors guide. This could be in the form of an advertisement on the Google search results page, or a site in the Google Display Network. Third-party vendors, including Google, use cookies to serve ads based on someone's past visits to the VisitSaltLake.com or SkiCity.com websites. Of course, any data collected will be used in accordance with our own 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](#).

How We Share Data

Sharing of Information

We share information you have provided to us with 3rd parties so they can fulfill your requests (for example, if you request a Visitor's Guide we may share your information with our mailing house so your guide can be mailed by them). We also use 3rd party software services to send out monthly email newsletters, to store your data, and to fulfill our Connect and Super Pass products.

We will disclose personal information when necessary to comply with the law or legal processes and to protect the rights or limit the liability of the Salt Lake Convention & Visitors Bureau.

How You Can Access, Change, or Suppress Your Data

If you want to review, correct, or suppress, restrict, or delete your personal information that you have previously provided to us, you can contact us at privacy@visitsaltlake.com or by mail:

Visit Salt Lake
Attn: Data Privacy Request
90 S. West Temple
Salt Lake City, UT 84101

In your request please clearly state what you would like to have changed, if you want your data removed from our database, or any limitations you want placed on our use of your personal data. For your protection, we can only fulfill requests for the specific email or mailing address provided to us, and we may need you to verify your identity before fulfilling your request.

Please note: we may need to retain certain data for recordkeeping purposes and/or to complete any requests or transactions you began prior to requesting a change or deletion (for example if you purchase a Super Pass that has not been activated or completed use). If you request a deletion, there may also be some data we retain in our database after removing anything about it that is personally identifiable. Also, there may be data we retain or may not allow you to review for legal, security, or other reasons.

Additional Information

Geolocation tracking

We have a tag placed on our website that passes information to a geolocation partner, UberMedia, regarding the pages a potential visitor explores and where they come from (referrer). This allows us to find out things like: which pages help people decide to come here the most, the patterns of travel that are used most often, and how long it takes between visiting our website and visiting our city. The specific information collected by the pixel includes the IP of the device, page path, referrer, and page URL. To view complete details on how UberMedia protects and uses this data please visit their [Summary of Privacy Policy](#)

Minors Providing Information

We do not collect age related information and request that minors do not provide personal data to us. In the case of products that are purchased for children (for example the child Connect Pass) we do not collect any personally identifiable information for those minors.

Links

This Web site contains links to other sites. Please be aware that we are not responsible for the privacy practices of other sites. We encourage our site visitors to be aware when they leave our site and to read the privacy statements of every Web site that collects personally identifiable information. This privacy statement applies solely to information collected by www.visitsaltlake.com and www.skicity.com.

Notification of Changes

If we change our privacy policy, this page will be updated to reflect the changes so our site visitors are always aware of what information we collect, how we use it, and under what circumstances, if any, we share it. When you share information with us, we will only use it in a way that matches the privacy policy that was posted when you shared it.