

## **OUR COMMITMENT TO PRIVACY**

Our Privacy Policy (“Policy”) was developed as an extension of our commitment to combine the highest-quality products and services with the highest level of integrity in dealing with our clients and partners. The Policy is designed to explain how we collect, use, and safeguard the personal information that is provided to us and allows us assist the customer in making informed decisions when using our site, products, and services as we protect the confidentiality, integrity, and availability of data. We reserve the right to change this Policy and will provide notification of the change at least thirty (30) business days prior to the change taking effect.

## **PERSONAL INFORMATION YOU CHOOSE TO PROVIDE**

The Convention and Visitors Bureau (“CVB”) understands the threat that identity theft poses. However, as an agency of a local government, the City of Virginia Beach, the Convention and Visitors Bureau is subject to the Virginia Freedom of Information Act. As such, certain records received by CVB are subject to statutory and regulatory requirements to facilitate citizen access to records, as well as discovery requests, subpoenas, and requests for production by regulatory agencies. To the extent permitted by applicable law, we will safeguard and keep confidential personal information provided to us. CVB does not engage in the practice of selling personal information.

## **ORDER**

We request information from the user on our order form; here a user must provide contact information (such as name and shipping address). This information is used to fill a customer’s orders. If we have trouble processing an order, this contact information is used to get in touch with the user.

## **COOKIES**

A cookie is a piece of data stored on the user’s hard drive containing information about the user. Usage of a cookie is in no way linked to any personally identifiable information while on our site. Once the user closes their browser, the cookie simply terminates. For instance, by setting a cookie on our site, the user would not have to log in a password more than once, thereby saving time while on our site. If a user rejects the cookie, they may still use our site. Cookies can also enable us to track and target the interests of our users to enhance the experience on our site.

Please note, (a) third parties may use cookies, web beacons, and similar technologies to collect or receive information from the website and elsewhere on the internet and use that information to provide measurement services and target ads, (b) users can opt-out of the collection and use of information for ad targeting, and (c) user can access a mechanism for exercising such choice [www.aboutads.info/choices](http://www.aboutads.info/choices)

## **LOG FILES**

We use IP addresses to analyze trends, administer the site, track user’s movement, and gather broaden demographic information for aggregate use. IP addresses are not linked to personally identifiable information.

## **WHAT ABOUT OTHER WEBSITES LINKED TO OUR WEBSITE?**

Our website may contain links to other websites. Often links to other websites are provided solely as pointers to information on topics that may be useful to the users of our website. CVB is not responsible for the privacy practices employed by websites linked to or from our website, nor the information or content contained therein. We encourage our users to be aware when they leave our site and to read the privacy statements of each and every website that collects personally identifiable information. This privacy statement applies solely to information collected by CVB’s website.

From time to time you may notice links from outside companies advertised on our website. We take measures to select product or service providers that are responsible and afford privacy protections to their customers. However, we cannot make any representations about the practices and policies of these companies.

## **E-MAIL INFORMATION**

In addition to providing the foregoing information to our partners, if you choose to correspond further with us through e-mail, we may retain the content of your e-mail messages together with your e-mail address and our responses. To the extent permitted by applicable law, we will provide the same protections for these electronic communications that we employ in the maintenance of information received by mail and telephone. You may opt out of receiving email communications at any time.

## **CREDIT CARD INFORMATION**

If you choose to purchase products or services from us or our partners, you may need to give personal information and authorization to obtain information from various credit services. For example, you may need to provide the following information:

Name

Mailing address

E-mail address

Credit card number

Home and business phone number

Information is collected at the time of a sale in order to complete the sale and deliver the products.

## **CREDIT CARD TRANSACTIONS**

CVB meets all Payment Card Industry (PCI) Data security requirements. All members, merchants, vendors, and service providers that store, process or transmit cardholder data while doing business with the CVB are held to these requirements. Additionally, to the extent permitted by applicable law, these security requirements apply to all "system components" which is defined as any network component, server, or application included in, or connected to, the cardholder data environment. Network components, include, but are not limited to, firewalls, switches, routers, wireless access points, network appliances, and other security appliances. Servers include, but are not limited to, web, database, authentication, DNS, mail, proxy, and NTP. Applications include all purchased and custom applications, including internal and external (web) applications.

## **HOW DO WE SECURE INFORMATION TRANSMISSIONS?**

Email that you may send to us may not be secure unless we advise you that security measures will be in place prior to your transmitting the information. We do perform internal and external security assessments. For this reason, we ask that you do not send confidential information such as Social Security or account numbers to us through an unsecured e-mail.

## **SURVEYS & CONTESTS**

From time-to-time our website requests information from users via surveys or contests. Participation in these surveys or contests is completely voluntary and the user therefore has a choice whether or not to disclose this information. Information requested may include contact information (such as name and shipping address) and demographic information (such as zip code, age level). Contact information will be used to notify the winners and award prizes. Survey information will be used for purposes of monitoring or improving the use and satisfaction of this site.

## **NOTIFICATION OF CHANGES**

If we decide to change our Policy, we will post the changes on our privacy page so our users are aware of what information we collect, how we use it, and how it may be disclosed. If at any point we decide to use personally identifiable information in a manner different from that stated at the time it was collected, we will notify users by way of an e-mail. To the extent permitted by applicable law, users will have a choice as to whether or not we use their information in this different manner. We will use information in accordance with the privacy policy under which the information was collected.



VisitNorfolk has implemented this policy in an effort to demonstrate our strong commitment to online privacy. This policy details how we gather, use and protect the information that we collect from our Web site, located at [www.visitnorfolktoday.com](http://www.visitnorfolktoday.com). This policy may change over time and will be effective when posted. Your continued use of this site following the posting of any amendment or change will constitute your acceptance of such change.

VisitNorfolk does not sell or rent any personal data you provide to us to any non-member third parties. We respect the privacy of users visiting our site and, except as otherwise set forth below or required by law, we will not share your personal data with anyone else. Please contact us if you have any questions about our privacy policy. Our contact information appears below.

## COOKIES

A cookie is a small text file generated by a Web site's server and placed on a user's hard drive. Cookies enable the site and your browser to interact in such a way that the site is able to present you with the most appropriate options and to customize services to your interests, based on your previous use of the Web site. For example, a cookie can be used to store registration information in an area of the site so that you do not need to re-enter it on subsequent visits to that area.

Because the early use of cookies to track users' navigational habits were not disclosed to users, their use has raised privacy concerns. However, most Web sites now use cookies to improve your navigational experiences and save you time. VisitNorfolk may use cookies to store a user's individual preferences and system parameters.

## USE OF INTERNET PROTOCOL ADDRESS

We may use your Internet protocol (IP) address for several reasons: to help diagnose problems with our server, to administer our Web site, to help identify you and your shopping cart, and to gather broad demographic information.

## USE OF REGISTRATION INFORMATION

Our site's registration area requires customers to supply contact information, such as name and e-mail address, and demographic information, such as your ZIP code. We use this information to send you promotional materials from our organization and from some of our members and/or partners. However, users may Opt Out of — or Opt In to — these promotional e-mail messages at any time. (See Opt Out/Opt In, below.)

## USE OF DEMOGRAPHIC INFORMATION

When you place an order or request information, VisitNorfolk may request information such as contact information, credit card number and demographic information. The contact information you provide is used to send you materials, updates, information and special offers from the VisitNorfolk and promotional material from our members and/or partners. You can Opt Out or Opt In at any time. (See Opt Out/Opt In, below.)

Your financial information is used for the sole purpose of billing you for products and services. Your demographic and profile data may be used to personalize future visits by displaying the content we feel would most interest you and for marketing purposes to enhance the site for optimal user experience.

## USE OF ONLINE SURVEY INFORMATION

To participate in our online surveys, you may be required to supply demographic information. VisitNorfolk uses this data to send you information about the organization as well as special offers and updates from our members and/or partners. We might use this information to contact you as necessary. However, you may Opt Out of or Opt In to our mailings at any time. (See Opt Out/Opt In, below.) Demographic and profile data may be collected at our site and used to personalize future visits by displaying the content we feel would most interest you and for marketing purposes to enhance the site for optimal user experience.

## USE OF INFORMATION COLLECTED IN CONTESTS

To participate in our contests, you will be required to supply contact and demographic information. VisitNorfolk uses this data to send you information about the organization and to notify winners. We may use this information to contact you as necessary. However, you may Opt Out of or Opt In to our mailings at any time. If you Opt In to receive information, VisitNorfolk may share the data provided by you for the contest with its members who sponsor or otherwise contribute to such contests. (See Opt Out/Opt In, below.) Demographic and profile data are collected at our site and may be used to personalize future visits by displaying the content we feel you would most interest you.

## PUBLIC FORUMS GUIDELINES

VisitNorfolk may offer chat rooms and bulletin boards. Please note that information that is disclosed in these arenas becomes public. Use caution in disclosing any personal information.

## SECURITY

VisitNorfolk employs security measures to protect the loss, misuse or alteration of information placed under our control. While there is no such thing as “perfect security” on the Internet, we will take reasonable steps to ensure the safety of your personal information.

## OPT OUT/OPT IN

VisitNorfolk allows users to Opt Out of receiving e-mail from our partners or us. To Opt Out of our mailing list you can send e-mail to a remove mailing list. Every email we send includes a link to Opt Out of future mailings.

## CORRECT/UPDATE PERSONAL INFORMATION

VisitNorfolk allows you to change or modify your personal information by sending e-mail to a remove e-mail address or by visiting a designated customer service page.

## DISCLAIMER

This policy applies only to information collected while a user is on the VisitNorfolk Web site. This site contains links to other sites. VisitNorfolk is not responsible for the content or privacy practices of these sites. Users are encouraged to read and become familiar with the privacy policies maintained by such other Web sites.

## INFORMATION OF MINORS AND CHILDREN

VisitNorfolk does not seek to collect information from children under the age of 18. If you are under the age of 18, please do not submit any information to us or ask us to e-mail you. If you are the parent or guardian of a person under the age of 18 who has provided information to us, please contact us and we will remove such information from our database.

## SOCIAL MEDIA

VisitNorfolk welcomes participation on our social media pages and encourages you to interact with us often and comment on the content we deliver. We do not discriminate against any views, but VisitNorfolk administrators do reserve the right to (but are not required to) delete, hide, or block users who post, comment, tag, or mention us in the following:

- \* Obscenity, nudity, defamation, harassment, or hate speech
- \* Threats to harm individuals, groups, or organizations
- \* Commercial advertisements or solicitations that have not already been agreed upon by the user and VisitNorfolk
- \* Infringements or violations of any party’s intellectual property or other proprietary rights



## SOCIAL MEDIA (CONT.)

\* Endorsement or encouragement of illegal activities

\* Off-topic posts, incorrect or misleading information, spam, trolling, negative, and/or repetitive posts that are copied and pasted

\* Personal information, including but not limited to email addresses, telephone numbers, mailing addresses, photos of identifications cards, or identification numbers

We expect those that interact with our pages to be respectful and constructive in what they add.

Please be aware, that while administrators are monitoring our pages, we cannot immediately review every comment/tag/mention. Opinions expressed by anyone other than VisitNorfolk are not necessarily those of VisitNorfolk and its employees. VisitNorfolk cannot guarantee the accuracy, timeliness, or truthfulness of these posts or force users to take them down.

### User Generated Hashtag Rights

By using VisitNorfolk's hashtag, #VisitNorfolkVA and/or replying to VisitNorfolk's request to participate in their User Generated Content Hashtag Rights Program with the hashtag #yesnorfolk, #yesyou agree to these Terms and Conditions:

- You are 18 years of age or older and have the legal right to enter into this agreement and grant any and all rights to your user generated content
- You understand and agree that your content will be publicly displayed and it will not be treated in confidence
- You agree that you are solely responsible for your content
- You understand that VisitNorfolk is not required to host, display, or distribute any content, and may remove content at any time and refuse content for any reason
- You understand that VisitNorfolk is not responsible for any loss, theft, misuse, or damage of any kind to your content
- Your content is wholly original and does not infringe on any intellectual property rights
- You were not and will not be compensated for your content unless otherwise stated in a previous agreement with VisitNorfolk
- Your content follows the VisitNorfolk Social Media Policy
- VisitNorfolk will try its best to always give credit to user generated content when it is able, but is not required to do so
- You provide VisitNorfolk with the right to repost, use, edit, alter, modify, and/or share your content in social media, email, web, and print publications. This includes but is not limited to e-newsletters, VisitNorfolk.com, social media sites, social media ads, newsletters, slideshows, and print publications

## ADVANCED RIGHTS AUTHORIZATION

- You are 18 years of age or older and have the legal right to enter into this agreement and grant any and all rights to your user generated content
- You understand and agree that your content will be publicly displayed and it will not be treated in confidence
- You agree that you are solely responsible for your content



## ADVANCED RIGHTS AUTHORIZATION (CONT.)

- You understand that VisitNorfolk is not required to host, display, or distribute any content, and may remove content at any time and refuse content for any reason
- You understand that VisitNorfolk is not responsible for any loss, theft, misuse, or damage of any kind to your content
- Your content is wholly original and does not infringe on any intellectual property rights
- You were not and will not be compensated for your content unless otherwise stated in a previous agreement with VisitNorfolk
- Your content follows the VisitNorfolk Social Media Policy
- VisitNorfolk will try its best to always give credit to user generated content when it is able, but is not required to do so
- You provide VisitNorfolk with 100% of the right to use, edit, alter, modify, and/or share your content in any and all marketing, hospitality, advertising, commercial, or promotional platforms, including but not limited to VisitNorfolk.com, social media sites, emails, newsletters, slideshows, and print publications

## PUBLIC IMAGE UPLOADER

By uploading your photos to our public uploader you agree to these Terms and Conditions:

- You provide VisitNorfolk with 100% of the right to use, edit, alter, modify, and/or share your content in any and all internal and external marketing, hospitality, advertising, commercial, or promotional platforms, including but not limited to VisitNorfolk.com, social media sites, emails, newsletters, slideshows, media pitches and print publications
- VisitNorfolk will try its best to always give credit to the photographer/provider when it is able, but is not required to do so. Please include the photographer/provider's name when uploading
- You are 18 years of age or older and have the legal right to enter into this agreement and grant any and all rights to your user generated content
- You understand and agree that your content will be publicly displayed and it will not be treated in confidence
- You understand that VisitNorfolk is not required to host, display, or distribute any content, and may remove content at any time and refuse content for any reason
- You understand that VisitNorfolk is not responsible for any loss, theft, misuse, or damage of any kind to your content
- Your content is wholly original and does not infringe on any intellectual property rights
- You were not and will not be compensated for your content unless otherwise stated in a previous agreement with VisitNorfolk
- Your content follows the VisitNorfolk Social Media Policy