



## Privacy Policy

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Adopted March 2010

Applies to Board of Directors, Employees, and users of the Chamber's Web Site.

Related Policies and Guidelines:

*All*

### Policy

The Seward Chamber of Commerce, Conference and Visitors Bureau ("Chamber") values and respects the privacy of our members and customers who use the official Chamber web site, [www.seward.com](http://www.seward.com). We understand that some users may have questions about how this web site collects and uses information that may be provided to us. This policy covers how the Chamber treats personal information collected and displayed on the official Chamber Web site. By your use of our web site you signify your assent to this privacy policy.

Chamber policies do not generally apply to the practices of companies that the Chamber does not own or control, or to people that the Chamber does not employ or manage. Accordingly, the Chamber is not responsible for the actions, quality, content, or privacy policies of other Web sites that may be linked to [www.seward.com](http://www.seward.com).

### Information the Chamber collects:

We collect non-personally identifiable information about you in a number of ways. The information we collect depends upon what you do when visiting our site.

If you visit our web site to read or download information, we collect and store only the following information about you: the name of the domain from which you access the Internet, the date and time you access our site; and the Internet address of the web site from which you linked directly to our site. We use the information we collect to measure the number of visitors to the different sections of our web site, and to help us make our web site more useful to site visitors.

On your own initiative, you may decide to send us personally-identifying information, or we may request it in order to provide a service that you request. Be assured, we will not know your name, e-mail address, or any other personally identifiable information unless you:

- Access the web site from a link in an email that we sent to you;
- Log in as a Chamber member;
- Request a Visitor Guide or other planning materials;
- Contact the Chamber via e-mail with a direct inquiry;
- Send a direct e-mail to selected businesses requesting information;
- Sign up for a Chamber event, promotion, or service.

### How your information is used:

Based upon your request and the personally identifiable information you provide, the Chamber will communicate with you in response to your inquiries, to provide the services you request, and to manage your account. We will communicate with you by e-mail or telephone, in accordance with your wishes.

The Chamber may send event-related announcements to individuals that have registered to participate in an event. Generally, you may not opt-out of receiving event-related communications, which are not promotional in nature.

Chamber member information is used to maintain a member's subscription to our weekly electronic newsletter. If at any time you want to opt out of receiving our email newsletter, each newsletter includes instructions for doing so.

**Information Sharing and Disclosure**

The Chamber may share aggregated demographic information about the Chamber user base with our members, advertisers, and other affiliates at its sole discretion. This information does not identify individual users. We do not link aggregate user data with personally identifiable information.

The Chamber will not share e-mail addresses with any third party. Seward.com users may choose to solicit information directly from Chamber members by providing their e-mail address and other personal information to those members directly.

Personal information collected by the Chamber will not be disclosed to any third party, except to the media, sponsors and published on the seward.com web site as related to participation in a specific Chamber event (e.g., runner's lists, race results, tournament winners) for which the participant has voluntarily registered. Whenever information is to be shared in this manner, notice will be given prior to the time of registration. Participants wishing to have their registration/results information omitted from any event-related materials must contact the Chamber.

The Chamber retains the option to sell our membership list with member contact information as published in the business directory (e.g. company name, company address, phone, and fax) at any time to active members, community organizations, or business enterprises. The Chamber will not release members' email information (either published or non-published).

The Chamber may make disclosures to appropriate law enforcement agencies or state agencies as required (by subpoena, court order, or otherwise) or as may be deemed appropriate by the Chamber Board of Directors. Information will be given to law enforcement personnel without a subpoena or court order whenever necessary to aid in identifying and prosecuting any person using our services for illegal activities.

Internally, any financial information provided via electronic registration, renewal, or other purchase is only used for billing purposes related to the individual transaction. We do not disclose members' or customers' financial information. We use an outside credit card processing company to bill for some of our sales, and third party service providers for e-mail distribution and database maintenance. Chamber-contracted service providers are not permitted to retain, share, store, or use personally identifiable information for any other purposes.

**Cookies**

A cookie is a tiny file of data that remains on your hard drive. The Chamber does not use cookies on our web site or in e-mails to collect any personal information. We do, however, use cookies in our surveys and electronic elections in order to ensure that our results are valid and that the same member does not submit multiple responses.

We may automatically collect your IP address (a unique number assigned to your machine by your Internet Service Provider each time you connect to the Internet), browser type, internet service provider, referring/exit pages, operating system, date/time stamp, and other non-personally

identifiable data. We will use this information to analyze trends (e.g., user traffic patterns, page views on the web site, click-through rates, search terms that users enter into our search utility), monitor the flow of traffic and make improvement's to the site's content.

**Site Security**

The Chamber is committed to ensuring the security of your information. We follow generally accepted industry standards to protect the personal information submitted to us, both during transmission and after it has been received. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, while the Chamber strives to protect personal information, we cannot ever guarantee its absolute security. Our site does link to third party sites, and the Chamber claims no responsibility for the privacy practices and data usage on any third party site.

**Notification of Changes**

If we decide to change our privacy policy, we will post those changes on this page so that users are always aware of how we use your information and under what circumstances, if any, we disclose it. If at any time we decide to use personally identifiable information in a manner different from that stated in this policy, we will notify our members by email. We reserve the right to amend or change this policy at any time.

**Legal Disclaimer**

This site provides information designed to help users cope with their own legal, business, financial, and other needs. This information is not the same as retaining experts in those fields for advice. Although we go to great lengths to ensure the information is accurate, we strongly recommend you consult an expert, including but not limited to a lawyer, accountant, financial services consultant, or other professional as appropriate. Nothing contained in this web site is to be considered as the rendering of legal, financial, professional or other advice for specific cases, and users are responsible for obtaining such advice from their own legal, financial or other counsel. The information contained on this site is intended for educational, background and informational purposes only.