

## PRIVACY POLICY

This Privacy Policy sets forth the policies of Moore County Chamber of Commerce (the "Chamber") regarding the collection, use and protection of the personal information of those using the Chamber website. Personal information means information that can be linked to a specific individual, such as name, address, telephone number, e-mail address, and credit card number.

We encourage you to review our Privacy Policy, and become familiar with it.

Please note that we review our Privacy Policy from time to time, and we may make periodic changes to the policy in connection with that review.

### **What personal information does the Chamber gather from me and how is this information used?**

When browsing our site, you are not required to provide any personal information unless and until you choose to make a purchase or sign up for one of our e-mail services. We do not knowingly permit the site to be used by any person under the age of eighteen and we do not knowingly collect any personal information from children (meaning those younger than thirteen years of age). A valid credit card is required to make a purchase on our site.

### **Making a Purchase**

In order to purchase products through our site, you must provide us with certain personal information such as your name, your credit card number and expiration date, your credit card billing address, your telephone number, and your e-mail address. We require this information so that we can process, fulfill and confirm your transactions and keep you informed of each transaction's status.

### **Logging of Session Data**

We may log generic information about your computer's connection to the Internet, which we call "session data." Session data consists of things such as IP address, operating system and type of browser software being used and the activities conducted by the user while on our site. An IP address is a number that lets computers attached to the Internet, such as our web servers, know where to send data back to the user, such as the pages of the site the user wishes to view. We collect session data because it helps us analyze such things as what items visitors are likely to click on most, the way visitors are clicking through the site, how many visitors are surfing to various pages on the site, how long visitors to the site are staying and how often they are visiting. It also helps us diagnose problems with our servers and lets us better administer our systems. It is possible to determine from an IP address a visitor's Internet Service Provider (ISP) and the approximate geographic location of his or her point of connectivity. We may also use some session data, such as the pages you visited on our site, to send you e-mail messages focused on destinations that you may be interested in, unless you had previously opted out of receiving such messages.

### **Cookies**

"Cookies" are small pieces of information that are stored by your browser on your computer's hard drive. There are many myths circulating about cookies, but you should know that cookies are only read by the server that placed them, and are unable to do such things as run programs on your computer, plant viruses or harvest your personal information.

First and foremost, you can rest assured that no personal information about you is gathered or stored in the cookies placed by the [www.moorecountychamber.com](http://www.moorecountychamber.com) web site and, as a result, none can be passed on to any third parties.

Cookies allow us to serve you better and more efficiently, and to personalize your experience at our site. None of this information is passed to any third party and is used solely by us to provide

you with a better user experience on our web site. No personal information about you is gathered through the use of these types of cookies.

Most web browsers automatically accept cookies. Of course, by changing the options on your web browser or using certain software programs, you can control how and whether cookies will be accepted by your browser. The Chamber supports your right to block any unwanted Internet activity, especially that of unscrupulous websites. However, blocking Chamber cookies may disable certain features on our site and may make it impossible to purchase or use certain services available on the site. Please note that it is possible to block cookie activity from certain web sites while permitting cookies from sites you trust, like the Chamber.

#### **Other**

From time to time we may add or enhance services available on the site. To the extent these services are provided and used by you, we will use the information you provide to facilitate the service requested. For example, if you email us with a question, we will use your email address, name, nature of the question, etc. to respond to your question. We may also store such information to assist us in making the site the better and easier to use. The Chamber may, under certain circumstances, choose to trade, sell or rent your personal information with trustworthy third parties.

#### **How can I opt-out of receiving your promotional emails?**

You can, at any time, unsubscribe from our promotional emails by sending us a notice at [info@moorecountychamber.com](mailto:info@moorecountychamber.com). The Chamber reserves the right to limit use of our site to those who will accept e-mails.

#### **What other information should I know about my privacy?**

The Chamber website may contain links to other web sites. Please note that when you click on one of these links, you are entering another web site for which the Chamber has no responsibility. We encourage you to read the privacy statements of all such sites as their policies may be materially different from this Privacy Policy. Of course, you are solely responsible for maintaining the secrecy of your passwords. Please be very careful, responsible, and alert with this information, especially whenever you're online.

In addition to the circumstances described above, the Chamber may disclose personal information if required to do so by law, court order, as requested by other government or law enforcement authority, or in the good faith belief that disclosure is otherwise necessary or advisable including, without limitation, to protect the rights or properties of the Chamber or its affiliated companies or when we have reason to believe that disclosing the information is necessary to identify, contact or bring legal action against someone who may be causing interference with our rights or properties, whether intentionally or otherwise, or when anyone else could be harmed by such activities. In addition, if the Chamber or substantially all of its assets are acquired, our customer information will most likely also be transferred in connection with such acquisition.

This Privacy Policy is effective as of August \_\_\_\_, 2009. We may change or supplement this Privacy Policy from time to time. Any material changes in the way that the Chamber uses personal information will be described in future versions of this Privacy Policy. Privacy Policy changes will apply to the information collected from the date we post the revised Privacy Policy, as well as to existing information held by us. If we decide to change this Privacy Policy in a material way, we will obtain the necessary consents required under applicable privacy laws if we seek to collect, use or disclose personal information for purposes other than those for which consent has been obtained, unless otherwise required or permitted by law. If any proposed change is unacceptable to you, you may request that we remove your personal information from our records by [clicking here](#). Of course, you may always submit concerns regarding our Privacy Policy or our privacy practices via email by clicking here. Please reference the privacy policy in

your subject line. The Chamber will attempt to respond to all reasonable concerns or inquiries within five business days of receipt. You can also write to us at Moore County Chamber of Commerce, 10677 Highway 15-501, Southern Pines, North Carolina 28387.