

## **VisitCharlestonSC.org Privacy Policy**

**Our Privacy Policy describes how we collect, use, and share your personal data.**

Updated June 1, 2023

### **Legal Information**

**Digital Version available at [visitcharlestonsc.org/legal/privacy](https://www.visitcharlestonsc.org/legal/privacy).**

It is your responsibility to check back at the web site listed above for the newest version of this Privacy Policy

## Summary

Thanks for caring about your privacy, we are committed to keeping your private data private. Thus, we only collect data that you give us and some analytical data needed to keep our contracts and record-keeping requirements. Our Privacy Policy details the types of information we collect from you, how we collect the data, how we use it, and how you can control your personal data.

What do we mean by personal data? Well, some examples of data we may collect include your name, phone number, and email address...really it can be any data that can be used to identify you. There is also analytical data, such as your IP Addresses, region, device type, carrier, time, and other generic analytical data points.

There's quite a bit of information provided in this document, so we understand if it's a lot to take in. If you have questions, please contact our legal department by mailing us at [legal@visitcharlestonsc.org](mailto:legal@visitcharlestonsc.org). We actively monitor this inbox.

## Table of Contents

- [Summary](#)
- [When we collect your private data](#)
- [Data you provide](#)
- [Other data associated with your account](#)
- [Data offered by your web browser](#)
- [Cookies](#)
- [Your IP address](#)
- [What we do with your collected data](#)
- [Providing and improving site experience](#)
- [Sharing with trusted third parties](#)
- [Law Enforcement](#)
- [Website Analytics](#)
- [Where your data is stored](#)
- [How we secure your data](#)
- [How to see and update your personal information](#)
- [How to request we delete your personal data](#)
- [Do Not Track](#)
- [Links](#)
- [Amendment of Privacy Policy](#)
- [Contact Us](#)

## **When we collect your private data**

### **Data you provide**

We typically collect private data collected from you when you voluntarily provide it to us, for instance when you:

- submit a contact form
- sign up for a newsletter
- upload or otherwise input data into one of our forms

### **Other data associated with your account**

We also collect and store personal information in less-obvious ways in order to provide our products and services. These include:

- logged data and metadata that include data and time information about when you accessed visitcharlestonsc.org or any of its counterparts

### **Data offered by your web browser**

We also use information freely offered by your web browser such as:

- your browser name and browser version
- your device type, make, and model
- your operating system
- browser settings and capabilities
- the presence of plugins
- your display size, color depth, and resolution
- your specified language preference

### **Cookies**

Cookies are alphanumeric identifiers that companies and partners transfer to your computer's hard drive through your web browser to enable our respective systems to recognize your browser. We do not use cookies to identify you.

## **Your IP address**

The IP Address of your computer is recorded and used for several purposes including:

- to customize your experience on the site
- to approximate your location
- building future projects within your approximate location

## **What we do with your collected data**

We don't intend to collect amounts of data and limit its use to situations where we have been granted permission to collect the data.

We pledge to use this data solely in order to provide, improve, and optimize our site and services, to fulfill contracts, record-keeping, or regulatory obligations, or as required by a law enforcement agency, lawful order, or as require or permitted for other lawful purposes. Here's how we use the data:

## **Providing and improving site experience**

- Normal operation of our Site and services
- Detection of fraud, abuse and intrusion, or the investigation of complaints about
- fraud or illegal activity.
- Improving our Site, including analysis of user behavior in order to improve
- functionality.
- Communicating with you

## **Sharing with trusted third parties**

Let's get this straight, we do not sell, trade, or otherwise transfer to outside parties your personally identifiable information, unless we provide you with advance notice, except as specifically described in this Privacy Policy.

We may provide your personally identifiable information to third-party vendors, including marketing agency partners, payment processing partners, and other parties who assist us in operating our Website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential.

We utilize trusted third-party partners and contractors to provide our site and services and we may share personal data with them, for instance:

- payment processors such as Stripe
- companies that we contract to contact you on our behalf, such as MailChimp or MailerLite.  
These communications may occur via email, text message, telephone, social media, or the postal service. These may be initiated manually or in an automated system.
- surveys

We will provide when you request, information about whether we hold, or process on behalf of a third party, any of your personal information. We will respond to your access request to review the information we have on files for you within a reasonable time. If you believe your personal information has been submitted to us without your permission, please contact us at [legal@visitcharlestonsc.org](mailto:legal@visitcharlestonsc.org).

## **Law Enforcement**

We will reveal your personal information to law enforcement, governmental authorities, and private parties as required by the law. We may additionally disclose your personal data to comply with a legal process or claims process, to protect an individual's safety, or to comply with requests from 3rd parties with legitimate interests.

## Website Analytics

Your activity on our site may be tracked by one or more analytics services such as Google Analytics and Amplitude. These sites may store cookies on your computer and use cookies to identify you. This data may be transmitted across international borders if those services reside in a different country. The data we collect via these services may include information such as, which pages you visited, how long you stayed, etc. In some instances, this data may contain information that could be used by us to personally identify you.

## Where your data is stored

Personal data collected by us is stored in a variety of locations:

- on servers operated by us
- on servers operated by our trusted partners

## How we secure your data

We utilize industry-standard practices for safeguarding your private data, including encrypting your data. Our website is updated on a regular basis for known vulnerabilities in order to make your visit to our website as safe as possible. All of our team who have access to personal information will maintain strict confidence of such information at all times. We make use of physical, electronic, and managerial procedures to help safeguard, prevent unauthorized access to, maintain data security of, and correctly use your information, although we do not guarantee its security.

We ensure our partners follow best practices for safeguarding your data as well. For instance, click here to see our credit card processors Stripe's privacy

procedures: <https://stripe.com/docs/security/stripe>

However, due to the nature of the internet, we cannot guarantee that your personal information will always be secure during transmission or from unauthorized access during storage.

DESPITE OUR REASONABLE EFFORTS TO PROTECT YOUR PERSONAL INFORMATION, WE CANNOT ENSURE OR WARRANT THE SECURITY OF ANY INFORMATION TRANSMITTED TO US AND ALL PERSONAL

INFORMATION YOU MAY DISCLOSE TO US IS AT OUR OWN RISK.

Please contact us immediately should you become aware or have reason to believe that there has been any unauthorized use of our personal information in connection with our Site or servers.

### **How to see and update your personal information**

We do not collect individual data on users. Because of this, you are unable to update individualized information.

### **How to request we delete your personal data**

We only retain the data we need in order to provide our products and services and as needed to fulfill our contracts. If you wish to have data removed that we rely upon to provide our Site, you may request such data be deleted by emailing your request to [legal@visitcharlestonsc.org](mailto:legal@visitcharlestonsc.org). We will delete everything other than what's required for contractual or required record-keeping purposes.

We will respond to any request to remove personal data within 30 days.

### **Do Not Track**

"Do Not Track" is a signal your browser can send requesting that you are not to be "tracked". Due to a lack of a uniform standard as to what this means, we will not alter how our Site behaves when it receives this signal.

### **Links**

VisitCharlestonSC.org or communications may provide links to other sites. We are not responsible for the privacy practices of every link. We encourage you to be aware when you leave our site and to read the privacy statements of every site that collects your personally identifiable information.

### **Amendment of Privacy Policy**

We reserve the right to revise this Privacy Policy at any time. Such revisions may arise in response to changes in the law, policy or other factors. Any amendment will be effective immediately upon posting the amended Privacy Policy on our Site. We encourage you to visit this page

periodically to review our most current policy. By continuing to access and use the Site, even after such change, you agree to the amended Privacy Policy.

## **Contact Us**

If you have any questions about our Privacy Policy, our consumer personal data practices, or to report a privacy violation, email us at [legal@visitcharlestonsc.org](mailto:legal@visitcharlestonsc.org).

We will respond to all requests and inquiries within 30 days.

*The information contained in this document is subject to change without notice. It is your responsibility to check back frequently at our Privacy Policy on the web to see the latest version*

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