



## **Pagosa Springs Area Chamber of Commerce Privacy Statement**

The Pagosa Springs Area Chamber of Commerce (PSACC) respects the privacy of its members and of those who visit this site. This privacy statement applies to the Pagosa Springs Area Chamber of Commerce website and governs data collection and usage. While we do analyze our web site logs to monitor the flow of traffic and make improvements to the site's content, our web site logs are not personally identifiable and no attempt to link them to individual visitors to this site is made.

### **Collection of Your Personal Information**

The personally identifiable information collected about you on the Pagosa Springs Area Chamber website is not collected without your knowledge or action. This information is collected through membership registration forms, e-mail newsletter registration, chamber weekly update registration, and/or event registration forms. The Pagosa Springs Area Chamber of Commerce collects personally identifiable information such as your name, home or work address, telephone numbers, email address, and business website information. This information includes but is not limited to your name (first and last), company name, company address, phone numbers (work, mobile, fax), email address, business website address, social media addresses and credit card information. Please be aware that if you directly disclose personally identifiable information or personally sensitive data through the PSACC public message boards, others may collect this information to send you unsolicited information from outside the PSACC or for other purposes.

### **Use of Your Personally Identifiable Information**

The Pagosa Springs Area Chamber of Commerce collects and uses your personal information to operate our website and deliver services affiliated with your membership. The PSACC uses your information to send you chamber-related emails, chamber newsletters, and chamber and community informational updates. All emails, newsletter and social media contact from this site allow you to opt out of further mailings. The Chamber also uses your personally identifiable information to inform you of other products or services available from the chamber and its affiliates. We may also contact you via surveys to conduct research about your opinion of current services, current community issues or potential new services that may be offered.

The Chamber does not sell, rent or lease its customer lists to third parties. Please remember; however, that your information such as name, business address, website, and phone numbers are available to the public for viewing and contact as a directory to the general public. We may contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your unique personally

identifiable information is used only for contact purposes and the third parties are prohibited from using your personal information except to provide the intended services, and they are required to maintain the confidentiality of your information. We are not responsible for the privacy practices or the content of such websites, including such sites' use of any information.

We do not disclose sensitive personal information such as race, religion or political affiliations without your explicit consent.

We keep track of the websites and pages our customers visit within our site in order to determine what services are the most popular. This data is used to deliver customized content and advertising within the Pagosa Springs Area Chamber of Commerce to customers whose behavior indicates that they are interested in a particular subject area.

### **Merchant Services**

You may be able to access certain information related to third parties at the site, via links, banner ads or clickthroughs from the site regarding the goods or services of third parties. You understand and agree that your access to or use of those services is a matter entirely between you and the associated third parties, and the Pagosa Springs Area Chamber of Commerce shall have no liability whatsoever for any such access or use.

### **Use of Cookies**

The Pagosa Springs Area Chamber of Commerce's website uses "cookies" to help track your usage of our site, including the advertising you have seen. A "cookie" is a text file that is placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you and can only be read by a web server in the domain that issued the cookie to you. You can refuse cookies by turning them off in your browser (refer to your browser's documentation). If you choose to decline cookies, you may not be able to fully experience the interaction feature of the Chamber services or websites you visit.

### **Security**

The Pagosa Springs Area Chamber of Commerce secures your personal information from unauthorized access, use or disclosure. We secure the personally identifiable information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use or disclosure. When personal information (such as credit card number) is transmitted to other websites, it is protected through the use of encryption, such as the Secure Socket Layer (SSL) protocol.

### **Contact or Correcting Information**

The Pagosa Springs Chamber of Commerce welcomes your comments regarding this Statement of Privacy. If you believe that the PSACC has not adhered to this statement, please contact our offices at (970) 264-2360 or [admin@pagosachamber.com](mailto:admin@pagosachamber.com), or you can send a written request to:

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