

Privacy Notice

Muskegon County Convention & Visitors Bureau may change this Privacy Policy at any time. All changes will be effective immediately upon posting to this website. Material changes will be conspicuously posted on this website. By accessing or using this website after changes are posted, you agree and consent to all changes.

This privacy notice discloses the privacy practices for www.visitmuskegon.org. This privacy notice applies solely to information collected by this website. It will notify you of the following:

1. What personally identifiable information is collected from you through the website, how it is used and with whom it may be shared.
2. What choices are available to you regarding the use of your data.
3. The security procedures in place to protect the misuse of your information.
4. How you can correct any inaccuracies in the information.

Information Collection, Use, and Sharing

We are the sole owners of the information collected on this site. We only have access to/collect information that you voluntarily give us via email or other direct contact from you. We will not sell or rent this information to anyone.

We will use your information to respond to you, regarding the reason you contacted us. Unless you ask us not to, we may contact you via email in the future to tell you about specials, new products or services, or changes to this privacy policy.

We share aggregated demographic information with our partners and advertisers. This is not linked to any personal information that can identify any individual person.

Your Access to and Control Over Information

You may opt out of any future contacts from us at any time. You can do the following at any time by contacting us via the email address or phone number given on our website:

- See what data we have about you, if any.
- Change/correct any data we have about you.
- Have us delete any data we have about you.
- Express any concern you have about our use of your data.

SOCIAL MEDIA

Muskegon County Convention & Visitors Bureau is active on social media, including Facebook, Twitter, YouTube, Instagram, LinkedIn and Pinterest (“Social Media”). You have the opportunity to comment on those Social Media platforms regarding the programs, products and services we offer. Any content you post on a Social Media platform will be treated as non-confidential information. Muskegon County Convention & Visitors Bureau reserves the right to post (or re-post) on the website and its Social Media pages any comments or content that you post on our Social Media pages.

The website allows you to connect to and share information with various Social Media platforms. These features may require us to implement cookies, plug-ins and application protocol interfaces (“APIs”) provided by those Social Media platforms to facilitate those communications and features.

Anything you post on Social Media is public information. **YOU AGREE TO HOLD MUSKEGON COUNTY CONVENTION & VISITORS BUREAU AND ITS AFFILIATES HARMLESS AND WITHOUT LIABILITY FOR THE RESULTS OF ANY AND ALL CONTENT YOU POST TO MUSKEGON COUNTY CONVENTION & VISITORS BUREAU SOCIAL MEDIA PAGES.**

Your use of Social Media platforms, and the collection, use, and sharing of Personal Information is governed by the privacy policies and terms of the third parties that own and operate those sites and NOT by this Privacy Policy. We encourage you to review the privacy policies of those third-party Social Media platforms.

The website may also use the advertising services and networks offered by those Social Media platforms to deliver advertising content. Use of these services requires Social Media platforms to implement cookies or pixel tags to deliver ads to you while you are accessing the website.

Cookies

Muskegon County Convention & Visitors Bureau may use "cookies" on this site. A cookie is a piece of data stored on a site visitor's hard drive to help us improve your access to our site and identify repeat visitors to our site. For instance, when we use a cookie to identify you, you would not have to log in a password more than once, thereby saving time while on our site. Cookies can also enable us to track and target the interests of our users to enhance the experience on our site. Usage of a cookie is in no way linked to any personally identifiable information on our site.

Some of our business partners may use cookies on our site (for example, advertisers). However, we have no access to or control over these cookies.

Analytics

The website uses third-party analytics tools (e.g., Google Analytics, provided by Google Inc.) to collect and process data about your use of the website, including when you visit the website, URLs of the websites that you visit prior to visiting our website and when you visit those sites, and IP addresses assigned to the devices from where you access the Internet. Our analytics providers may set and read cookies to collect this data and your web browser will automatically send data collected by those cookies to our analytics providers.

Security

We take precautions to protect your information. When you submit sensitive information via the website, your information is protected both online and offline.

We limit access to Personal Information about you to our employees and third-party agents who we reasonably believe need to have access to your Personal Information to provide you with the information or services described in this Privacy Policy.

While we cannot guarantee that loss, misuse or alteration to data will not occur, Muskegon County Convention & Visitors Bureau uses industry standard technology, such as Secure Socket Layers ("SSL"), to help safeguard against loss, misuse or alteration of data. In certain areas, the information passed between your browser and our system is encrypted with SSL technology to create a protected connection between you and our website to ensure confidentiality. If a breach into our

security systems occurs, Muskegon County Convention & Visitors Bureau will notify you to the extent required under applicable law.

This website contains links to other sites. Please be aware that we are not responsible for the content or privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of any other site that collects personally identifiable information.

If you feel that we are not abiding by this privacy policy, you should contact us immediately via telephone at 231-724-3100 or info@visitmuskegon.org.