



## **Privacy Policy for Ventura County Economic Development Association (VCEDA)**

**Effective Date: 08.31.24**

### **1. Overview**

The Ventura County Economic Development Association (VCEDA) values the privacy of our members, partners, and website visitors. This Privacy Policy outlines the types of information we collect from you when you use our website ([Insert Website URL]), how we use it, and the steps we take to protect it.

### **2. Information Collection**

We collect information in two ways:

- **Information You Provide:** This includes personal information that you voluntarily provide when you sign up for our newsletter, register for events, become a member, or participate in surveys. Examples include your name, email address, postal address, phone number, and payment information.
- **Automatically Collected Information:** When you visit our website, we automatically collect certain information from your device, including information about your web browser, IP address, and browsing activities (pages viewed, links clicked).

### **3. Use of Information**

The information we collect is used for the following purposes:

- To provide and maintain our services, including managing your membership or registration for events.
- To improve our website and services by understanding how they are used.
- To communicate with you, including sending newsletters, marketing materials, and other information that may be of interest to you.
- To enhance our marketing efforts, including through targeted advertisements.

### **4. Data Sharing and Disclosure**

VCEDA does not sell, trade, or otherwise transfer your personally identifiable information to outside parties without your consent, except to trusted third 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 may also release your information when we believe release is appropriate to comply with the law, enforce our site policies, or protect ours or others' rights, property, or safety.

## **5. Data Security**

We implement a variety of security measures to maintain the safety of your personal information when you enter, submit, or access your personal information.

## **6. Cookies and Tracking Technologies**

Our website uses "cookies" and other tracking technologies to enhance your experience and gather information about visitors and visits to our websites. You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies through your browser settings.

## **7. Your Rights**

You have certain rights regarding the personal information we hold about you, including the right to access, correct, or request the deletion of your personal information. You can also opt out of receiving marketing communications from us at any time.

## **8. Changes to this Policy**

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page. We encourage you to review this Privacy Policy periodically for any changes.

## **9. Contact Us**

If you have any questions about this Privacy Policy, please contact us at:

[info@vceda.org](mailto:info@vceda.org)