

Destination Missoula Privacy Policy

General: Terms of Use

By accessing, browsing or viewing the destinationmissoula.org site (the "Site"), you accept, without limit or qualification, all Site policies, terms and conditions provided herein and as may change from time-to-time without notice to you. Any usage of the Site by you acknowledges full and complete acceptance of these terms and conditions. As a condition of your use of this website, you warrant to Destination Missoula that you will not use this website for any purpose that is unlawful or prohibited by these terms, conditions and notices.

Any rights not expressly granted herein are reserved.

Privacy: Personal Information Collected and Use of Such Information

DestinationMissoula.org is committed to honoring the privacy of its site visitors. We will not sell, release or rent any personal information gathered during your visit without your explicit permission.

We may use cookies to collect non-personally identifiable information in order to deliver content specific to your interests. A cookie cannot read information off your hard drive or read cookie files from other websites. You do not need to have cookies enabled in the browser of your devices (e.g., computers or mobile phones) to use the site. For each visitor to our Site, our web server(s) automatically recognizes the customer's Internet Protocol (IP) address/domain name combination. DestinationMissoula.org collects IP address/domain name combinations of visitors to the Site to provide us with general location information, sometimes across multiple devices. We will use your IP address only for website administration, to detect problems with a server, or to track traffic patterns. We may share with our service providers your IP address to monitor how effective our advertisements are at inspiring you to visit Western Montana. We do not use information regarding individual users. DestinationMissoula.org does collect the following: email addresses of users who voluntarily communicate with us via email; aggregate information on what pages users access or visit; user-specific information on what pages users access or visit; and other information voluntarily provided by the user, such as survey information and/or personal information provided on contact forms, registration forms, comment forms, online promotions, etc. The information collected is

used for internal review and may be used to improve the overall content of the Site, to customize the content and/or layout of the Site for each individual user, to notify users about updates to the Site and/or other Site related communications, and to monitor the effectiveness of our advertisements. If you wish to opt out of cookies that will allow us to serve our advertisements while you are in Montana and collect aggregated information about your arrival to the state please send an email to partnership@destinationmissoula.org

Ordering Publications

Destination Missoula does not collect information about you unless you voluntarily participate in an activity that asks for such information. The information requested and supplied by you through the web, is the same information requested if performed over the telephone, by mail, or in person. When you provide your name, address, email address and other personal information, we use the information to provide the requested publications. If and only if you do explicitly grant us permission, we do sometimes release non-financial information to Montana travel-related businesses. If you do not grant such permission, then your information will not be shared with any third-party organizations.

Site Content

Information Voluntarily Submitted by Site Users

If you send any communications or materials to the Site by electronic mail or otherwise, including any comments, data, questions, suggestions or the like, all such communications are, and will be treated as, non-confidential and non-proprietary. Thus, you give up claim that any use of such material violates any of your rights including moral rights, privacy rights, proprietary or other property rights, publicity rights, rights to credit for material or ideas, or any other right, including the right to approve the way Destination Missoula uses such material.

Any material submitted to this Site may be adapted, broadcast, changed, copied, disclosed, licensed, performed, posted, published, sold and transmitted by Destination Missoula anywhere in the world, in any medium, forever.

Destination Missoula is free to use, without compensation to you, any concepts, ideas, know-how or techniques contained in any communication you send to the Site for any purpose whatsoever, including but not limited to developing, manufacturing and marketing products using such information. However, you agree and understand that Destination Missoula is not obligated to use any such ideas or materials and you have no right to compel such use.

Content Usage

Copyrights, Intellectual Property, Limited Permissions

Destination Missoula encourages the lawful use of its site content. The text, images, and data on the Site are protected by copyright and may be subject to other restrictions as well. Destination Missoula and relevant third-parties retain all rights, including copyright, in data, images, audio and video clips, software, documentation, text, and other information contained in these files (collectively, the "Materials"). Users may download and use Materials subject to these Terms and Conditions, and subject to any additional terms or restrictions applicable to the individual file or program, provided all copyright and other proprietary notices contained on the Materials are retained.

The Materials are made available for use without permission only for limited non-commercial personal or educational use, for fair use as defined in the United States of America copyright laws, and for the specific use of the media and non-commercial/commercial providers of travel, tourism, leisure, arts, cultural and related information who, by their use of such content, promote the state of Montana as a travel destination and further the mission and goals of Destination Missoula. All users must cite the author/artist and source of this Material as they would material from any printed or other work, and the citation MUST include the URL "destinationmissoula.org" and " in addition to all copyright and other proprietary notices included in the Materials. Non-commercial/commercial providers of travel, tourism, leisure, arts, culture and related information who choose to use such Materials must additionally notify Destination Missoula of such usage by contacting us and briefly detailing where, how, when and for what purpose the Materials are planned to be used. In granting this limited permission, however, note that Destination Missoula does not warrant or represent that use of Materials displayed on the Site will not infringe the rights of third parties not owned by or

affiliated with Destination Missoula. Copyright and other proprietary rights in the Materials may be held by individuals and/or entities other than Destination Missoula.

Destination Missoula expressly prohibits the use, copying, display, publication, distribution, transmission, modification, reposting or exploitation for commercial purposes of any protected Materials on the Site, other than those purposes specifically described above.

While Destination Missoula uses reasonable efforts to include accurate and up-to-date information in this Site, content is provided by a variety of sources, changes frequently, and we make no representations or warranties as to its accuracy. Destination Missoula assumes no liability or responsibility for any errors or omissions in the content of the site.

Trademarks

The trademarks, online logo marks and service marks ("the Trademarks") displayed on the Site, including destinationmissoula.org, are registered and/or unregistered Trademarks of Destination Missoula and/or individual Site Partners. The Trademarks of other third parties may also be displayed on the Site. Nothing contained in this Site should be construed as granting, by implication, estoppel, or otherwise, any right or license to use any Trademark displayed on the Site without written permission by the specific owner of the Trademark displayed on the Site. Your misuse of the Trademarks displayed on the Site, including alteration or use out of context, is strictly prohibited.

Disclaimer of Accuracy or Endorsement

Information on businesses and organizations within the websites of destinationmissoula.org (missoulameetings.com), blogs, social channels) are provided by those organizations, and not endorsed by Destination Missoula. Users of this information are encouraged to call individual businesses to verify prices, amenities, features, dates, and all other important details before traveling. Additionally, these Web sites contain links to other sites. Please be aware that we are not responsible for the 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 each Web site that collects personally identifiable information. This privacy statement applies solely to information collected by this Web site.

Security

To prevent unauthorized access, maintain data accuracy and ensure the correct use of information, Destination Missoula has put in place reasonable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

Electronic communications and Internet transmissions are never completely private or secure. You understand that any message or information you send to the Site may be read or intercepted by others notwithstanding the security precautions put in place by Destination Missoula. Sending a message or any kind of electronic information to Destination Missoula does not cause Destination Missoula to be liable for its protection.

Destination Missoula

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Phone: 406.532.3250

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Definition of Personally Identifiable Information

Personally identifiable information means individually identifiable information about an individual collected online, including:

1. a first and last name;
2. a residence or other physical address, including a street name and name of a city or town;
3. an e-mail address;
4. a telephone number;
5. a social security number; or
6. unique identifying information that an internet service provider or a government website operator collects and combines with any information described in subsections (6)(a) through (6)(e).

Personally Identifiable Information Not Routinely Collected

Citizens do not have to routinely provide personal information to access Destination Missoula web sites or to download information. We will not collect any personally identifiable information about you (name, address, telephone number, email address) unless you provide it voluntarily.

Personally Identifiable Information Collected

Guest Book

If you do not want your personal information collected, please do not submit it online. We may request personally identifiable information from you in order to provide requested specialized services, but such information is handled as it would be on an in-person visit to a government office.

The information you voluntarily submit is used by Destination Missoula to notify consumers about updates to our web site, used to contact consumers for marketing purposes and shared with reputable Montana businesses and organizations to contact consumers for marketing purposes. Individuals are provided with the option to not have their name shared. None of the information we collect will be used for a purpose other than the express purposes set forth in this statement, except as required by law. Individuals will be provided with the ability to "opt out" at any time of any communication regarding new service updates from **Destination Missoula.**

Email This Page to a Friend

If a user elects to use our referral service for informing a friend about our site, we ask for the friend's name and email address. Destination Missoula will automatically send the friend a one-time email inviting them to visit the site. Destination Missoula does not store this information.

Surveys and Contests

From time-to-time our site requests information from users via surveys or contests. Participation in these surveys or contests is completely voluntary and the user therefore has a choice whether or not to disclose this information. Information requested may include contact information (such as name and shipping address), and demographic information (such as zip code, age level). **Contact information will be used to notify the "contest" winners and award prizes and may also be shared with Montana businesses and organizations to help them contact "contest" participants for marketing purposes. "Survey" participant** information will be used for the purpose of monitoring and improving the usability and satisfaction of this site and **will not be shared** with Montana businesses or organizations to help them contact consumers for marketing purposes.

Log Files and User Tracking

For each visitor to our web page, our web server automatically recognizes the consumer's domain name and IP address. We use IP addresses to analyze trends, administer the site, track user's movement and gather broad demographic information for aggregate use. IP addresses are not linked to personally identifiable information. We collect the domain name and IP address of visitors to our site, browser type and version, operating system, aggregate information on what pages consumers access and how long they stay on each page and information volunteered by the consumer, such as survey information and/or site registrations and e-mail. This information is used to enhance and position the content on our web site.

Links

This web site contains links to other sites. Please be aware that **Destination Missoula** and the State of Montana are not responsible for the 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 each website that collects personally identifiable information. This privacy statement applies solely to information by this Web site.

Changing or Removing Personal Information

If you supply us with your postal address online you may receive periodic mailings from us with information on new services or upcoming events. If you do not wish to receive such mailings, please let us know by calling us at the number provided above, e-mailing us at the above address or writing to us at the above address. Please provide us with your exact name and address. We will also remove your name from the list we share with other organizations. We do not partner with or have special relationships with any ad server companies.

Persons who supply us with their telephone numbers online will **only receive telephone contact from Destination Missoula** with information regarding specific requests they have placed online or in the case of winning prizes from our online contests. **Telephone information will not be shared with Montana businesses and organizations.**

From time to time, we may use customer information for new, unanticipated uses not previously disclosed in our privacy notice. If our information practices change at some

time in the future we will use only data collected from the time of the policy change forward.

Customers may prevent their information from being used for purposes other than those for which it was originally collected by contacting **Destination Missoula**. Upon request we provide site visitors with access to all information [including proprietary information] that we maintain about them. Consumers can access this information by contacting **Destination Missoula**. Consumers can have this information corrected or changed by contacting **Destination Missoula**.

Security

We use industry-standard encryption technologies when transferring and receiving consumer data exchanged on our site. We have appropriate security measures in place at our physical site to protect against the loss, misuse or alteration of information that we have collected from you on our site.