



NORTHERN VIRGINIA CHAMBER OF COMMERCE WEBSITE PRIVACY POLICY

This Privacy Policy describes the ways in which the Northern Virginia Chamber of Commerce (“NOVA Chamber,” “we,” “our,” or “us”) collects, uses, and discloses information about you through your use of the www.novachamber.org website and all other NOVA Chamber websites and applications that link to this policy (collectively, the “Website”). By using the Website, you consent to the processing of your information as set forth in this Privacy Policy, now and as amended by us.

What information do we collect?

Information You Provide – We and our service providers may collect any information that you voluntarily provide to us when you use the Website, including when you apply for membership, register for a NOVA Chamber event, or write to us. The information that you provide us can include, but is not limited to: your name, contact information, information regarding your business/organization/employer, registration information, and payment card information.

Information Automatically Collected From You – We and our service providers may automatically collect certain technical information from your computer or mobile device over time and across different websites when you use the Website, such as your Internet Protocol address, your general geographic location, your browser type, your operating system, the pages you view on the Website, the pages you view immediately before and after you access the Website, and the search terms you enter on the Website. This information allows us to recognize you and personalize your experience if you return to the Website, and to improve the Website and the services we provide. We and our service providers may collect this information using “cookies,” which are small text files that the Website saves on your computer using your web browser and accesses when you return, or similar technologies.

How do we use this information?

We may use the information we collect for a number of purposes, including, but not limited to:

- making you aware of events, meetings, and other gatherings hosted by us, our members, or other organizations;
- administering membership in our organization;
- populating our member directory;
- providing you with information you request and responses to questions you submit;
- delivering marketing communications, promotional materials, or advertisements that may be of interest to you;

- allowing us to operate and improve the Website and the services we provide, such as by better tailoring our content to our users' needs and preferences; and
- detecting, preventing, and responding to fraud, intellectual property infringement, violations of any applicable terms of use, violations of law, or other misuse of the Website.

Under what circumstances do we disclose this information?

We may disclose the information we collect from you through the Website:

- to third parties that provide services to us in connection with our business operations such as our payment processor;
- to business partners that may deliver marketing communications, promotional materials, or advertisements that may be of interest to you;
- as required by law, such as to comply with a subpoena or other legal process, or to comply with government reporting obligations;
- when we believe that disclosure is necessary: (a) to protect our rights, the integrity of the Website, or your safety or the safety of others; or (b) to detect, prevent, or respond to fraud, intellectual property infringement, violations of any applicable terms of use, violations of law, or other misuse of the Website; and
- to service providers, advisors, potential transactional partners, or other third parties in connection with the consideration, negotiation, or completion of a corporate transaction in which we are acquired by or merged with another company or we sell, liquidate, or transfer all or a portion of our assets.

The Website also may contain third-party links. We are not responsible for the collection and use of information by such third parties that are not under our control. We encourage you to review the privacy policies of each website you visit.

How is your information secured?

We have administrative, technical, and physical safeguards designed to help safeguard the information collected by the Website.

Your choices

If you do not want the Website to collect information through the use of cookies, you can set your web browser to reject cookies from the Website. Each browser is different, so you should check your browser's "Help" menu to learn how to change your cookie preferences. If you reject or block cookies from the Website, however, the Website may not function as intended.

We may work with third parties to present advertisements, and engage in data collection, reporting, ad delivery and response measurement, and site analytics on our Sites and on third party websites across the Internet and applications over time. These third parties may use cookies, web beacons, pixels, or similar technologies to perform this activity. They may also obtain information about applications you use, websites you visit, and other information from across your devices and browsers in order to help serve advertising that may be more relevant to your interests on and off

our Sites and across your devices and browsers. This type of advertising is known as interest-based advertising. They may also use this information to associate various browsers and devices together for the purpose of interest-based advertising and other purposes like analytics.

For more information about interest-based advertising on your desktop or mobile browser, and your ability to opt out of this type of advertising by third parties that participate in self-regulatory programs, please visit the DAA [Self-Regulatory Program for Online Behavioral Advertising](#). To learn more about interest-based advertising in mobile apps and to opt out of this type of advertising by third parties that participate in the DAA's AppChoices tool, please download the version of AppChoices for your device [here](#). Please note that any opt-out choice you exercise through these programs will apply to interest-based advertising by the third parties you select but will still allow the collection of data for other purposes, including research, analytics, and internal operations. You may continue to receive advertising, but that advertising may be less relevant to your interests.]

Changes to this Privacy Policy

If we update this Privacy Policy, we will notify you by posting a new Privacy Policy on this page. You should visit this page often to learn of changes to the Privacy Policy.

Contact us

If you have any questions about this Privacy Policy or our use of your information collected through the Website, please contact us at Vice President, Finance and Administration kkelly@novachamber.org.

This Privacy Policy was last updated on January 1, 2020.