

# PRIVACY POLICY

We will not share your information with anyone without your permission. This privacy statement discloses the privacy practices for the St. Landry Parish Tourist Commission as it relates to [www.cajuntravel.com](http://www.cajuntravel.com).

**Effective Date: May 25, 2018**

The St. Landry Parish Tourist Commission provides visitor information to those wanting to know more about St. Landry Parish as a travel destination. Information is provided in person at our visitor center, on the telephone, through postal mail or through electronic transmission, and personal data might be collected to facilitate providing the visitor information.

The St. Landry Parish Tourist Commission owns and operates a website, that is used to disseminate visitor information to travelers interested in visiting St. Landry Parish in southwest Louisiana. The Commission also provides information and maintains communication with visitors as well as a variety of industry contacts including but not limited to local hospitality industry partners, service providers, group contacts, meeting planners, sports event organizers, media, event planners, elected officials, community supporters and more. Information is given in many ways including in person at a visitor center, offsite meetings, on the telephone, through postal mail or through electronic transmission including our websites. Personal data including name, address, email address, telephone numbers, visitor interests, etc. might be collected to facilitate the communication and provision of information.

Privacy and data protection are of the utmost importance as Commission staff collect, use and process the personal information associated with these visitors, industry contacts, and others.

This Privacy Policy explains what personal information can be collected by the St. Landry Parish Tourist Commission when you access the Site and Services, how we will use the information, and how you can control the collection, correction and/or deletion of information. We will not use or share your information with anyone except as described in

this Privacy Policy. This Privacy Policy does not apply to information we collect by other means (including offline) or from other sources. The use of information collected through our Site and Services will be limited to the purposes under this Privacy Policy and our Terms of Service to customers.

1. Information We Collect on Our Own Behalf.

(a) Our Service: We may collect personally identifiable information about you, such as your full name, address, phone number, email address, or similar, when you request information, submit a request for proposal, subscribe to a newsletter, enter a contest. When you use the St. Landry Parish Tourist Commission Site & Services, we may receive certain information about you as described below. We send informational emails, promotional emails, and hospitality industry-related emails. If you no longer wish to receive these emails, you may opt out of them by unsubscribing or by notifying us via email at [assistant@cajuntravel.com](mailto:assistant@cajuntravel.com)

(b) Cookies And Tracking Technologies: Technologies such as: cookies, beacons, tags and scripts may be used by the St. Landry Parish Tourist Commission and its advertising partners. These technologies may be used in analyzing trends, administering the Site and Services, tracking your movements around the Site and to gather demographic information about our user base as a whole. We use cookies to remember users' settings as well as for authentication and analytics. Users can control the use of cookies at the individual browser level. If you reject cookies, you may still use our Site and Services, but your ability to use some features or areas of our Site and Services might be limited. Our Site and Services may use Google Analytics and other measurement tools to track user activity, page content, click/touch, movement, scroll, and keystroke activity (in some cases). We also use or may use Google Tag Manager, Google AdWords (Conversion Tracking), or other tracking technology. Some or all of these tools may be used to track information about your behavior on our website depending on your region.

We will retain personal data we process for as long as needed to provide our services, to compile reports using aggregated data or to comply with our legal obligations, resolve disputes and enforce our agreements.

2. How We Use Your Information.

- (a) We use the information that we collect to operate and maintain our Site and Services and to respond to your requests, questions and concerns.
- (b) If you have given your consent, we use the information that we collect to send you marketing communications and industry newsletter.

3. How We Share Your Information.

- (a) Personally Identifiable Information: St. Landry Parish Tourist Commission will not rent or sell your personally identifiable information to others. We may store personal information in locations outside the direct control of the Commission (for instance, on servers or databases co-located with hosting providers).
- (b) Non-Personally Identifiable Information: We may share non-personally identifiable information (such as anonymous usage data, referring/exit pages and URLs, platform types, number of clicks, etc.) with interested third parties to help them understand the usage patterns for our Site and Services and those of our partners. Such results consist solely of non-personally identifiable information.
- (c) Instances Where We Are Required To Share Your Information: St. Landry Parish Tourist Commission will disclose your information where required to do so by law, if subject to subpoena or other legal proceeding or if we reasonably believe that such action is necessary to:
  - (i.) comply with the law and the reasonable requests of law enforcement;
  - (ii.) to enforce our Terms of Service or to protect the security or integrity of our Site and Services; and/or
  - (iii.) to exercise or protect the rights, property, or personal safety of the St. Landry Parish Tourist Commission, our users or others.
- (d) Testimonials: We may display personal testimonials of satisfied customers on our Site and Services in addition to other endorsements. With your consent, we may

post your testimonial along with your name. If you wish to update or delete your testimonial, you can contact us [assistant@cajuntravel.com](mailto:assistant@cajuntravel.com) .

4. **Storage and Processing.** Your information collected through the St. Landry Parish Tourist Commission Site and Services may be stored and processed in the United States, Europe, or any other country in which the Commission or its subsidiaries, affiliates or service providers maintain facilities. The Commission may transfer information that we collect about you, including personal information, to affiliated entities, or to other third parties across borders and from your country or jurisdiction to other countries or jurisdictions around the world.
5. **How We Protect Your Information.** The St. Landry Parish Tourist Commission is concerned with protecting your privacy and data, but we cannot ensure or warrant the security of any information you transmit to the Commission or guarantee that your information on the its Site and Services may not be accessed, disclosed, altered or destroyed by breach of any of our industry standard physical, technical or managerial safeguards. No method of transmission over the Internet or method of electronic storage, is 100% secure, however. Therefore, we cannot guarantee its absolute security. If you have any questions about security on our Site, you can contact us at [assistant@cajuntravel.com](mailto:assistant@cajuntravel.com)
6. **Compromise of Personal Information.** In the event that personal information is compromised as a breach of security, the St. Landry Parish Tourist Commission will promptly notify you in compliance with applicable law.
7. **Your Choices About Your Information.** For current St. Landry Parish Tourist Commission customers, partners and others, you can review, correct, update or delete inaccuracies to the information about you that the Commission keeps on file by submitting your request to [assistant@cajuntravel.com](mailto:assistant@cajuntravel.com). We will acknowledge your request within seventy-two (72) hours and handle it promptly. Data protection law gives you a range of rights in connection with our processing of your personal data. In this regard, you have the right to request that we rectify or delete the personal data or restrict the processing of your personal data, if you think they are inaccurate. Furthermore, you have the right to object against the processing based on our legitimate interests as a legal basis. We are required to assess and act on your

request. Additionally, you also have the right to data portability if it should become relevant. You have a right to lodge a complaint with your local supervisory authority. If you have any questions about this Privacy Policy or your rights under data protection law, you can contact our office at <https://cajuntravel.com/contact/contact-form/>.

8. Our Retention of Your Information.

(a) If you are a visitor to the St. Landry Parish Tourist Commission Site or Services, we will retain your information until we are notified that you no longer wish to receive the services or information for which the data was collected.

9. Children's Privacy. Protecting the privacy of young children is especially important.

For that reason, the St. Landry Parish Tourist Commission does not knowingly collect or solicit personal information from anyone under the age of 13. In the event that we learn that we have collected personal information from a child under age 13, we will delete that information as quickly as possible. If you believe that we might have any information from or about a child under 13, please contact us at [assistant@cajuntravel.com](mailto:assistant@cajuntravel.com)

10. Notification Procedures. It is our policy to provide notifications, whether such notifications are required by law or are for marketing or other business related purposes, to you via email, written or hard copy notice, or through conspicuous posting of such notice on the Sites or Services, as determined by the St. Landry Parish Tourist Commission at its sole discretion. We reserve the right to determine the form and means of providing notifications to you, provided that you may opt out of certain means of notification as described in this Privacy Policy.

11. Links to Other Web Sites. We are not responsible for the practices employed by websites or services linked to or from the St. Landry Parish Tourist Commission Site or Services, including the information or content contained therein. Please remember that when you use a link to go from the Commission Site or Services to another website or service, our Privacy Policy does not apply to third-party websites or services. Your browsing and interaction on any third-party website or service,

including those that have a link or advertisement on our website, are subject to that third party's own rules and policies.

**Social Media Widgets:** Our Site and Services may include social media features, such as the Facebook Like button and other widgets, that run on our Site and Services. These features may collect your IP address and which page you are visiting on our Site and Services and may set a cookie to enable the feature to function properly. Social media features and widgets are either hosted by a third party or hosted directly on our Site and Services. Your interactions with these features are governed by the privacy policy of the organization providing it.

12. **Changes to Our Privacy Policy.** All changes to this Privacy Policy are effective when they are posted on this page. When we change the policy in a material manner, we will let you know via email and/or a prominent notice on our Site and Services, prior to the change becoming effective and update the 'effective date' at the top of this page.

If you have any questions about this Privacy Policy, the practices of this Site, or your dealings with this website, please contact us at [assistant@cajuntravel.com](mailto:assistant@cajuntravel.com)