

## Introduction

NC TIDE ("NC TIDE" or "We", "us"), respect your privacy and we are committed to protecting your privacy through our compliance with this policy. This policy describes our practices in connection with information that we collect through our NC TIDE applications (collectively our "Applications") as well as NC TIDE'S privacy practices in relation to the use of NC TIDE'S websites and external marketing activities. This policy also describes your data protection rights, including a right to object to some of NC TIDE'S processing. The Policy does not apply to information collected by any third party, including through any third-party application or content (including advertising) that links to or is accessible from our Applications or websites.

## Are you a Visitor?

This policy applies to the following classification of individuals that interact with NC TIDE:

- **VISITORS:** Individuals and prospective associates who interact with our Websites (for instance, to read about NC TIDE services, to register for an event), as well as those who attend NC TIDE events and interact with NC TIDE's Applications.

## What types of personal data does NC TIDE collect?

NC TIDE collects a variety of personal data from and about visitors to our website and Applications, including name, organization, title, postal address, e-mail address, telephone number, fax number, social media account ID, and credit or debit card number.

**If you do not agree with our policies and practices, you may choose not to use our Applications.**

## How NC TIDE use personal data?

If a visitor chooses to use our Applications to conduct business with a NC TIDE (for example: register for or check into an event, respond to an online survey, download a mobile application), any information provided in connection with that interaction will be transferred to, and under the control of, NC TIDE. NC TIDE will also have access to information (including personal data and Application usage data) related to how visitors interact with the Applications they use. In such instances, NC TIDE acts as a data controller towards the visitor, under the European Economic Area ("EEA") data protection laws.

NC TIDE collects visitor usage information about how our visitors interact with our Applications. This includes which webpages you visit, what you click on, when you perform certain actions, what language preference you have, what you buy, and so on.

## How does NC TIDE collect and process personal data from our visitors?

We collect personal data from our visitors in order to facilitate communication and delivery of the Applications. For example, we may collect visitor contact information, whether through the execution of a contract, use of our services, a form on our website, sign up for an event, or a response to one of our surveys or marketing emails. We may also collect credit card information (e.g., credit card number and expiration date, billing address, etc.) or other customary bank information needed for billing and payment purposes.

We collect visitor usage information about how our visitors interact with our Applications. This includes which webpages you visit, what you click on, when you perform certain actions, what language preference you have, what you buy, and so on.

We process visitors' personal data in the following manner:

- To disclose to contractors, service providers, and other third parties as reasonably necessary or prudent to provide, maintain and support our Applications, such as, for example, payment processors and data center or Web hosting providers. **NC TIDE does not share, sell or trade any information with such third parties for any promotional purposes.**
- To deliver the services through our Applications. Some examples include:
  - If a visitor uses one of our Applications to register for an event, we will use their provided e-mail address to send them information and announcements relating to that event.
  - If a visitor uses one of our Applications to pay for event registration fees or other products and services using their credit cards, we will pass the credit card information to payment card processors to validate the payment information and complete the transactions.
  - When a visitor uses his/her social media credentials to share information on their social media platform or to log into one of our Applications, we will share information with his/her social media account provider. The information we share will be governed by the social media site's privacy policy.
  - To disclose to event organizers, exhibitors, or other attendees, as directed by a visitor, such as by consenting to having an exhibitor scan his/her event badge to share his/her contact information, clicking to give consent to receive exhibitor information, or actively consenting to share information in a NC TIDE mobile application (e.g., name, contact information, profile picture, survey responses, Q&A features, comments, messages, poll responses, etc.).
  - To deliver to a third party in the event of a merger, divestiture, restructuring, recapitalization, reorganization, dissolution or of some or all NC TIDE's assets, whether as a continuing operating business or as part of bankruptcy, liquidation or similar proceeding, in which personal data held by NC TIDE about our visitors is among the assets transferred.
  - For our internal business purposes that include administering access and use of our Applications, data analysis, securely identifying visitors upon logging onto an Application, enhancing or modifying our Applications, determining the effectiveness of our promotional campaigns, billing for services, and operating our business.
  - As we believe to be necessary or appropriate: (a) under applicable law, including laws outside your country of residence; (b) to respond to requests from public and government authorities including public and government authorities outside your country of residence; and (c) to protect against or identify fraudulent transactions.
  - For other purposes when visitors provide explicit consent.

## How long does NC TIDE store personal data?

Where we process personal data for legitimate business interests described in the section "[Does NC TIDE use or sell personal data](#)," we process the data until 90 days after the termination of the Applications. Within 13 months, we remove the data from our backup media.

## How can a Visitor access, correct, or delete his/her personal data?

Visitors have the same rights to access, correct or delete their personal data as outlined above. Any Visitor can access, correct or delete his/her data by utilizing their registration notification and clicking on the modification tab.

### California residents

If you are a California resident, California law provides you with specific rights regarding your personal information, including the right to request that we disclose certain information to you about our collection and use of your personal information over the past 12 months; the right to request that we delete any of your personal information that we have collected from you, subject to certain exceptions; and the right to opt out of the sale of your personal information. To make such a request email us at [contactus@nctide.org](mailto:contactus@nctide.org).

Please note that we are only required to respond to two such requests per individual each year. You also have the right not to be discriminated against if you exercise any of your rights under California privacy law.

NC TIDE may have collected the following categories of personal information of California residents in the past 12 months:

- Identifiers such as a name, postal address, Internet Protocol address, email address, or other similar identifiers.
- Categories of personal information described in subdivision (e) of [California Civil Code Section 1798.80](#).
- Characteristics of protected classifications under California or federal law.
- Commercial information, including records of products or services purchased or considered.
- Internet or other electronic network activity information.
- Geolocation data.
- Audio and visual information, such as customer service call recordings and photographs.
- Professional or employment-related information.
- Education information.
- Inferences drawn from any of the information identified above.

This information is collected and used for the purposes disclosed in this Privacy Policy. NC TIDE may have disclosed a Visitor's, name, title, or business contact information to host venues

(e.g., restaurant or hotel) or event sponsors of NC TIDE events in the 12 months immediately preceding the posting of this privacy policy. If a Visitor wishes to have his/her information excluded from this type of disclosure, contact the Applications developer, Cvent. NC TIDE may have disclosed any of the above categories of personal information pursuant to an individual's consent or under a written contract with a service provider for a business purpose in 12 months immediately preceding the posting of this updated privacy policy.

## How does NC TIDE use cookies and similar technologies?

### Cookies and Web Beacons

Our vendors use cookies or similar automatic data collection technologies as individuals interact with our Applications to collect certain information about their equipment, browsing actions and patterns, including:

- Details of your visits to our Applications, such as the date and time you access our Applications, length of time you spend on our Applications, websites that linked to our Applications or websites linked from our Applications, the resources and content that you access and use on the Applications.
- Information about your computer and internet connection, such as your IP Address, computer type, screen resolution, language, Internet browser type and version.

### Below are the technologies we use for automatic data collection. We do not use any of these technologies to collect information for marketing or advertising purposes.

- **Browser Cookies.** A cookie is a small file placed on a computer hard drive. Web browsers can be configured to restrict or entirely block cookies, to configure cookie notification settings and/or to delete cookies already present on the browser or device. Information on how to do this is provided by the web browser's help/reference section. Limiting or restricting certain types of cookies may prevent a Visitor from using certain portions of our Applications, depending on how the browser settings are configured. For example, event registration cannot be completed successfully if cookies are disabled in the web browser. Unless the browser setting has been adjusted so that it will refuse cookies, our system will issue cookies when the browser interacts with our Applications. For more information about cookies and how to disable them, see [www.allaboutcookies.org](http://www.allaboutcookies.org).
- **Session Cookies and Persistent Cookies.** A "session" cookie lasts for a single browser session only and is deleted when the user closes the web browser. Session cookies allow website operators to link the actions of a user during a browser session. A "persistent" cookie remains on the user's device (even while powered off) until it expires or is deleted. A persistent cookie will be reactivated when a user returns to the website which posted the cookie. We use persistent cookies to help customize your web experience when you return to a web page or our website.

Neither of these cookies can read or access other cookies or any data from a user's hard drive. Further, neither of these cookies alone will personally identify a user; however, a cookie will recognize a user's individual web browser or device through an IP Address, browser version, operating system and other information, and individuals who log in to their

NC TIDE accounts will be individually identifiable to particular Applications using session cookies.

- **Web Beacons.** Pages in our Applications and our e-mails will contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags and single-pixel gifs). Web beacons differ from cookies in that the information is not stored on your hard drive, but invisibly embedded on web pages or in email. Web beacons permit us to track online movements of web users, for example: to count users who have visited those pages or opened an e-mail and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity). This enables NC TIDE to provide a website experience more tailored to our users' preferences and interests.
- **Flash Cookies.** Certain features of our services will use local storage, such as "Flash cookies" to collect and store information about your preferences and navigation to, from and on our Websites. Flash cookies are not managed by the same browser settings as are used for browser cookies. If you do not want Flash cookies stored on your computer, you can adjust the settings of your Flash player to block Flash cookie storage using the tools contained in the Website Storage Settings Panel available at [www.macromedia.com/support/documentation](http://www.macromedia.com/support/documentation).

At this time, we do not respond to browser 'do not track' signals, as we await for a uniform standard put forth by regulators or the privacy industry.

You can learn about how you can adjust your browser's settings to limit or disable cookies and other tracking technologies by visiting the section below titled "[Third Party Analytics Providers](#)."

## **Advertising**

NC TIDE's Applications developer, Cvent, uses information collected from venue sourcing Customers to enable the developer to display advertisements from its Hospitality Cloud Customers to its target audience of users through its network or its advertising service providers. While Cvent and its Hospitality Cloud Customers leverage this technology to advertise to Customers, it never use Visitor information to advertise to Customer Business Contacts.

Cvent also uses third parties (such as LinkedIn, Google AdRoll, YouTube) to serve advertisements that may be of interest to you on other websites. For more information and the ability to control your preferences, please visit:

<http://preferences-mgr.truste.com>,

[http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp)

<http://www.aboutads.info/>

<https://policies.google.com/privacy/partners>

<https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>

<https://account.microsoft.com/privacy/ad-settings/signedout>

<https://my.outbrain.com/recommendations-settings/home>

<https://adssettings.google.com/authenticated>

<https://www.facebook.com/ads/preferences/>  
<https://twitter.com/settings/personalization>  
<https://www.quora.com/optout>

If you are located in Switzerland or the European Union, please visit [www.youronlinechoices.com](http://www.youronlinechoices.com).

## **How does NC TIDE process data from Visitors?**

By visiting our Applications or providing us with your personal information, Visitors consent to the collection, processing and storage of their personal information as described in this section.

### **Visitor Personal Data Collected**

NC TIDE collects personal data including name, title, postal address, e-mail address, telephone number, social media account ID, company information (including financial and billing information when purchasing NC TIDE services), survey responses, message board posts, chat messages, contest entries and promotional enquiries. We may collect this Visitor information through a form on our website, queries submitted to our chat agent, an interaction with our customer support team, when signing up for an event, or a through a response to one of our surveys or marketing emails. We use this information to provide you with additional details about our services, conduct research, provide whitepapers or to contact you after your visit. We also collect personal data from third party sources, such as public databases, joint marketing partners, and social media platforms. For example, if a Visitor elects to connect his/her social media account to his/her account for our websites, certain personal data from the social media account will be shared with us, which may include personal data that is part of the Visitor's profile or his/her friends' profiles.

If you elect to do so, when you provide a reference, we collect personal information about your contacts, such as:

- Name
- Email
- Organization
- Phone number
- City of residence
- ZIP code

When you provide us with personal information about your contacts we will only use this information for the specific reason for which it is provided.

If you believe that someone else has provided us with your personal information and you would like to request us to remove it from our database, please submit a request at [contactus@nctide.org](mailto:contactus@nctide.org). Additionally, our service provider (Cvent) collects personal data from cookies and similar technologies to collect information about the pages Visitors view, links

Visitors click on, Visitors' web browser information, Visitors' IP address and other actions Visitors may take when accessing our websites. For additional information about our use of these technologies and how to control them, see "[Cookies and similar technologies](#)" section above.

### **Storing of Visitor Personal Data**

Where we process Visitor personal data for marketing purposes or with Visitor consent, we process the data until the Visitor asks us to stop. It typically takes up to 30 days to implement your request, but in no event longer than required by applicable law. NC TIDE will not retain Visitor personal data longer than the statutory retention period permitted in the local jurisdictions where NC TIDE services are marketed and provided. We also keep a record of when Visitors have asked us not to send direct marketing or to process Visitor data indefinitely so that we can respect the Visitor's request in the future.

### **Access, Correct or Delete Visitor Data**

Visitors have the right to access, correct or delete their personal data as outlined in section "[How can a Customer access, correct or delete your personal data?](#)"

Any Visitor that seeks to access, correct or delete data, can do so by submitting a request at [contactus@nctide.org](mailto:contactus@nctide.org) . NC TIDE will process this request within 30 days.

NC TIDE will not accommodate a request to change information if it believes the change would violate any law or legal requirement or cause the information to be incorrect. In such instances, NC TIDE will inform the Visitor about the legal obligations that prevent it from fulfilling the request.

### **California Residents**

If you are a Visitor and a California resident, California law provides you with specific rights regarding your personal information. All practices are described in the California resident section of "[How can a Visitor access, correct, or delete his/her personal data?](#)"

### **Cookies and similar technologies**

All practices related to cookies and their usage are described in section "[How does NC TIDE use cookies and similar technologies](#)".

## **Does NC TIDE process information of children under the age of 16?**

None of our Applications are directed to children under 16 years of age. We do not directly solicit or knowingly collect personal data from children under 16. If we learn that we have

inadvertently collected personal information from children under the age of 16, we will delete as soon as practicable.

## **Where does NC TIDE transfer the data it processes?**

### **EU-U.S. and Swiss-U.S. Privacy Shield**

NC TIDE relies upon our Applications developer, Cvent, Inc., for the transfer of data. Per Cvent's Privacy Policy: Cvent, Inc.; CrowdCompass, LLC; Cvent OnArrival, Inc.; Elite Meetings International, LLC; Lanyon Solutions, Inc.; Passkey International, Inc.; and StarCite, Inc., have certified that they adhere to the EU-U.S. and Swiss-U.S. Privacy Shield Principles. Cvent is committed to subjecting all personal data received from European Union (EU) member countries, the United Kingdom (UK), and Switzerland, in reliance on the Privacy Shield Frameworks to the Framework's applicable Principles. To learn more about the Privacy Shield Framework, visit the [U.S. Department of Commerce's Privacy Shield List](#).

Cvent is responsible for the processing of personal data it receives, under the Privacy Shield Framework, and subsequently transfers to a third party acting as an agent on its behalf. Cvent complies with the Privacy Shield Principles for all onward transfers of personal data from the EU, UK, and Switzerland, including the onward transfer liability provisions.

With respect to personal data received or transferred pursuant to the Privacy Shield Framework, Cvent is subject to the regulatory enforcement powers of the U.S. Federal Trade Commission. In certain situations, Cvent may be required to disclose personal data in response to lawful requests by public authorities, including to meet national security or law enforcement requirements.

If you have an unresolved privacy or data use concern that we have not addressed satisfactorily, please contact our U.S.-based third-party dispute resolution provider (free of charge) at <https://feedback-form.truste.com/watchdog/request>.

Under certain conditions, more fully described on the Privacy Shield website <https://www.privacyshield.gov/article?id=How-to-Submit-a-Complaint>, you will be entitled to invoke binding arbitration when other dispute resolution procedures have been exhausted.

### **Cross-Border Transfers other than to the E.U. or Switzerland**

Personal data may be accessed by Cvent personnel providing services in any country where we have facilities or in which we engage IT service providers, including India, Australia and Singapore. This means that we will transfer personal data outside the European Economic Area or US. In such instances, we use Standard Contract Clauses approved by the European Commission to protect personal data. If you would like a copy or have other queries, please contact us using the contact information set forth below.

## **How does NC TIDE secure the data it processes?**



We use a variety of organizational, technical and administrative measures to protect personal data within our organization. We follow generally accepted standards to protect the personal information submitted to us, both during transmission and once it is received. Unfortunately, no data transmission or storage system can be guaranteed to be 100% secure. If you have reason to believe that your interaction with us is no longer secure (for example, if you feel that the security of any account you might have with us has been compromised), please immediately notify our Applications developer, Cvent, Inc., of the problem by contacting us in accordance with the "[Contact Information](#)" section below.

## **How can a Visitor manage his/her email preferences?**

If you wish to update your email preferences to tailor the topics you are most interested in receiving, or to unsubscribe from communications from our Applications developer, Cvent, Inc., you may do so here: <https://www.cvent.com/subscriptionmanagement>.

## **How do you contact NC TIDE's about Cvent's Data Protection Officer?**

NC TIDE defers to the Applications developer, Cvent, Inc., Data Protection Officer (DPO). For details about the DPO's role or any privacy questions related to Cvent's Privacy Policy, please contact the DPO at [dpo@cvent.com](mailto:dpo@cvent.com). You should also feel free to contact Cvent regarding details of our implementation of our privacy program at:

Cvent Representative  
1765 Greensboro Station Place, 7th Floor  
Tysons Corner, Virginia 22102  
[privacy@cvent.com](mailto:privacy@cvent.com)

## **How does NC TIDE publicize changes to its Privacy Policy?**

We will update this Privacy Policy to reflect changes to our information practices. If we make any material changes we will notify you by means of a notice on this website thirty (30) days prior to the changes becoming effective, or by email (sent to the e-mail address specified in your account) seven (7) days prior to the changes becoming effective. However, any changes to the Privacy Policy are effective immediately upon publication for new Visitors. We encourage you to periodically review this page for the latest information on our privacy practices.