

PRIVACY POLICY

Terms of Use

Your privacy on the internet is important to the Lufkin Convention & Visitors Bureau. Use of VISITLUFKIN.ORG and VISITLUFKIN.COM (henceforth, referred to as "OUR WEBSITES") signifies your agreement with the following terms of use. If you do not agree with any of these terms of use, please do not use OUR WEBSITES. The Lufkin Convention & Visitors Bureau reserves the right, in its sole discretion, to modify these Terms of Use at any time and you agree to be bound by such modifications through your use of OUR WEBSITES.

As part of the operation of OUR WEBSITES we gather certain types of information about users of OUR WEBSITES. OUR WEBSITES collect two types of personally identifying information from users: personal data (such as names and email addresses); and aggregated data (such as information about traffic patterns on OUR WEBSITES on a daily basis).

Personal Data

Personal data is collected when users provide personal data to OUR WEBSITES, for example in registering for electronic newsletters, in submitting Requests for Proposals, in sharing photos, in answering surveys and in requesting information from OUR WEBSITES. Also, we collect the email addresses of users who post photos and calendar items.

Aggregated Information

Aggregated information, such as which pages users access or visit and information volunteered by users, such as survey information and/or site registrations, is collected through various methods. For example, OUR WEBSITES collect IP addresses. An IP address is a number that is automatically assigned to your computer whenever you're surfing the Web. Web servers, the computers that "serve up" Web pages, automatically

identify your computer by its IP address, and when you request a page from OUR WEBSITES do not link IP addresses to anything personally identifiable, so although your session will be logged, you will remain anonymous to us. OUR WEBSITES collect IP addresses for the purposes of system administration and to provide aggregate data to partners about the volume of use on OUR WEBSITES.

Use of Cookies

OUR WEBSITES also use "cookies" to collect information. A cookie is a small data file that most websites write to your hard drive for record keeping purposes when you visit them. Cookies allow OUR WEBSITES to

measure activity on the Site and to improve your user experience, for example, by remembering your viewing preferences. Cookies are used by OUR WEBSITES to measure activity on the Site and make improvements and updates based on which areas are popular and which are not. OUR WEBSITES do not use cookies to retrieve information from your computer that was not originally sent in a cookie. Except for personal information voluntarily provided by you (i.e., during newsletter registration or a request for information), OUR WEBSITES do not use information transferred through cookies for any promotional or marketing purposes, nor is that information shared with any third parties whatsoever. Most browsers are initially set to accept cookies. If you'd prefer, you can set yours to refuse cookies or to alert you when cookies are being sent. However, it is possible that some parts of OUR WEBSITES will not function properly if you do so.

Use of Information Collected by OUR WEBSITES OUR WEBSITES use both the personal and aggregated information we collect for multiple purposes. The information is used to improve the content of OUR WEBSITES, to

customize the content and/or layout of OUR WEBSITES for each individual user and to notify users about updates to OUR WEBSITES or promotional offers or opportunities that we believe will be of interest to you. OUR WEBSITES share aggregated information with third parties for both advertising and promotional purposes. OUR WEBSITES do not share your personal information with third parties without your permission.

Children and Privacy

The Lufkin Convention & Visitors Bureau encourages parents and guardians to spend time with their children online, and to be fully familiar with the sites visited by their children. No information should be submitted to or posted on OUR WEBSITES by users under the age of 13 without the consent of their parent or guardian. Personal information from anyone registering on the site and reporting they are under the age of 13 is not kept in our database.

Links to Other Sites

It is important to note that OUR WEBSITES contain links to sites other than OUR WEBSITES, and that those sites may not follow the same privacy policies as OUR WEBSITES. This can include links from sponsors, content providers and partners who may use OUR WEBSITES's logo and or style as a result of a co-branding agreement. These sites may send their own cookies to you, and may collect data and make uses of it that OUR WEBSITES would not.

Trademarks, Copyrights & Restrictions

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Use of Materials

The Lufkin Convention and Visitors Bureau reserves the right to re-publish materials submitted to OUR WEBSITES and to the Lufkin Convention & Visitors Bureau through electronic message by users, including but not limited to testimonials, reviews and photographs without the obligation to pay fees or royalties for the reuse of submitted materials.

Jurisdiction

This agreement shall be governed by and construed in accordance with the laws of the State of Texas, as it is applied to agreements entered into and performed within that State. Any action brought to enforce this agreement or matters related to the site shall be brought in either the State or Federal Courts of the United States. If any provision of this agreement is deemed void, unlawful or otherwise unenforceable for any reason, that provision shall be severed from this agreement and the remaining provisions of this agreement shall remain in force. This contains the entire agreement between you and the Lufkin Convention & Visitors Bureau concerning your use of OUR WEBSITES, and the agreement shall not be modified, except in writing, signed by both parties.

How to Unsubscribe from Newsletters

If you'd rather not receive news and updates via email, call 936.633.0349, or send a letter to Lufkin Convention and Visitors Bureau, P.O. Box 1606, Lufkin, Texas 75901.

Disclaimers

By using OUR WEBSITES and/or posting Materials, you agree to indemnify the Lufkin Convention & Visitors Bureau, its officers, directors, employees, agents, distributors and affiliates for any and all claims, damages, losses and causes of action arising out of your breach or alleged breach of this agreement.

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OUR WEBSITES reserve the right to change this policy at any time by notifying users of the existence of a revised privacy policy. You can call us with any further questions at 936.633.0349.