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## **Privacy Notice**

This privacy notice for Vista Convention Services Inc. establishes our policy and practices towards information collected on our online ordering site; from customer inquiries on [www.vistacs.com](http://www.vistacs.com) , to fax or email directly to our customer service department; or from exhibitor contact lists provided to us from the show managers of a particular tradeshow or convention that we have contracted for. It will notify you of the following:

1. What personal information is collected from you through the various methods above, how it is used and with whom it may be shared.
2. The security measures in place to protect and guard against the misuse of your information
3. What options are available for you regarding the use of your data and the correction of any inaccuracies in that data.

### **Information Collection, Use and Sharing**

We are the sole owners of the information collected by the various means listed above. We will not sell or rent this information or any personally identifiable information to anyone. Other than the contact information provided to us, any transaction details involving credit card information will be voluntarily given to us from you through any of the methods listed above.

We will use your information to respond back to you or to process a transaction. The only third parties we deal with are our IT Company Network Connectivity that oversees our computer, server and security infrastructure and our online storefront management company Boomer Commerce. From time to time we might have to direct a shipment and give your information to a shipping company at the conclusion of a show if you fail to make arrangements for shipping and do not turn in a bill of lading to us as explained in our terms and conditions.

As part of you transacting business with us, we may collect personally identifiable information about you, such as your full name, phone number and email address, when you register for a

show. When you complete a transaction with us we or our third party payment processors will collect your payment information. We do not send promotional emails; however we may send you service related emails in regards to your account. If you no longer wish to receive these emails, you may opt out of them by canceling your account.

## **Security**

Our company has many layers of precautions in place to protect you information. When you transmit sensitive information via our online storefront your protection extends online as well as offline.

Our company is concerned with protecting your privacy and data, but we cannot ensure or warrant the security of any information you transmit to our company or guarantee that your information transmitted to us by you may not be accessed, disclosed, altered or destroyed by breach of any of our standard safe-guards. While encryption is used to protect our online information and your information delivered to us, no method of transmission over the internet or method of electronic storage is one hundred percent secure. Therefore, we cannot guarantee absolute security.

### **Online**

Our online ordering requires a user ID and password that is unique to each exhibitor thereby preventing any unauthorized access. Whenever we collect sensitive information such as credit card data, that information is encrypted and transmitted to us in a secure environment and meeting all requirements for PCI compliance.

### **Offline**

While encryption is used to protect our online information, your information delivered to us in the form of fax or mail is also protected. Only a select number of employees who need access to this information to process orders and respond to questions have authority to view this information. All of this information whether in paper form or our computers and servers where most of our information is stored are kept in a secure environment and only available to those who have authority to access it. Our physical controls also meet with PCI compliance regulations.

## **Data Retention**

Our company only retains the personal data collected from you for as long as your account is active or otherwise for a period of time as long as we need to fulfill the purposes for which we have initially collected it, unless otherwise required by law. We will retain and use this information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

## **Your access to and control**

You may opt out of any future contacts from us at any time. You may also do the following at any time by contacting us via the email address or phone number given on our website and storefront:

- See what data we have about you
- Ask for clarification of how we use your data
- Change and or correct any information we have about you
- And have us delete any information we have about you after the time needed to complete our contract with the Association

By using our site or storefront, you consent to our privacy policies. If you feel the need to contact us about our privacy policy, or have any questions with regard to our security you may do so by telephone at (609) 485-2421 or via email at [info@vistacs.com](mailto:info@vistacs.com).