



Data Collection, Management & Privacy Policy 2012-2013

At the Palm Desert Chamber of Commerce your privacy and information is of utmost importance.

The Palm Desert Area Chamber of Commerce staff is committed to maintaining the trust and confidence of our members and visitors to our web site and access to our membership directory. We take your privacy concerns seriously. The following policy is designed to explain the way your information is collected and used, so that you will feel secure in visiting and utilizing our site and being included in the Chamber database.

Web site statistics

The Chamber reviews the number of “hits,” “unique visitors,” “pageviews,” and “advertisement clicks” for its own statistical information purposes only. We make no attempt to link hits with the individuals who actually browse the site. Advertisers who request the amount of clicks/hits or other website statistics will be given this information for them to evaluate their return on investment on website advertising. No personal information is available on who has visited the site.

Visitors Access

You can access our web site home page, www.pdacc.org, and browse our site without disclosing your personal information. Our web site does not enable our visitors to communicate with other visitors or to post information to be accessed by others – only Members can utilize and post within the new Online Forum. Our web site does not include links to third party web service providers.

Personal Information (Your Personal Info is Secure)

This policy applies to all information collected or submitted on this web site. We do not collect personal identifying information on visitors to our web site except (1) to the extent that your web browser provides information to our web server (for example, your email address or the site you link from); or (2) to the extent that you provide information to us in an email message or other Chamber correspondence. We do not collect information about our visitors from other sources such as private records, other websites, or other means of “email raking”

The Palm Desert Area Chamber of Commerce utilizes “cookies” strictly to track the user for the duration of their visit to our web site for the sole purpose as mentioned above, for Chamber analytical use only. No personally identifiable information is stored in the cookie and it is not used for any subsequent tracking once the user leaves the site.

Database

The Palm Desert Area Chamber of Commerce maintains an up-to-date Chamber membership database on a secure server in the Chamber offices. Accessible and maintained by authorized staff, the information collected in this database is for Chamber use only.

Membership in the Chamber of Commerce is an implied effort by the member to be known within the membership and the community as a member in good standing who wishes to be contacted for services and/or products. This being said, on the [chamber website](#), members contact names, addresses, websites, and emails (if member wishes to be published) are available online in the accessible membership directory. For [printed publications](#) such as the annual Chamber membership directory, member businesses will be listed without email addresses. The Chamber does provide, for a fee, the entire membership database on CD in a spreadsheet format for members to purchase for member related promotions. Emails, in accordance with the CANSPAM Act, are never made available on this spreadsheet for mass distribution. A copy of the Can/Spam Act is available to clarify this policy.

Emails

We only use return email addresses to answer the email requests we receive. These email addresses are not added to our databases, nor sold or given to any other parties. Only physical addresses and phone numbers provided by visitors requesting relocation or visitor information may be shared with subscribing chamber member businesses for the purposes of marketing their products/services. Only Chamber members who provide their email addresses for use in the Chamber online database, means of communication, or other implied consent for use will be contacted via email. Please see our Email Protection and Privacy Policy for any clarification.

Links

The Palm Desert Area Chamber of Commerce as a networking organization, LINKS to other member sites, or official sites for business related matters. The Palm Desert Area Chamber of Commerce is not responsible for the privacy practices or the content of such web sites.

Event Registration or Online Membership Renewal or New Application

If you choose to register for events, or join/renew your membership by using your credit card on our web site, you will be required to give personal contact information as well as credit card information. Credit card site is Verisign Safe, Encrypted SSL, and information is kept secure on a separate **secure** server that is only accessed by authorized Chamber staff. In addition to providing the foregoing information, if you choose to correspond further through email, we may retain the content of your email messages together with your email address as proof of registration. Chamber DOES NOT keep Credit Card information on file.

How to Correct Your Information

Any requests for modifying, correcting, updating, or deleting your personal record must be provided to the Palm Desert Area Chamber of Commerce. Mail corrections to: 72559 Highway 111, Palm Desert, CA 92260, email to info@pdacc.org, or call 760-346-6111.

Annually in May and June, the Chamber requests via email updates to ALL member listings in order to accurately print the upcoming Chamber PRINTED Directory. Please watch your email during this time to make any changes via email, or logging in with your password to make edits.

Changes in Privacy Policy

We reserve the right to change this policy at any time by posting a new privacy policy on our website.

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