

Privacy Statement / Legal Disclaimer

PRIVACY STATEMENT

This privacy statement covers the site www.vernonmurals.ca . Because this Web site wants to demonstrate its commitment to our users' privacy, it has agreed to disclose its information.

1. What personally identifiable information Downtown Vernon Association collects.
2. What personally identifiable information third parties collect through the Web site.
3. What organization collects the information.
4. How Downtown Vernon Association uses the information.
5. With whom Downtown Vernon Association may share user information.
6. What choices are available to users regarding collection, use and distribution of the information.
7. What types of security procedures are in place to protect the loss, misuse or alteration of information under Downtown Vernon Association control.
8. How users can correct any inaccuracies in the information.

If users have questions or concerns regarding this statement, they should first contact Downtown Vernon Association, by Email (info@vernonmurals.ca) .

Information Collection

Downtown Vernon Association is the sole owner of the information collected on www.vernonmurals.ca. Downtown Vernon Association collects information from our users at several different points on our Web site.

Registration

In order to use parts of this Web site, a user must first complete the registration form. During registration a user [is required to] give[s] contact information (such as name, email address, location â€¦). We use this information to contact the user about services on our site for which he has expressed interest. A unique identifier (such as, username and password) is provided for the customers to alternate the data they have submitted.

Order

We request information from the user on our order form. A user must provide contact information (such as name, email, and shipping address) and financial information (such as credit card number, expiration date). This information is used for billing purposes and to fill customerâ€™s orders. If we have trouble processing an order, the information is used to contact the user.

Information Use

The information entered into the site (except Credit Card Information), is used for displaying on the website. Email addresses and contact

information are made available to visitors of the site. Email addresses are used by Downtown Vernon Association for updating the Clients about new Information on the website. However there is an opt out possibility at any time.

Images are made available to view for customers.

Profile

We store information that we collect through cookies, log files, clear gifs, and/or third parties to create a profile of our users. A profile is stored information that we keep on individual users that details their viewing preferences. Consequently, collected information is tied to the users personally identifiable information to provide offers and improve the content of the site for the user. This profile is used to tailor a user's visit to our Web site, and to direct pertinent marketing promotions to them. We do not share your profile with other third parties.

Cookies

A cookie is a piece of data stored on the user's computer tied to information about the user. We use Cookies for the advertising feature and session ID cookies. For the session ID cookie, once users close the browser, the cookie simply terminates.

Persistent cookies enable us to track and target the interests of our users to enhance the experience on our site. See the "Profile" section.

Log Files

Like

most standard Web site servers we use log files. This includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, platform type, date/time stamp, and number of clicks to analyze trends, administer the site, track user's movement in the aggregate, and gather broad demographic information for aggregate use. IP addresses, etc. are not linked to personally identifiable information

Communications from the Site

Newsletter

A

Client is automatically subscribed when adding his information to the newsletter signup form. If a user wishes to subscribe to our newsletter, we ask for contact information such as name and email address. Out of respect for our users privacy we provide a way to opt-out of these communications. Please see the Choice and Opt-out sections.

Service Announcements

On

rare occasions it is necessary to send out a strictly service related announcement. For instance, if our service is temporarily suspended for maintenance we might send users an email. Users may opt-out of these communications. Please see our Choice and Opt-out section.

Customer Service

We communicate with users on a regular basis to provide requested services and in regards to issues relating to their account we reply via email or phone, in accordance with the users wishes.

Sharing

Legal Disclaimer

Though we make every effort to preserve user privacy, we may need to disclose personal information when required by law wherein we have a good-faith belief that such action is necessary to comply with a current judicial proceeding, a court order or legal process served on our Web site.

Aggregate Information (non-personally identifiable)

We do share aggregated demographic information with our partners and advertisers.

Third Party Advertisers

Downtown Vernon Association shares Web site usage information about users with a reputable third party namely our advertising customers for the purpose of targeting our Internet banner advertisements on this site and other sites. For example, Downtown Vernon Association uses cookies on this site, which allow them to recognize a user's cookie when a user visits this site. The information they collect and share through this technology is not personally identifiable.

Third Party Intermediaries

We use an outside credit card processing company to bill users for goods and services. These companies do not retain, share, store or use personally identifiable information for any secondary purposes.

Business Transitions

In the event Downtown Vernon Association goes through a business transition, such as a merger, being acquired by another company, or selling a portion of its assets, users'™ personal information will, in most instances, be part of the assets transferred.

Choice/Opt-out

Users who no longer wish to receive our newsletter and promotional communications may opt-out of receiving these communications by replying to unsubscribe in the subject line in the email or go to the unsubscribe section of the website. We also offer an opt-out mechanism on the Newsletter pages.

Users of our site can't™ be notified when their information is being collected by any outside parties through our website.

Links

This Web site contains links to other sites. Please be aware that we, Downtown Vernon Association, are not responsible for the privacy

practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of each and every Web site that collects personally identifiable information. This privacy statement applies solely to information collected by this Web site.

Surveys

From time-to-time our site requests information from users via surveys. Participation in these surveys or contests is completely voluntary and the user therefore has a choice whether or not to disclose this information. The requested information typically does not include contact information and demographic information (such as zip code). No Contact information will be used or shared with the survey sponsors. Anonymous Survey information will be used for purposes of monitoring or improving the use and satisfaction of this site. Users' personally identifiable information is not shared with third parties unless we give prior notice and choice. Though we may use an intermediary to conduct these surveys or contests, they may not use users' personally identifiable information for any secondary purposes.

Tell-A-Friend

If a user elects to use our referral service for informing a friend about our site, we ask them for the friend's name and email address. Downtown Vernon Association will automatically send the friend a one-time email inviting them to visit the site. Downtown Vernon Association does not store this information.

Chat Rooms, Message Boards, and Public Forums, Information about your Business

Please keep in mind that whenever you voluntarily disclose personal information online - for example on message boards, through e-mail, or in chat areas - that information can be collected and used by others. In short, by posting personal information online that is publicly accessible, you may receive unsolicited messages from other parties in return.

Security

This Web

site takes every precaution to protect our users' information. When users submit sensitive information via the Web site, their information is protected both online and off-line.

When our registration/order form asks users to enter sensitive information (such as credit card number), that information is encrypted and is protected with the best encryption software in the industry - SSL. While on a secure page, such as our order form, the lock icon on the bottom of Web browsers such as Netscape Navigator and Microsoft Internet Explorer becomes locked, as opposed to un-locked, or open, when users are just "surfing".

While we use SSL encryption to protect sensitive information online, we also do everything in our power to protect user-information off-line. All of our users' information, not just the sensitive information mentioned above, is restricted in our offices. Only employees who need the information to perform a specific job (for example, our billing clerk or a customer service representative) are granted access to personally identifiable information. Furthermore, ALL employees are kept up-to-date on our security and privacy practices. Every year, as well as any time new policies are added, our employees are notified and/or reminded about the importance we place on privacy, and what they can do to ensure our users' information is protected. Finally, the servers that store personally identifiable information are in a secure environment, hosted by Westhost Inc.

If users have any questions about the security at our Web site, users can send an email to info@vernonmurals.ca

Supplementation of Information

In order for this Web site to properly fulfill its obligation to users it is necessary for us to supplement the information we receive with information from 3rd party sources.

Correcting/Updating/Deleting/Deactivating Personal Information

If a user's personally identifiable information changes (such as zip code, phone, email or postal address), or if a user no longer desires our

service, we provide a way to correct, update or delete/deactivate users' personally identifiable information. This can usually be done at the "Clients Area" or by emailing our Customer Support at info@vernonmurals.ca

Notification of Changes

If we decide to change our privacy policy, we will post those changes to this privacy statement, the homepage, and other places we deem appropriate so our users are always aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it.

If, however, we are going to use users' personally identifiable information in a manner different from that stated at the time of collection we will notify users via email and by posting a notice on our Web site for 30 days.

Contact Information

If users have any questions or suggestions regarding our privacy policy, please contact us at:

Email: info@vernonmurals.ca

www.vernonmurals.ca