

Heartland Campground Exchange
www.heartlandcampgroundexchange.com

Privacy Policy

1. Introduction Welcome to the Illinois Campground Association and Heartland Campground Exchange ("we," "our," or "us"). We respect your privacy and are committed to protecting your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website [Insert Website URL] or attend our events.

2. Information We Collect We may collect personal information in a few ways: directly from you, automatically when you use our website, and from third parties.

- **Contact Information:** Name, email address, phone number, and physical address.
- **Event Data:** Dietary restrictions, accessibility needs, and emergency contact information (collected specifically for event management).
- **Payment Data:** Credit/debit card details and billing information for ticket purchases or services.
- **Usage Data:** IP address, browser type, device information, and pages visited on our website.
- **Media:** Photos, videos, or audio recordings taken during our events.

3. How We Use Your Information We use the information we collect to operate our business and provide you with seamless event experiences.

- **Event Operations:** Processing your registration, managing seating, and communicating event updates.
- **Payment Processing:** Charging ticket fees and issuing refunds.
- **Communication:** Sending you marketing emails, newsletters, or important notifications about upcoming events.
- **Improvement & Security:** Analyzing website traffic to improve user experience and protecting against fraudulent activity.
- **Marketing Materials:** Using event photography or videography for promotional materials on our website and social media.

4. Sharing of Your Information We do not sell your personal information. We may share your information with trusted third parties in the following circumstances:

- **Service Providers:** We share data with IT vendors, email marketing platforms, and payment processors to run our business.
- **Event Partners & Venues:** We may share dietary requirements or attendee lists with event venues or caterers to facilitate the event. We may share your contact information with sponsors and trade show vendors.
- **Legal Obligations:** We may disclose your information if required to do so by law or in response to valid requests by public authorities.

5. Cookies and Tracking Technologies Our website uses cookies and similar tracking technologies to enhance user experience. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent.

6. Data Security We use administrative, technical, and physical security measures to protect your personal information. While we strive to use commercially acceptable means to protect your data, no method of transmission over the internet is 100% secure.

7. Your Data Rights Depending on your location, you may have specific rights regarding your personal information, including:

- **Access:** The right to request copies of your personal data.
- **Correction:** The right to request correction of any inaccurate information.
- **Deletion:** The right to request that we erase your personal data.

To exercise these rights, please contact us using the details below.

8. Changes to This Privacy Policy We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page and updating the "Effective Date".

9. Contact Us If you have any questions about this Privacy Policy, please contact us at:

- **By Email:** info@heartlandcampgroundexchange.com or info@illinoisgocamping.com
- **By Phone:** (585) 615-7742
- **By Mail:** Illinois Campground Association, c/o Merchantry Tourism, 1 Grove St., Suite 118, Pittsford, NY 14534.