

**This Privacy Policy has an effective date of January 1, 2018**

## **Privacy Policy**

Invest Buffalo Niagara (“InBN”) takes reasonable precautions to protect the security, integrity and privacy of personal information collected by the InBN from users of this website. This policy sets forth information concerning the collection, use and dissemination of such personal information and applies solely to information collected through this website and not to information collected offline or by other means. By continuing to use this website, you are agreeing to be bound by this policy:

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

We collect information that you voluntarily give to us, such as when you register on our website, subscribe to our newsletter, fill out a form or contact us directly through our website, e-mail or social media. We will not sell or rent this information to anyone. We will retain your information for as long as your account is active, and/or as necessary to comply with your request(s), our legal obligations, resolve disputes, and enforce our agreements.

We may use the information that you provide to fulfill the purpose for which you provided it (such as to respond to your inquiry). We may also contact you in the future to tell you about specials, new products or services or information that may be of interest to you. If you do not wish to be contacted by the InBN for this purpose, you may opt out of future communications by following the instructions on such e-mail communications or by contacting us through the contact information we provide below with the opt out request.

Unless you consent, we will not share your information with any unaffiliated third party, other than (1) as necessary to fulfill your request, e.g., to ship an order or in the good faith belief that such action is necessary to (2) comply with legal process served on the InBN, (3) protect and defend the rights or property of InBN and others, (4) to protect the personal safety of its members or the public, (5) to correct technical problems and malfunctions, (5) to respond to legal claims, or (6) as permitted by law or to provide information to law enforcement agencies.

You are responsible for correcting or updating your information, as necessary, by making the change on your online account, or contacting us using the information below.

### **Cookies and Tracking Technologies**

As with most other websites, we may also collect (after obtaining your consent if required) information that is automatically provided to us by your web browser when you visit our website. We may collect this information through a third party software vendor, such as HubSpot. We use this information to improve the appearance, content, and functionality of our website, to improve services that we offer to you, and to measure our server performance. This information may include internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, shopping preferences, product selections, and/or clickstream data.

This website uses the following categories of cookies :

- Necessary - these functional cookies allow you to navigate the site and use our features. Visitors are tracked anonymously unless/until that visitor fills out a form or logs in,

after which that visitor's prior page views will be associated with the visitor's log in information.

- Marketing - these cookies are used to deliver ads relevant to you. They also limit the frequency with which you see an ad.

### **No Collection of Children's Personal Information**

This site is intended for individuals who are at least 13 years old. We do not knowingly collect any personal information from children under the age of 13. We reserve the right to delete any information that we believe to be in violation of this policy.

### **Security**

We take reasonable precautions to protect your information.

Whenever we collect sensitive information (such as credit card data), that information is encrypted and transmitted to us in a secure way. You can verify this by looking for a lock icon in the address bar and looking for "https" at the beginning of the address of the Web page.

While we use encryption to protect sensitive information transmitted online, we also protect your information offline. Access to certain personal information are limited only to personnel who need the information to perform their job function (for example, billing or customer service).

### **Links**

This website contains links to other sites. Please be aware that we are not responsible for the content or privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements/policies of any other site that collects personal information.

### **Data Privacy Rights for Individuals in the European Union and/or the European Economic Area**

In addition to your right to certain information contained in this policy, pursuant to the General Data Protection Regulation, you have the following rights with respect to personal data that you provide to us:

- be informed of our intent to transfer your personal information to another country or international organization, the recipients of that information, and where information regarding the applicable privacy safeguards may be obtained;
- request access to your personal information;
- request correction of your personal information if it is incorrect;
- request that we delete or stop processing your personal information under certain circumstances;
- object to our processing of your personal information under certain circumstances;
- request that we restrict our processing of your personal information, and where our processing is based on your consent, withdraw that consent (which may be done by following instructions in the emails you may receive, or by contacting us using the

information provided below) without affecting the lawfulness of processing based on consent before its withdrawal;

- request that we transmit your personal information either to you or another service provider under certain circumstances (costs may apply);
- be informed of your right to complain to a supervisory authority if you feel that we have not complied with applicable laws regulating your personal information)

Please note that the above rights are not absolute, and we may be entitled to refuse requests where exceptions apply.

### **Changes to our Privacy Policy**

InBN may update this policy from time to time. The most up to date policy will be posted on this page with a notice that the policy has been updated. If we make material changes to how we treat our users' personal information, we will notify you through a notice on our website home page. The date on which the policy was last revised is identified at the top of this page. We encourage our users to periodically review this page for the latest information on our privacy policy and practices.

**If you have any questions regarding, or requests pursuant to this policy, you may contact us at:**

**257 W. Genesee Street, Suite 600  
Buffalo, NY 14202  
1-800-916-9073 or  
[info@buffaloniagara.org](mailto:info@buffaloniagara.org)**