



## **Privacy Policy Statement**

Charleston Regional Development Alliance (CRDA) is a nonprofit corporation organized and existing under the laws of the State of South Carolina.

### **Introduction**

CRDA is committed to protecting your privacy and developing best practices to best serve our constituents. This Statement of Privacy applies to personal information provided to CRDA via website and / or promotional event registration. By providing your personal information to CRDA you consent to the data practices described in this statement.

### **Collection of your Personal Information**

CRDA only collects information for lawful purposes of the organization, or as otherwise required by applicable law, including personally identifiable information, such as your e-mail address, name, home or work address, company name, job title, telephone number, location (based on your IP address), and information interests and preferences. CRDA will not release such collected information outside of the organization for unrelated purposes without your written consent, or except as may be required by applicable law.

We do not collect personal information unless you submit that information to us. We obtain information about you when you use our website or complete a contact form. You can also provide us personal information in person or via phone, personal emails, or US Post.

Like many other websites, the CRDA website uses cookies. 'Cookies' are small pieces of information sent by an organization to your computer and stored on your hard drive to allow that website to recognize you when you visit. They collect statistical data about your browsing actions and patterns and do not identify you as an individual. This helps us to improve our website and deliver a better, more personalized service.

We use several marketing platforms that utilize cookies to help analyze user behavior and better target our marketing to you.

- We use marketing platforms provided by Facebook, Inc., Google, and Microsoft/LinkedIn to place advertising.

### **Third Party Services**

We use a number of third parties to process personal or aggregated (anonymous) data on our behalf. These third parties have been carefully chosen and all of them comply with the appropriate legislation. All of these third parties are based in the USA and are EU-U.S Privacy Shield compliant.

- Google (Privacy policy)
  - <https://www.google.com/intl/en-GB/policies/privacy/>
- Facebook (Privacy policy)
  - <https://www.facebook.com/policy.php>
- LinkedIn (Privacy policy)
  - <https://www.linkedin.com/legal/privacy-policy>
- HotJar (Privacy policy)
  - <https://www.hotjar.com/legal/policies/privacy>

### **Use of your Personal Information**

CRDA uses the personal information it collects only for the purposes of administering the programs of the organization. It does not sell, rent or lease its contact lists to unaffiliated third parties. CRDA and / or its partner organizations may, from time to time, contact you about a program or new initiative that may be of interest to you. Additionally, we will only retain your information for as long as necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

### **Security of your Personal Information**

CRDA is committed to protecting the personal information it collects, and takes every reasonable measure to secure your personal information from unauthorized access, use or disclosure. CRDA maintains the personally identifiable information you provide on computer servers in a controlled, secure environment, with safeguards implemented to prohibit unauthorized access, use or disclosure.

### **Request to Exercise Individual Rights**

To exercise any of your rights as described below, please contact us in writing, via email or postal mail as indicated above, so that we may consider your request under applicable law. Please be aware that your request will not be accepted for review unless you provide the following:

- The name, user ID, pseudonym, email address, or other identifier that you have used to use our Platform, or if you are not a registered user of the service, or have not otherwise previously interacted with us, your first and last name and an address where we can correspond with you.
- State or Country in which you are located.
- Clear description of the information or content you wish to receive or to be deleted or corrected, or the action you wish to be taken; and
- Sufficient information to allow us to locate the content or information to be deleted, removed or corrected

For your protection, we may only implement requests with respect to the personal data associated with the particular email address that you use to send us your request.

In addition, please note that, depending on the nature of your inquiry, request or complaint, we may need to verify your identity before implementing your request and may require proof of identity, such as in the form of a government issued ID and proof of geographical address.

We will try to comply with your request as soon as reasonably practicable. However, we reserve the right to refuse to act on a request that is manifestly unfounded or excessive (for example because it is repetitive) and/or, in some cases, to charge a fee that takes into account the administrative costs for providing the information or the communication or taking the action requested.

### **EU/EEA Residents: Data Subject Rights under the GDPR**

The EU General Data Protection Regulation (GDPR) grants individuals who are in the European Union and European Economic Area (EU/EEA) the following rights, with some limitations. Users may contact us, at the address provided in the “How to Contact us” section below, to exercise any of those rights and we will respond with the requested action or information, or will let you know why that right does not apply to you.

### **Right Not to Provide Consent or to Withdraw Consent**

We may seek to rely on your consent in order to process certain personal data. Where we do so, you have the right not to provide your consent, and the right to withdraw your consent at any time. If you withdraw your consent, this will not affect the lawfulness of the processing conducted based on consent before its withdraw.

### **Right of Access**

You have the right to obtain confirmation as to whether or not we collect or process personal data concerning you and, if this is the case, you have the right to request a copy of such personal data in digital format.

### **Right of Rectification**

You have the right to require that we correct any inaccurate personal data concerning you, and that we complete incomplete personal data.

### **Right of Erasure**

In certain circumstances, you have the right to request that we erase personal data concerning you; for example, if it is no longer necessary for the purposes for which it was originally collected.

### **Right to Restrict Processing**

In certain circumstances, you have the right to request that we restrict the processing of the personal data that we have collected about you; for example, where you believe that the personal data that hold about you is not accurate or lawfully held.

### **Right to Data Portability**

In certain circumstances, you have the right to receive the personal data concerning you that you have provided us in a structured, commonly used, machine readable format, and the right to obtain the data that we transmit to another entity where technically feasible.

### **Right to Object to the Processing**

In certain circumstances, you have the right to request that we stop processing your personal data.

### **Right to Object to the Processing for Direct Marketing Purposes**

You have the right to request that we stop sending you marketing communications.

### **Right Not to be Subject to Decisions Based Solely on Automated Processing that Produce Legal Effects**

In certain circumstances, you have the right not to be subject to a decision based solely on automated processing – including profiling – that produces legal effects or similarly affects you.

### **Right to Complain to a Supervisory Authority**

You have the right to lodge complaint with a supervisory authority if you believe that our processing of personal data relating to you infringes the GDPR.

To exercise your rights, please contact us at [alliance@crda.org](mailto:alliance@crda.org).

### **Changes to this Statement**

CRDA will occasionally update this Statement of Privacy to reflect company and legislative improvements. CRDA encourages you to periodically review this Statement to be informed of how CRDA is protecting your information.

### **Contact Information**

CRDA welcomes your comments regarding this Statement of Privacy. If you believe that CRDA has not adhered to this Statement, please contact us by email at [alliance@crda.org](mailto:alliance@crda.org), by mail at 4401 Belle Oaks Drive, Suite 420, North Charleston, SC 29405; or by telephone at 843-767-9300. We will use commercially reasonable efforts to promptly determine a proper remedy to the problem.