

Montana Office of Tourism Privacy Policy Requirements

Privacy policies, at the very least, are required to address:

- **Information Collected.** Describe the information you collect and how you plan to use it. This is critical for personally identifiable information you are collecting, such as telephone number and email address.
- **Mandatory and Optional Data.** Indicate whether the information being requested is mandatory or optional, and explain what the result of providing optional information will be.
- **Tracking and Logging Data.** If you are requesting specific information for tracking purposes, include a Statement on how that information is being logged and how that information is being used.
- **Sharing of Information.** Indicate whether you provide any information to third parties, the names of those third parties, and how these entities will be using the information.
- **You're Contact Information.** Including physical address, phone number and email address.

If you have any questions about your Web site and privacy policies please contact your legal advisor.

Sample Policy

The "Tourism Organization" Web Site Privacy Statement

The privacy, confidence, and trust of individuals who visit the "Tourism Organization's" web site is important to us. No personal information is collected at this site unless provided voluntarily by an individual while participating in an activity that asks for the information.

Collection of Information

The "Tourism Organization" only collects the personal information that is necessary to provide the information or services requested by an individual. "Personal information" refers to any information relating to an identified or identifiable individual who is the subject of the information. This is the same information that an individual might provide when visiting a Tourism Organization office and includes such items as an individual's name, address, or phone number. We also collect statistical information that helps us understand how people are using the web site so we can continually improve our services. The information collected is not associated with any specific individual and no attempt is made to profile individuals who browse the web site. You may be asked to participate in surveys at this site.

Participation is optional, and the choice to participate or not to participate will have no effect on your ability to use other features of the site.

Use of Information

The "Tourism Organization" uses the collected information to respond appropriately to requests. This may be to respond directly to you or to improve the web site. E-mail or other information requests sent to the "Tourism Organization" web site may be maintained or forwarded to the appropriate organization in order to respond to the request. Survey information is used for the purpose designated in the survey.

Retention of Information

Records needed to support "Tourism Organization" program functions are retained, managed, and accessible in record-keeping or filing systems. Records transmitted to this site will be identified, managed, protected, and retained as long as they are needed to meet historical, administrative, fiscal, or legal requirements.

Cookies

Any web page or application on our site may use cookies. Cookies are short and simple text files that are stored on a user's computer hard drive by web sites. They are used to keep track of and store information so the user does not have to supply the information multiple times. The information that is collected through cookies at this site is handled in the same manner as other information collected here. You can configure your web browser to refuse cookies or to notify you when a web site attempts to send you a cookie. You can also check your hard drive for cookie files and delete them from your computer.

Web Site Security

The "Tourism Organization" is committed to the security of the information that is either available from or collected by this web site. The "Tourism Organization" has taken multiple steps to safeguard the integrity of its telecommunications and computing infrastructure, including but not limited to, authentication, monitoring, auditing, and encryption.

Links to Other Sites This web site has links to many other web sites. These include links to web sites operated by other government agencies, nonprofit Organizations, and private businesses. The "Tourism Organization" is not responsible for the content or privacy practices of these sites and suggests you review their privacy statements.

Contact Information

"Tourism Organization" welcomes comments regarding this privacy statement. Please convey any questions or concerns to: "Your Organization's Name"; "Your Phone Number"; "Your email address".