

# Privacy Policy

Last updated: September 22<sup>nd</sup> 2016

Guam Visitors Bureau operates Visit Guam mobile application (the "APP"). This page informs you of our policies regarding the collection, use and disclosure of Personal Information we receive from users of the APP. By using the APP, you agree to the collection and use of information in accordance with this policy.

## **Types of information that may be collected**

- Information you provide us: While using our APP, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you. Personally identifiable information may include, but is not limited to your name ("Personal Information").
- APP usage information: We may receive and store certain types of information (such as the number of requests for a specific data item) whenever you use the APP.

## **How information may be collected**

- Registration: You may be asked to complete a registration form and provide personally identifiable information, in order to take advantage of certain features of the APP may choose to offer. Participation in registration is voluntary and you will have the opportunity to decide whether or not to disclose information to the APP.
- Sweepstake: We may operate Sweepstakes through the APP, which may require registration. Your personal identifiable information may be used to contact you for winner notification, prize delivery confirmation or other related purposes.
- Surveys or Polls: On occasion, we may request personally identifiable information from you via surveys or voting polls. Participation is voluntary and you will have the opportunity to decide whether or not to disclose information. At times, you may have to register to take part in a survey / poll.
- IP Address and click stream data: We may collect IP address and / or click-stream data for purpose of system administration and to report aggregate information to our advertisers and sponsors. Our computers identify your mobile device by its IP address. When you request data from the APP, our computers

log your IP address. Click-stream data is information collection by our computers when you request data using the APP. Click-stream data may include such information as the data served, the time, the location, the source of the request, the type of mobile device making the request, the preceding page view and other such non-personal information. When analyzed, this data helps us analyze how visitors arrive at the APP, what type of content is most popular, what type of visitors in the aggregate are interested in particular kinds of content and advertising and the like.

- **Your Location:** If you share location with an app using our SDK, we track the latitude and longitude coordinates of the phone when you open the app. We can also track location if your device came into contact with any beacons, a type of Bluetooth Low Energy sensor. *If you've disabled location sharing, we don't collect or store your location.*

### **How we use the information collected**

As applicable, the information you provide to us may be used to:

- Contact you about the APP;
- Monitor or improve the use of the APP;
- Customize the advertising, content and notification message you see;
- Inform you of a prize you have won.

### **With whom the information may be shared**

At times, we may share your personally identifiable information with others for various purposes. The following outlines the ways in which your information may be shared with others. Except as expressly set forth below, we do not share, sell, rent or trade personally identifiable information with third parties for their promotional purposes.

**Aggregate information:** We may share aggregate information such as demographics usage statistics with the team, advertisers, sponsors or other organizations. When this type of information is shared, the other parties do not have access to your personally identifiable information.

**Partners Subsidiaries and Affiliates:** We may share your information (including, without limitation, personally identifiable information) with our subsidiaries, representatives and affiliates.

**Business Transfer:** In the event that all or substantially all of our assets are transferred to another party, or another transaction occurs in which your personally identifiable

information is one of the business assets transferred, all personally identifiable information that has been collected and saved may be one of the business assets we transfer.

Legal Process: In the event we are required to respond to subpoenas, court orders or other legal process your personally identifiable information may be disclosed pursuant to such subpoena, court order or legal process, which may be without notice to you.

### **Links to other websites**

This privacy policy only applies to this APP. When you are on the APP you could be directed to other sites beyond our control. This includes links from advertisers, sponsors and others. These other websites may send their own cookies to you, independently collect data or solicit personal information and may or may not have their own published privacy policy. If you visit a website that is linked to our APP, you should consult that site's privacy policy before providing any personal information

### **Security**

This APP and the computers that supply data to the APP incorporates reasonable safeguards to protect the security, integrity, completeness, accuracy and privacy of the personal information that we may collect and we have put into place reasonable precautions to protect such information from loss, misuse and alteration. Only those employees who need access to your information in order to do their jobs are allowed access. Our security policies are reviewed periodically and revised as required.

### **Your acceptance of the privacy policy and notification of changes to the policy**

By using this APP, you signify your agreement to the terms of our privacy policy. We reserve the right to update or change our Privacy Policy at any time and you should check this Privacy Policy periodically. Your continued use of the Service after we post any modifications to the Privacy Policy on this page will constitute your acknowledgment of the modifications and your consent to abide and be bound by the modified Privacy Policy. If we make any material changes to this Privacy Policy, we will notify you either through the email address you have provided us, or by placing a prominent notice on our website.

### **Contact Us**

If you have any questions about this Privacy Policy, please contact us [info@visitguam.org](mailto:info@visitguam.org) or write us at 401 Pale San Vitores Road  
Tumon, GU 96913.