

Privacy Notice

This website is owned and operated by Raleigh Hills Business Association (RHBA). We use the term “visitor” to refer to any person or entity who accesses any part of the website for any amount of time through any means. This Website Privacy Notice (“Privacy Notice”) is designed to provide you with information about how RHBA protects your privacy in connection with your use of this website. **By accessing and using the RHBA website, you accept this Privacy Notice.**

How we collect visitor information

We may collect, maintain, and access certain information you provide and information collected from your use of the website. This visitor information may include information that can be associated with you personally in what is called “Personally Identifiable Information” (PII). We will collect Personally Identifiable Information about you when you voluntarily provide it to us. Examples are making online payments or requesting information through our “contact-us page. The information may include, among other things, your first and last name, your addresses, and your telephone number, and your payment card information. You may navigate through the website without providing us with any Personally Identifiable Information.

Personally Identifiable Information does not include aggregated data, anonymized information, or other information that does not identify a particular person. Our collection, use, and disclosure of anonymized and aggregated information are not subject to any of the restrictions in this Privacy Notice. Anonymized or aggregated information may include, among other things, Internet server and browser identification, the Internet service provider, duration of visit, and domain type. This aggregated information will not reveal any Personally Identifiable Information about any specific visitor.

We may also collect visitor information in the following ways:

- **Cookies.** Similar to most website operators, we use “cookies” to collect information about your visit to our website and to manage information concerning your preferences. A cookie is a small encrypted computer code added to a file on your computer as a record of your visit. It does not collect or provide your name or any other personal information about you. It can, however, be used by this website to note information about your visit, such as your type of web browser, operating system and Internet Protocol address, to better tailor the site for you. It can also be used to recognize you when you return as a repeat visitor to our website. Cookies do not allow the website to access Personally Identifiable Information that you have not otherwise provided. You can control what cookies are accepted by your computer through the settings on your web browser or by deleting them from your computer. Doing so, however, may limit the personalization available to you.
- **Clear GIFs.** Like many websites, we may use clear GIFs (also known as “web beacons,” “Internet tags,” or “pixel tags”). Clear GIFs are lines of code that allow websites to summarize overall visitor usage patterns and to provide personalized services. We may use clear GIFs, for instance, to track visitor preferences or to gather aggregated

information about visitor usage patterns. We do not use clear GIFs to collect any Personally Identifiable Information about visitors.

- **Passive Automatic Electronic Collection.** Like operators of most other websites, we collect and log information automatically, either directly or through a third party service provider. For example, we collect your Internet Protocol (“IP”) address, the name and location of your Internet Service Provider, the type and version of your browser, the length of time you visit the website, your search queries on the website, and the average number of pages you viewed. Logging your IP address does not by itself provide us with your name, e-mail address, or home or work address. We use this log information for systems administration purposes and for technical troubleshooting. We may also use it to gather general demographic information about you, such as your general location.

How we use visitor information

We use Personally Identifiable Information collected from visitors for several important purposes, including:

- to help us fulfill requests for information or contact;
- to protect the security of visitors and the website;
- to facilitate payment transactions for services;
- to help prevent fraud;
- to provide you with a website and services of enhanced value to you; and
- to market and promote our services and website.

We use anonymized or aggregated information to improve website services, to gauge the effectiveness of the website, and to improve and enhance visitors’ experiences on the website.

When we disclose visitor information

Except as described in this Privacy Notice, we will not disclose Personally Identifiable Information collected through the website to entities other than to RHBA affiliates unless (a) it is necessary to enable us to provide services or to conduct legitimate business activities related to the website; or (b) you give your consent before we disclose your Personally Identifiable Information.

We may share your Personally Identifiable Information with persons or companies who help us operate the website by providing services, such as maintenance and technical services, and e-commerce contractors, and marketing services (collectively “service providers”). If you use a payment card for services on the website, our service providers may share your Personally Identifiable Information and payment card data with others, for example with a payment card processing company to process your payment.

We contractually require our service providers to maintain at least the same level of confidentiality for the Personally Identifiable Information we provide to them as we maintain for such information. Additionally, we require that our service providers’ use of such information not exceed that needed to provide the service.

We currently conduct joint activities with RHBA affiliates. We will not share visitors’ Personally Identifiable Information collected through the website with our affiliates except as

provided in this Privacy Notice.

We may provide aggregated or anonymized information about visitors to our advertisers, to sponsors, to promotional partners, and to affiliates. Such information may include, for example, how many persons visited a particular page or activity and the preferences and dislikes of visitors. Such information does not include Personally Identifiable Information about any individual visitor.

You acknowledge and agree that we may disclose your Personally Identifiable Information if we are required to do so by law or if we have a good faith belief that such disclosure is reasonably necessary (a) to comply with applicable law, a subpoena, or other legal process; (b) to investigate violations of this Privacy Notice, our Terms of Use, or other contracts we have with you; (c) to respond to claims that any content violates the rights of third parties; (d) to respond to your requests for customer service; and (e) to protect the rights, property, or personal safety of the public, RHBA, its agents, its users, or the website.

We reserve the right to disclose and transfer your visitor information, including your Personally Identifiable Information, in the event of a merger, acquisition, or sale of all, or components, of our business.

How long we will keep visitor information

RHBA may retain Personally Identifiable Information and other information collected through the website for as long as is reasonable for the purposes for which it was collected.

How we protect visitor information

We follow industry-standard practices to protect information collected through the website. Visitors' Personally Identifiable Information is stored in RHBA databases in physically secure facilities. Visitors' financial and payment card information is transmitted via encrypted technology. If we share visitor information with RHBA affiliates, the affiliate will follow similar practices to protect Personally Identifiable Information collected through the website.

Any information transmitted over the Internet may be subject to breaches of security. Although we follow commercially reasonable practices to securely store the information we collect and to work with responsible third parties, we cannot guarantee these practices will prevent every unauthorized attempt to access, use, or disclose such information.

How we protect children's online privacy

This website is not directed to children under the age of 15. We do not knowingly collect Personally Identifiable Information from children under the age of 15. If we become aware that we have received Personally Identifiable Information of a child under 15, we will delete the information from our records.

Notice to visitors from outside the U.S.

The website is published in the United States. By visiting this website, by using services offered through the website, or by providing Personally Identifiable Information to us or to our service providers, you agree that we may collect, use, and disclose your Personally Identifiable

Information as described in this Privacy Notice, including by transferring such information from the country where you live to the United States.

Notice to California residents: Your California Privacy Rights

Individuals who reside in California and who have provided their Personally Identifiable Information to the website may request information regarding disclosures of this information to third parties for direct marketing purposes. Such requests must be submitted to us at the following address:

Raleigh Hills Business Association
Attn: Privacy Notice Inquiries
6663 S Beaverton Hillsdale Highway #74
Portland OR 97225

Such requests may be made only once each calendar year. We may not respond to requests sent to addresses other than the one shown above.

Changes to this Privacy Notice

We may change this Privacy Notice at any time. We will notify you of material changes by posting the revised Privacy Notice on the website. We encourage you to periodically review the Website Privacy Notice to inform yourself of any changes. The revised Privacy Notice will be effective on the date it is posted unless the revised notice states otherwise. If you use the website after the effective date of the revised Privacy Notice, we will conclude that you accept the revised Privacy Notice.