

## **RVIA Website Store Information Privacy Policy**

The Recreation Vehicle Industry Association, Inc. (RVIA) understands the importance you place on the security of your personal information. We are committed to protecting, guarding and managing any personal information you provide. We invite you to read the following policy statement to learn more about the types of information that RVIA requests, how that information is used, and the steps we take to protect your personal information.

We take your privacy concerns very seriously. Any personal information that you provide to RVIA should be offered and supplied on a completely voluntary basis. We ask for and collect this information so that we can deliver the services you want. Information that you voluntarily provide to us, such as your name, mailing address, phone number, email address, credit card information and contact preferences, are used to process your internet publication orders and/or any other information you request.

We will not use your email address or other information to send you any unsolicited messages, nor will we share it or sell it to anyone else for such use. We do not sell or loan your personal information to any third party under any circumstances.

The information you provide will be retained by RVIA indefinitely unless otherwise stated. There may be times when it is necessary for RVIA to make portions of your information available to companies that work for us on a contractual basis to undertake such tasks, for example, as to process information or fulfill orders and requests. These companies are obligated to protect your personal information in accordance with this privacy policy.

Similar to most websites, this website gathers and stores certain data automatically. This data, which does not identify individual users, may include internet protocol (IP) addresses, browser types, internet service providers (ISPs), referring/exit pages, operating systems and dates and times. RVIA uses this information to administer the website and to compile generic demographic information only. This website may also use "cookies" to help us understand which features our visitors are using and to customize their experience. A cookie is a small text file placed on your hard drive by a web page server. It cannot be executed as code or deliver viruses. It is uniquely yours and can only be read by the website that gave it to you. The cookies issued by RVIA store no personal information. They simply tell our website when you return.

RVIA may provide aggregate statistics about our web site visitors, traffic patterns and related site information to RV industry members. However, your detailed personal information will never be released for such purposes.

Although rare, we reserve the right to disclose your personal information when required by law to do so, such as when disclosure is necessary to comply with a court order or legal process, or when we believe such action is necessary in order to conform to the requirements of the law or comply with a legal process served upon us. Moreover, we reserve the right to share your personal information with third parties to investigate, prevent or take legal action with regard to illegal activities, suspected fraud, or violation of the terms and conditions for using RVIA's site.

Please keep in mind that whenever you provide personal information online, there is a risk that it may illegally be accessed, compromised or otherwise used by unauthorized persons. The security of your personal information is important to us. Personal information obtained from you is treated with great care to protect your privacy and security. While we cannot guarantee absolute security of your personal information, RVIA's network infrastructure is protected by a firewall and SSL encryption processes for all credit card information we collect from you. Only authorized personnel are permitted access to your credit card information. RVIA believes that the safeguards it and its contractees have in place to prevent unauthorized uses meets or exceeds the industry standards for such protections.

If you have any additional questions about RVIA's privacy policy, please contact Menges Tecle via email at [mtecle@rvia.org](mailto:mtecle@rvia.org), or in writing at 1896 Preston White Drive, Reston, VA 20191.