

## **City of Sturgis, South Dakota**

### **WEB SITE PRIVACY POLICY**

This Web site is owned by the City of Sturgis, South Dakota ("Sturgis") and operated by BlackHills.com. This Web Site Privacy Policy ("Policy") is designed to explain the information practices of this Web site and the choices you can make about the personally identifiable information that you provide via this Web site ("Personal Information"). This Policy applies to the extent consistent with applicable laws, and does not apply in any instances where the practices would be prohibited by law. To make this Policy easy to find, we make it available via a link on our homepage and whenever Personal Information is requested. This Policy is effective as of March 1, 2008.

The privacy practices set forth in this Policy are for this Web site only. If you link to or otherwise visit any other Web sites, please review the privacy policies posted at those Web sites. Also, if you are an employee of Sturgis or its affiliates, please note that other internal company policies apply to you related to employee use of company computer systems and networks.

#### **Consent**

Please read this Policy carefully. Your use of this Web site constitutes your consent to the information collection, use, and disclosure practices described in this Policy. Whenever you submit information via this Web site, you also consent to the collection, use, and disclosure of that information in accordance with this Policy.

#### **Foreign Visitors**

This Web site is directed to persons located in the United States only, including foreign visitors who are physically present at the Sturgis Motorcycle Rally in South Dakota, and is not intended for use by persons located in other jurisdictions.

#### **Active Collection of Personal Information**

Sturgis collects personal information about you when you visit the Site and input information. The types of personal information actively collected at the website may include any or all of the following, depending upon your activities on the website:

Name, address, e-mail address, phone number, age, occupation, income, hobbies, interests, activities, opinions, travel preferences, financial and purchase preferences, and other Personal Information that you actively provide to us via the Web site.

#### **Passive Information Collection**

The Web site may "passively" collect certain kinds of anonymous information during your visit using various technologies, including but not limited to:

*Cookies:* "Cookies" are small text files sent from a website to the hard drive of a user's computer to store bits of information related to that user. Cookies can store a

variety of information, including IP addresses, navigational data, server information, data transfer times, user preferences, and passwords needed to access special areas on the Web site. You usually can configure your Internet browser to reject cookies. However, if you do so, you might not be able to access certain pages or use important functions on the Web site.

*Other Passive Web Site Tracking.* This Web site also uses Internet Protocol (IP) addresses and log files to identify server problems, to improve site content, and compile aggregated statistics about Web site usage and clickstream data. We also use Web beacons to gather non-personally identifiable information about the number of users who visit our Web site, the areas which they spend their time visiting, and other demographic data.

**We reserve the right to introduce new passive tracking technologies and techniques related to the use of the Web site. We do not, however, link your identity with information that we collect passively.**

### **The Purposes for Which We Use and Disclose Personal Information**

In addition to the purposes we identify above or at information collection points on this Web site, we use Personal Information to communicate with you, to answer the e-mail and correspondence we receive, to improve the content of our Web site, for our marketing and research purposes, and to notify you about information that may be of interest to you as well as important changes in the functionality of the Web site or other notices related to the handling of your Personal Information.

We may also use Personal Information to make recommendations for products, services, or special offers, and to provide you with updates on new products that we believe may be of interest to you, in situations where you expressly request such communications. If you do not want to receive this information in the future, please contact us at [rallydepartment@sturgismotorcyclerrally.com](mailto:rallydepartment@sturgismotorcyclerrally.com).

From time to time, we may disclose certain Personal Information to select third parties to enable them to offer products or services that may be of interest to you, and contractors we use to support our business such as fulfillment services, technical support, delivery services, financial institutions, and other vendors or business partners that may have products or services that may be of interest to you. If you do not want us to disclose such Personal Information in the future, please contact us at [rallydepartment@sturgismotorcyclerrally.com](mailto:rallydepartment@sturgismotorcyclerrally.com), and we will take reasonable measures to avoid sharing such information in the future. Please note that such third parties are usually independent from Sturgis and its affiliates, and if you wish to stop all communications from such parties, you will need to address such issues with the third parties directly.

If you have registered on this Web site and if you have elected to share information with other attendees of the Sturgis Motorcycle Rally and users of this Web site, we will disclose your first name, last name, city, state, and date of registration to attendees and other users of the Web site. If you do not wish to share such information in the future, please contact us at [rallydepartment@sturgismotorcyclerrally.com](mailto:rallydepartment@sturgismotorcyclerrally.com).

If you have elected to participate in the daily drawing and if you are a winner, we will disclose your first and last name on a bulletin board at the Sturgis Motorcycle Rally and also to other third parties as requested and in accordance with U.S. laws.

We may disclose Personal Information in response to legal process or when we believe in good faith that the law requires it, including, for example, in response to a court order, subpoena or a law enforcement agency's request. We also reserve the right to disclose Personal Information to protect the security of the Web site, to protect ourselves and our affiliated companies against liability, and/or in connection with any sale, assignment, or other transfer of all or a part of our business.

We will not use or share the Personal Information provided to us online in ways unrelated to the ones described above without first providing you an opportunity to opt out or otherwise prohibit such unrelated uses.

### **Customization and Aggregate Data**

We use non-identifying and aggregate information in a number of ways, including to better design our Web site and gather information for product management and development at Sturgis. We may make full use of all information acquired through this site that is not in personally identifiable form.

### **Security**

We maintain reasonable physical, electronic, and managerial procedures to protect Personal Information. For example, when you register on this site, we usually offer the use of a secure server to encrypt the Personal Information you input before it is sent to us. You should keep in mind, however, that no Internet transmission is ever completely secure or error-free. In particular, e-mail sent to or from this site may not be secure.

### **Children's Privacy**

This site is not intended for children under the age of 18. We have no intention of collecting Personal Information from children at this site.

### **How You Can Access or Correct Your Information**

If you would like to access or correct your Personal Information, please contact us using the contact information below. You may also contact us using the information below to ask us to remove your Personal Information from our records, electronic or otherwise, but we reserve the right to use Personal Information obtained previously to verify your identity.

### **Changes to the Policy**

Our privacy practices, like the online medium itself, are subject to change. We reserve the right to change this Policy from time to time in our sole discretion. Please check this Policy frequently and particularly before you submit additional Personal Information via the Web site. All revisions to this Policy will be posted on the site via a link from the home page of the site. In the event that we change a

significant or material term in this Policy, we will notify affected visitors by revising the link on the home page to read "**Newly Revised Privacy Policy**" that notifies visitors of the change, and the updated Policy will provide a new effective date.

### **How to Contact Us**

Should you have other questions or concerns about this Policy, please send an email to [rallydepartment@sturgismotorcyclerrally.com](mailto:rallydepartment@sturgismotorcyclerrally.com) or mail correspondence to City of Sturgis Rally Department, 1147 Sherman Street, Suite 201, Sturgis, South Dakota 57785.