

Privacy Statement

The Longmont Downtown Development Authority is committed to protecting your privacy. This Privacy Statement applies to the Longmont Downtown Development Authority website (www.downtownlongmont.com) and governs data collection and usage. By using the Longmont Downtown Development Authority (“LDDA”) website, you consent to the data practices described in this statement.

Collection and Use of Information

The LDDA may collect two types of information from users: (1) personally identifiable information that you knowingly choose to disclose to the LDDA; and (2) information that is collected on an aggregate basis as users browse the LDDA’s website, using systems such as Google Analytics and cookies.

Use of Personally Identifiable Information

The LDDA collects personally identifiable information, including, but not limited to your name, email, and telephone number, when you voluntarily provide such information to the LDDA, such as when you register for an LDDA event, subscribe to LDDA emails, pose a question of the LDDA, or volunteer with the LDDA.

The LDDA collects and uses your personally identifiable information to deliver the services you have requested, answer your questions, and to inform you of upcoming LDDA and other local events. The LDDA does not publish, sell, rent or otherwise disclose your personally identifiable information to third parties. Your personally identifiable information is not disclosed or released to advertisers or sponsors that are linked or otherwise identified in emails that you receive from the LDDA.

Use of Cookies

The LDDA tracks user behavior on the LDDA website using Google Analytics and other cookies, which allow the LDDA to analyze user traffic, personalize the user’s online experience, and improve the content of the website. Most web browsers automatically accept cookies, but you should be able to modify your browser setting to block cookies if you prefer.

Security

The LDDA website has security measures in place to protect the loss, misuse and alteration of the information under our control. The LDDA uses PayPal, a third party that facilitate form submission and payment processing online, to complete all transactions involving personal financial information, such as credit cards. The LDDA itself does not collect personal financial information through its website, nor does it receive or store personal financial information on its servers. Instead, when a transaction involving personal financial information takes place, the LDDA receives a transaction “token” and a one-time-use identification number to validate that the transaction has been successfully completed. For additional information on the PayPal privacy policies, visit [paypal.com/privacy](https://www.paypal.com/privacy).

Opt-Out

The LDDA website allows users to opt out of receiving future email communication by clicking “unsubscribe” in the body of any email that the user receives from the LDDA.

Links

Other internet sites that are linked from the LDDA website or from an LDDA email message may contain privacy policies that differ from the terms of this Privacy Statement. The LDDA is not responsible for, nor does the LDDA make any representations or warranties with respect to, the privacy policies of linked Internet sites. You should review the privacy policies of linked sites to ensure protection of your privacy.

Changes to this Statement

The LDDA reserves the right to update this Privacy Statement from time to time, and encourages you to periodically review this Privacy Statement to stay informed on how the LDDA is protecting your information.

Compelled Disclosure

The LDDA reserves the right to disclose personally identifiable information if required or compelled to do so by applicable law.

No Guarantee

Unfortunately, no data transmission over the internet can be guaranteed to be 100% secure. Accordingly, the LDDA makes no representations or warranties about the security of any information you disclose to us.

Contact Information

The LDDA welcomes comments and questions regarding this Privacy Statement at ldda@longmontcolorado.gov, or by mail at 320 Main St., Longmont, CO 80501.