

HEB Chamber of Commerce

Data Management, Collection and Privacy Policy

The following policies are designed to explain how the HEB Chamber collects and uses information to ensure members and public viewers feel secure in having their business/organization included in the Chamber database as well as utilizing and interacting with the Chamber website and social media platforms.

Objective

- Adhere to the Mission, Vision and Values of the HEB Chamber by maintaining the trust and confidence of our members and visitors by providing access, accuracy and security on our website, social media platforms and through online resources such as the membership directory.

Management

Database

This policy applies to the Chamber's membership database, ChamberMaster.

- ChamberMaster is:
 - An up-to-date membership data base on a secure server that is synchronized with the website hosting platform.
 - Only accessible to authorized Chamber staff who have set up a secure log-in password.
 - A collection of information that is for Chamber use only.

ChamberMaster Accessibility

- Membership to the Chamber is an implied effort by the member to be known with the membership and the community as a member in good standing who wishes to be contacted for services and/or products. Therefore, the Chamber members contact information is visible on the members individual identifying business page.
- Each member can elect whether they would like the following information visible on their public page:
 - Representative names, emails, and direct contact information
 - Business Address & Phone Number
 - Business website and social media accounts

- For printed publications, such as the annual membership directory that is available to members and non-members at no-charge, the members email addresses and websites that are publicly viewed on the page will be added to their directory listing.
- For a fee, The Chamber will provide, the details of our full membership in a spreadsheet format EXCLUDING email addresses or fax numbers.

Data Collection

Personal Information

This policy applies to personal identifying information and how it is collected or submitted on the Chamber's website.

- Personal identifying information is not collected from visitors to our website or social media platforms except to the extent that your web browser allows. For example, your IP address or the site you link from, or to the extent that you provide information to us in an email message or other Chamber correspondence.
- No attempt is made to collect personal identifying information of visitors to the Chamber's website or social media platforms from other sources such as private records, websites not related to the HEB Chamber or other means of email and data ranking. We utilize cookies strictly to track the user's viewing history for the duration of their visit on the Chamber's website for analytical purposes only.
- No personal identifying information is stored in website cookies and is not used for subsequent tracking once the user leaves the site.
- Personal information is not available for those who visit the website or a social page associated with the HEB Chamber unless the visitor has granted this permission.

Opportunities are available for a member or non-member to submit personal identifying information on the HEB Chamber website.

- Apply for membership to the HEB Chamber
- Subscribing one or more of the Chamber newsletters
- Request information about the Leadership HEB program

This data is provided from the visitor by choice, and only utilized by the Chamber for the purposes identified. Data collected through a Chamber Master form are protected by an SSL certificate. This is a secure sockets layer that creates an encrypted between the user and ChamberMaster's server.

Website and Social Media Statistics

This policy applies to the Chamber's website and social media platform statistics and how they are collected and monitored.

- The Chamber reviews the number of impressions, unique visitors, page views and advertisement clicks in total as well as each individual page on the Chamber's website and social media platforms for statistical information purposes only on a monthly basis.

- For digital member publications, the clicked and open rating is also monitored monthly, and the data is used for trend and data tracking purposes.
- To comply with data privacy laws, no attempt is made to contact individual viewers who accessed or clicked on advertisements posted or to identify their personal information.
- Advertisers who request information related to their account (i.e. – page hits, clicks or other website statistics) will be given this data to evaluate their return on investment.

Event or Membership Online Registration or Payment on Website

This policy applies to the collection of event registration information as well as the collection and stored details of payments that are made.

Event Registrations

- If a visitor or member chooses to correspond through email, the Chamber may retain the content of all identifying email correspondence as proof of registration.

Online Payment Collection

- If visitors choose to register for events or join the Chamber using the online payment option on the HEB Chamber's website, the visitor is required to give personal contact and credit card details as needed for the payment to be complete, and the credit card information is securely stored within ChamberMaster.

Printed Forms Payment Collection

- If credit card information is provided on a printed membership application, registration or sponsorship form, the form will be kept in a locked file cabinet until the credit card payment is approved or new payment information is provided.
- Once approved, the credit card information for said payment will be redacted on the form it was provided, and, when the printed form is no longer needed, the form will be shredded and destroyed. The same process applies to credit card information received by email or in a phone call also.
- If the Chamber receives credit card information for a monthly charge, this information is secured stored in the ChamberMaster database and linked to the respective member's account. Printed credit card information is also kept in a locked file cabinet and only available to designated Chamber staff.

Visitors Access

This policy applies to the Chamber's website accessibility for visitors.

- The HEB Chamber's website at <https://www.heb.org> and is a public platform.
- Viewers may browse the site without disclosing personal information.
- There is not a social feature available on the website for visitors of the page to interact or to post information for public viewing.

Emails

This policy applies to the Chamber's email correspondence with members and non-members.

- The HEB Chamber's general correspondence email is chamber@heb.org. This email is monitored and responded to daily by designated Chamber staff.
- The Chamber uses the following programs to communicate with members and non-members who voluntarily elect to receive communication:
 - **ChamberMaster**
 - **Constant Contact**
 - **Survey Monkey**
 - **Outlook 365**
- ChamberMaster does allow members to email through the online directory feature.
 - The recipient's email address is NOT exposed and is routed through ChamberMaster's system, approved by designated staff, and then delivered to the recipient.
 - The sender receives a CC of this email as they must provide it as a required field, but it does not include the actual address of the member being contacted.
- If an individual who is requesting to receive specific information or newsletter, the individual's email address is provided to the Chamber via the website and is retained for that purpose only.

Security

- To ensure that emailed communication sent by the HEB Chamber is fully compliant with CAN-SPAM, Constant Contact as well as the Chamber's membership database, ChamberMaster, requires that communication lists be permission-based, which means that there is already compliance with the unsolicited email requirements stated in the law. The Chamber also has a recognizable name and address listed in each email sent, honors unsubscribe requests, and practices straightforward details in the subject line.
- The following internal message displays on all HEB Chamber emails that are sent out:

This email was sent on behalf of Hurst Eules Bedford Chamber of Commerce P.O. Drawer 969 Bedford, TX 76095. To unsubscribe [click here](#). If you have questions or comments concerning this email or services in general, please contact us by email at chamber@heb.org.

Returned Emails

- Email addresses that are returned to sender (or 'bounce') are not added to our database for continued contact, nor sold or given to any other parties. Only Chamber members who provide their email addresses to the Chamber will be contacted by email.

Privacy Policy

This policy applies to the privacy policy of linked websites and resources

Links

- External links directly from and/or related to the following associated parties may be accessible on the HEB Chamber website, social media platforms, and email correspondence:
 - Member websites and social media platforms
 - Online websites for local, state, and federal officials
 - Business and community related resources and programs
- The Chamber is not responsible for the content and privacy practices of these parties and is not liable for the information provided.

Changes in Privacy Policy

- We reserve the right to change this policy at any time by posting a new privacy policy on our website.

How to Correct Your Information

- Any requests for updating, correcting, or deleting a record related to an individual's identifying information or business must be provided to the HEB Chamber of Commerce.
- Mail corrections can be sent the following ways:
 - Mailed - P. O. Drawer 969, Bedford, TX, 76095
 - Email to chamber@heb.org
- Please call the Chamber office at (817) 283-1521 if you have any questions or would like more information.