

## PRIVACY POLICY

High Point International Home Furnishings Market Authority (“Authority”) d/b/a High Point Market Authority understands your privacy is important and is committed to protecting the privacy and security of your personal information. This Privacy Policy explains how we handle personal information collected when you use our website ([www.highpointmarket.org](http://www.highpointmarket.org)), on our MyMarket mobile application, or on any other platform, application or format now known or later developed by us (collectively, the “Website Services”).

### THE INFORMATION WE COLLECT

#### Personal information

The Authority collects personally identifiable information through voluntary submissions you make via the Website Services, including through entering registration data to use the Website Services and through registering for the High Point Market and related services (“Market”).

Registering to Use the Website Services. When registering to set up an account to use certain features of the Website Services, we may require that you provide a valid e-mail address and create a User ID and password. Certain other features of the Website Services are accessible after registering and logging in with your Facebook or Twitter profile. If you register or log in using Facebook or Twitter or any future social media platforms, we may receive information from your Facebook or Twitter profile that is publicly available. You are responsible for managing your privacy settings on Facebook and Twitter.

Registering for the Market. When you register for the market, your data is collected by, processed by and stored with, a third-party registration vendor, and we also have access to that information. The information we collect during the registration for Market includes both corporate and individual information.

- The personal information we collect **from individuals** may include your name, address, e-mail address, phone number, social media addresses (i.e., “pages” or “handles”). We may also collect your drivers’ license or passport numbers and your business card.
- The information we collect **from businesses** includes the company name, address, phone number, employer or tax identification number, tax return information, and certain statistics regarding the company’s size and the products and/or services that it offers. We also collect certain information regarding individuals associated with the company as described above. We use this information to help us review applications from companies who wish to register for the market.

In addition, we may collect information about your location when you access any of our mobile applications. If you do not enable the service to use your location information or if the app does not have that feature, we will not collect or store your location information.

#### Other Information

When you use the Website Services, our web or mobile app hosting vendor may collect and aggregate information indicating, among other things, which pages were visited, the order in which they were visited, and which hyperlinks were “clicked.” Collecting such information involves the logging of IP

addresses, operating system and browser software used by each user. Although such information is not personally identifiable, we can determine from the IP address a visitor's Internet Service Provider and the geographic location of his or her point of connectivity.

### **No children under 13**

The Website Services is not directed at or intended for use by children under 13 years old. You are not permitted to register or use the Website Services if you are under 13.

### **Users outside the United States**

Please be advised that if you are located in the European Union or another region with laws related to data collection and use that may differ from U.S. law, your personal information submitted through the Website Services and transferred to the U.S. may not have the same legal data protection as in your jurisdiction. This Web site is not specifically targeted at users outside the U.S.

## **HOW WE USE AND SHARE THE INFORMATION WE COLLECT**

### **How we use and share personally identifiable information**

When you provide or submit personal information to us through the Website Services, we may use your e-mail address provided in the registration process to deliver newsletters, alerts and other information requested by you.

We also may share your personal information in the following ways:

- We may share your personal information with certain third parties, including but not limited to event management firms, technology and cloud and web hosting firms, data security firms, marketing/public relations firms, and content service providers, in order to assist the Authority in providing event registration, event management, and services relating to the Website Services.
- We may share your name, e-mail address, and telephone number with certain third parties who offer products or services that we believe may be relevant to your interest in the market (**"Preferred Partners"**). We do not share any other personal information with those Preferred Partners. We may also share corporate information with our Preferred Partners, including company name, address, phone number, statistics regarding the company's size and the products and/or services that it offers, and the name and contact information (i.e., e-mail address and telephone number) of specific individuals associated with the company.
- We share your personal information with third parties who collect and process your personal information through the Market registration process. Those parties separately maintain your personal information, and we retain access to that information as well.
- We also may disclose your personal information:
  - to comply with a law, regulation, court order, subpoena, legal process, or requests by law enforcement or governmental entities'
  - to investigate or defend against third-party claims against us;

- to detect, prevent, or investigate fraud or other illegal activity;
- to repair or resolve technical issues in the operation of this Website Services;
- to respond to a request by you to disclose the information, including your requests to allow access to your account and personal information by third-parties designated by you;
- with your knowledge and consent;
- to address emergencies.

Your personal information may be an asset of the business transferred in the event of a sale, merger, or other business combination or transfer involving the Authority.

### **How we use non-personally identifiable information**

We use non-personally identifiable information in aggregate form to build a higher quality, more effective and more useful Website Services by performing statistical analyses of the collective characteristics and behavior of the users of the Website Services, and by measuring demographics and interests regarding specific areas and features of the Website Services. The authority or our third-party providers may provide statistical information based on this data to advertisers, affiliates, and other current and potential business partners. The Authority or our third-party vendors may also use the aggregate data to inform these third parties as to the number of people who have seen and clicked on links to their web sites.

### **TRACKING POLICY – COOKIES AND ANALYTICS**

Cookies, pixels and related technologies are data components stored on the user's computer or other digital platform tied to information about the user. The Website Services may use cookies, pixels and related technologies to deliver content specific to your interests, analyze how visitors interact with our Website Services, analyze user browsing and navigation patterns, and for other purposes. You are not required to accept cookies to use this Website Services. However, if you elect not to accept cookies, certain functionalities of this Website Services may not work as effectively or at all.

Our Website Services uses Google Analytics, a web analytics service provided by Google, Inc. Google Analytics uses cookies and/or pixels to analyze how users use our Website Services. We review aggregated data provided to us through Google Analytics to analyze Website Services usage and improve our Website Services. Google Analytics has its own privacy policy, which is located [here](#). By using our Website Services, you consent to the processing of data about you by Google in the manner and for the purposes described here and in the Google Analytics privacy policy.

**California Users** -The Website Services does not respond to Do Not Track signals.

### **INTEREST BASED ADVERTISING AND IP TARGETING**

We may work with data providers to serve advertising to you through display media or other methods. These providers may use personal information that we have collected or that you have provided to locate you online, such as when you visit or log in to Website Services or mobile applications. This

information may be linked to online identifiers or IP addresses assigned to you, and to demographic or interest-based data, in order to target you with relevant advertising, including about our products or Website Services. To learn more about or opt out of this and other interest-based advertising, please visit the industry opt-out pages operated by the DAA, at <http://www.aboutads.info> and by the NAI at <http://networkadvertising.org>.

### **LINKS TO THIRD PARTY SITES**

This Website Services contains links to other Website Services. Please be aware that we are not responsible for the privacy practices or content of other Website Services. This Privacy Policy applies solely to personal information collected by this Website Services. We encourage our users to be aware when they leave our Website Services. If you provide information to us through social media platforms, such as Facebook and Twitter, the collection of information over those platforms is governed by the social media site and not by this Privacy Policy. You can find the privacy policies for Facebook [here](#) and Twitter [here](#).

### **SECURITY OF PERSONAL INFORMATION**

The Authority takes the security of your personal information seriously. We implement commercially reasonable technical, physical, and administrative security measures to protect against the loss, misuse, and unauthorized access, disclosure, alteration, and destruction of personal information collected through this Website Services. However, we cannot and do not guarantee that your personal information will never be accessed by an unauthorized party or otherwise breached.

### **RETENTION OF PERSONAL INFORMATION**

We will retain your personal information for as long as we deem reasonably necessary or desirable, unless a different retention period is required by any applicable law, rule, or regulation. We may retain different types of personal information on a different retention schedule. We reserve the right to delete or destroy any information collected, including personal information, at any time.

### **ACCESS TO YOUR PERSONAL INFORMATION AND HOW TO CONTACT US**

If you have questions about this Privacy Policy, or if you wish to correct, update, amend, or delete/remove personal information that you have provided to us, you may contact us by email at [info@highpointmarket.org](mailto:info@highpointmarket.org).

You may choose to stop receiving our communications, alerts, or marketing emails by following the unsubscribe instructions included any emails or you may contact us at [info@highpointmarket.org](mailto:info@highpointmarket.org).

### **UPDATES TO THIS PRIVACY POLICY**

We may update or change our privacy practices and this policy from time to time. If we update the policy, we will publish an announcement on our Website Services. The date at the top of this policy reflects the date of the most recent update. It is strongly recommended that you check the Website Services often. If you object to any change to the Privacy Policy, you must cease using the Website Services and can request that the Authority remove your personal information. Unless stated otherwise, the then-current privacy policy applies to all personal information that the Authority currently has for you.

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