

Privacy Policy

Effective Date: May 13, 2025

The New Jersey Tourism Industry Association (NJTIA) is committed to safeguarding the privacy of our members, partners, and website visitors. This privacy policy outlines how we collect, use, share, and protect your information when you interact with our website, services, and communications.

This policy applies solely to information collected through www.njtia.org.

1. Information We Collect

We collect information that you voluntarily provide to us, including:

- Name
- Organization
- Email address
- Mailing address
- Phone number
- Payment information (via secure third-party services)

We may also collect non-personally identifiable information when you interact with our website, such as:

- Browser type
- Device information
- IP address
- Pages visited
- Referring site
- Site usage patterns

This information helps us understand how our site is used and supports improvements in user experience.

2. How We Use Your Information

Any information we collect may be used in the following ways:

- To fulfill membership services or event registrations
- To send email newsletters and updates (only if you opt in)
- To communicate about tourism initiatives and industry opportunities
- To improve the performance, content, and functionality of our website
- To support customer service and respond to inquiries

- To administer surveys, contests, or promotions
- To comply with legal or regulatory obligations

3. Information Sharing

We do not sell or rent your personal information.

We may share your information under limited conditions, such as:

- With third-party service providers who support our operations (e.g., email delivery services, event platforms, payment processors), provided they agree to keep information confidential
- With co-hosts or affiliates of NJTIA-sponsored events for relevant communications
- As required by law, including responding to legal process or law enforcement requests
- In aggregate form with partners or stakeholders, but not in a manner that identifies individuals

In certain cases, we may share your contact information for specific services (such as registration communication) with your prior consent or opt-in.

4. Cookies & Website Tracking

We use cookies and similar technologies to:

- Remember your preferences
- Analyze website traffic and user interaction
- Improve website performance and personalization

Cookies are small data files stored on your browser. You can modify your browser settings to disable or manage cookies. However, some website features may not function properly if cookies are disabled.

We may work with third-party analytics providers, who are not permitted to use this data for any purpose other than to support our services.

5. Data Security

We take appropriate technical and organizational steps to protect the information you share with us. This includes secure web hosting, encrypted data transmission, and access controls for our staff and service providers.

Despite our best efforts, no system can guarantee absolute security. Please take caution when submitting personal information online.

6. Third-Party Links

Our website may contain links to external sites. NJTIA is not responsible for the privacy practices or content of these third-party websites. We encourage users to read the privacy policies of any linked websites they visit.

7. Email and Communication

Emails sent by NJTIA may include tracking technologies that monitor email engagement such as opens and link clicks. This information helps us improve future communication and tailor content to users' interests.

Users can unsubscribe from our emails at any time by clicking the unsubscribe link at the bottom of our communications or by contacting us directly.

8. Social Media Engagement

Interactions with NJTIA through platforms like Facebook, Instagram, LinkedIn, or X (formerly Twitter) are subject to the privacy policies of those platforms. We recommend that users exercise caution when sharing personal information on public social media pages. NJTIA will never ask for sensitive information through social media.

9. Policy Updates

We may update this Privacy Policy from time to time to reflect changes in our practices or in the law. Updates will be posted to this page with a revised effective date. We encourage you to review the policy periodically.

10. Contact Us

If you have questions about this Privacy Policy or how your data is used, please contact:

New Jersey Tourism Industry Association (NJTIA)

608-396-2020

Email: info@njtia.org

Website: www.njtia.org