

Privacy Policy

Effective: September 17, 2020

Rocky Mountain International ("us", "we", or "our") operates the www.greatamericanwest.co website (hereinafter referred to as the "Service").

This Service is managed by Rocky Mountain International (<http://www.rmimarketing.com/>) to provide up to date tourism information and inspiration about the United States five-state region of Idaho, Montana, North Dakota, South Dakota, and Wyoming – collectively known as The Great American West – to interested tour operators, trade, media, and consumers in seven international markets, including The United Kingdom, Germany, Australia, France, Italy, Benelux and Nordics.

This page informs you of our policies regarding the collection, use, and disclosure of personal data when you use our Service and the choices you have associated with that data. We use your data to provide and improve this Service. By using this Service, you agree to the collection and use of information in accordance with this policy.

Information Collection And Use

We collect several different types of information for various purposes to provide and improve our Service to you. The types of data collected may include personal data, cookies and other tracking data.

Personal Data – Some personal data is collected indirectly, for example when you fill out our contact form to receive travel information. We use the information voluntarily submitted to us through these forms to respond to a direct customer inquiry, but we do not otherwise store or process this personally identifiable information. Personally identifiable information may include, but is not limited to:

- Email address
- First name and last name
- Cookies and Usage Data

Cookies & Tracking Data – Cookies are files with small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. Please note, if you do not accept cookies, you may not be able to use some portions of our Service.

We use Google Analytics to improve and analyze our Service as a resource for trade, media and consumers interested in travel to the five-state region of Idaho, Montana, North Dakota, South Dakota, and Wyoming.

The data collected helps us understand how many people visit our site, which country they are from, how many pages they visited, how fast our site is loaded, time spent on site, and other diagnostic data. All data collected is completely anonymous and does not personally identify you as an individual in any way.

For any user that visits our website, data retention for Google Analytics is 26 months. Google Analytics has their own privacy policy and is available here:
<https://policies.google.com/privacy?hl=en>.

Use Of Data

We use the collected data for various purposes:

- To provide and maintain the Service
- To notify you about changes to our Service
- To allow you to participate in interactive features of our Service when you choose to do so
- To provide customer care and support
- To provide analysis or valuable information so that we can improve the Service
- To monitor the usage of the Service
- To detect, prevent and address technical issues

Embedded Content And Links From Other Websites

Our Service may contain embedded content (e.g. videos, images, articles, etc.) or links to other websites that are not operated by us. This Privacy Policy applies only to this Site – other websites may collect data about you, use cookies, have third-party tracking, or monitor your interaction with that embedded content or link – we advise you to review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third-party sites or services.

Children's Privacy

Our Service does not address anyone under the age of 18 ("Children"), and we do not knowingly collect personally identifiable information from anyone under the age of 18.

If you are a parent or guardian and you are aware that your Children has provided us with Personal Data, please contact us. If we become aware that we have collected Personal Data from children without verification of parental consent, we take immediate steps to remove that information from our servers.

Who We Share Your Data With

Personally identifiable information is not shared with third parties. The general, non-personally identifiable data we do share is provided to the state tourism offices of Idaho, Montana, North

Dakota, South Dakota, and Wyoming to track performance of their tourism-related efforts in the United Kingdom, Germany, Australia, France, Italy, Benelux and Nordics markets.

Each state tourism office has their own privacy policies which can be viewed here: Idaho (<https://visitidaho.org/terms-and-privacy/>), Montana (<https://www.visitmt.com/about-us/privacy-policy.html>), North Dakota (<https://www.ndtourism.com/information/privacy-policy>), South Dakota (<http://sd.gov/privacy.aspx>), Wyoming (<https://www.travelwyoming.com/privacy-policy>).

What Rights You Have Over Your Data

You have the right to obtain a full download of any data we may hold about you. You also have the right to be forgotten, meaning your data must be completely deleted. These types of requests may be submitted by contacting us at the email listed at the bottom of this page.

Data Protection

We bring a higher level of security to your data through data encryption, or HTTPS encryption across this website. This helps to keep your browsing safe by securely connecting your browser with this website you visit.

Our website involves a more secure system, continuously monitoring our services and underlying infrastructure to protect from threats, including spam, malware, viruses, and other forms of malicious code.

Changes To This Privacy Policy

We may make changes or update our Privacy Policy. We will notify you of any changes by posting the new Privacy Policy on this page. You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

Consent

By using this website, you signify your acceptance of this policy. If you do not agree with this policy, please do not use this website.

Contact

If you would like to request, modify or delete the information you have provided us, please contact us at: Rocky Mountain International Marketing, 2116 Pioneer Avenue, Cheyenne, WY 82001; Tel. 307-637-4977; or info@rmimarketing.com.