

# Privacy Policy

The Veterans Entrepreneurship Initiative (VEI) is committed to protecting the privacy of our visitors, and participants. This privacy policy governs the way we collect and use information both online and offline, including at [www.vei.center](http://www.vei.center) and its subdomains, including websites accessed through your mobile devices as well as downloadable mobile applications ("Websites"). A link to this policy is included in the footer information on every page of the Websites. Your use of the Websites or provision of personal information to VEI as described below constitutes your agreement to the terms of this privacy policy.

## General Information

We welcome your participation. An email address may be required. VEI will not use these email addresses in any way, unless permission to do so is specifically requested and granted. We will not share these email addresses with any third parties for marketing purposes.

## Cookies and Pixel Tags

The Websites may use technologies such as "cookies" and "pixel tags" to improve the functioning of our website and your experience. Cookies are small data files that are automatically sent to your browser from a Web server and stored on your computer's hard drive. Cookies enable us to remember what items are in your shopping cart, and to personalize your experience. "Pixel tags" are tiny graphical images embedded in emails or webpages. Pixel tags are used to determine what parts of a website a visitor has viewed, or whether an email was successfully opened. These technologies do not contain any personal information about you; they are used to gather information to analyze traffic to the Websites, to improve our content and navigation, to enhance our marketing efforts, to personalize your experience, and to provide online display advertising, and/or offline advertising, tailored to your interests based on your online behavior.

VEI also works with third-party analytics and marketing partners who use technologies such as cookies and pixel tags on our behalf. For details, see [Third-Party Service Providers](#).

You may choose to set your browser so that it does not accept cookies. Most areas of the Websites will function without cookies, but cookies are required if you wish to register, sign in, or place items in your shopping bag. For an optimal experience with our site, we recommend that you allow cookies.

## **Email Communication**

VEI regularly sends email to visitors to the Websites. Email recipients may opt out at any time by emailing back "unsubscribe" or by emailing directly to Rebecca@vei.center..

## **How We Collect and Use the Information You Provide**

We collect and use the information you provide to personalize the Websites so that we can better meet your needs, fulfill requests, facilitate customer service, inform you of programs, services and events, analyze trends and collect statistics. We maintain the data that you provide, along with a record of your transactions, in secure databases. To best serve you, we may combine this information with data that is publicly available and data that we receive from other reputable sources.

## **When You Complete a Survey**

VEI occasionally asks for feedback and publishes surveys on the Websites or through a reputable third-party service provider. Your participation in these surveys is on a voluntary and anonymous basis, unless otherwise specified. We use the survey responses to improve our understanding of you, our visitors, and participants, and to determine how best to serve your needs. Information collected in these surveys is never sold, rented, or shared with third parties for marketing purposes.

## **When You Make a Donation or Join VEI**

VEI will ask you to provide personal information that is necessary to process and service your donation or Membership online, which may include your name, billing and shipping addresses, telephone number, email address, and credit card number. Your credit card information will be temporarily stored on a secure server and used only for processing your online transaction. We will retain the information you provided for our records, and to facilitate customer service. We will not share the names and postal addresses we receive from Members, Patrons, and donors with other organizations for marketing purposes.

In certain cases, you may be asked for additional information required to complete and service your request.

## **When You Purchase Tickets to an Event**

VEI will ask you to provide personal information necessary to fulfill your online ticket order or brochure request, which may include your name, billing and shipping addresses, telephone number, and credit card number. This is the same information requested when you place a ticket order by telephone or in person at VEI. For online ticket orders or brochure requests, we also require your email address so that you can receive order, shipping, event, or other transaction-related emails, and so that we can communicate with you if we have difficulty processing your ticket order or request. When you purchase tickets, your credit card information will be stored temporarily on a secure server, and we will retain the personal information you provided with your order for our records, to facilitate customer service, and to inform you of VEI's programs, services and offerings.

## **When You Register**

You may use the Websites without registering or submitting any personal information. However, registration enables you to maintain your contact information and sign up for exclusive online features like the Member's Area, and free email newsletters. Registration in Websites provides access to features such as your order history and address book.

If you choose to register in any of these areas of the Websites, you will be asked to provide personal information that may include a username and password, your name, email address, postal address, telephone number, and your Membership number, if applicable. We store this information, along with your other preferences, on a secure server so that you need not re-enter it when you return to the Websites.

## **Emailing the VEI**

If you email VEI, any message, material, business information, ideas, concepts, or other information sent to the VEI by email will be treated as non-confidential and non-proprietary.

## **Third-Party Service Providers**

VEI engages reputable third-party vendors in order to help us manage the Websites, process online and offline transactions, better respond to the needs of our visitors, and enhance our marketing efforts. This includes third-party analytics vendors such as Google Analytics and other marketing partners who serve advertisements across the Internet, offline, and sometimes on the Websites on VEI's behalf. They may use information about your visits to the Websites and other sites to personalize advertisements for goods and services. Please click [here](#) for more information about how data is collected and processed in connection with the Google Analytics service. We and our third-party vendors or partners use analytics data for a variety of purposes such as to improve the design and content of our Websites, to help us learn things like what pages are most attractive to all of our visitors and what promotions visitors like to see, and to gauge the success of our advertising campaigns.

VEI's requires its vendors to maintain the confidentiality of the information to which they are provided access, and restricts these vendors from using or disclosing the information in any way without express authorization by VEI.

## **Integrated Third-Party Tools**

The Websites may include links to third-party sites, apps and social media platforms ("Third-Party Sites"). Clicking on those links may allow Third-Party Sites to collect or share your data. VEI does not endorse or control Third-Party Sites, each of which may be governed by its own terms of service and privacy policy, and VEI encourages you to read those privacy policies and terms so that you understand how Third-Party Sites process information. You, as a user, are solely responsible for all liability for any damages or other harm, whether to yourself or third-parties, resulting from your use of Third-Party Sites. You are reminded to take all protections necessary when accessing Third-Party Sites, particularly when downloading or purchasing anything therefrom.

The Websites may offer integrated tools and other social sharing features which let you share actions you take on the Websites with Third-Party Sites, and vice versa. Use of such features enables you to share information with friends or the public, depending on the settings you establish with the Third-Party sites that provides the social sharing feature. VEI uses analytics tools provided by the social media platforms to help VEI to understand how people interact with its social media presence, to identify trends and to carry

out joint promotional activities with those platforms. VEI receives from the social media platform aggregated statistical information about the performance of VEI posts and promoted content, such as numbers of views and kinds of viewers. This data is aggregated and anonymized by the platforms prior to being made available to VEI.

VEI may also use paid advertising and paid content tools provided by the social media platforms to help carry out advertising campaigns on social media platforms and to promote VEI's content on the social media platforms. Again, VEI receives from the social media platforms only aggregated statistical information about interactions with its ads and paid content, such as number of views, number of times shared and so on.

For more information about the purpose and scope of data collection and processing in connection with integrated third-party tools and social sharing features, or use of the social media platforms, please visit the privacy policies of the respective entities at the following links:

Facebook and Instagram - <https://en-gb.facebook.com/policy.php>

LinkedIn - <https://www.linkedin.com/legal/privacy-policy>

Pinterest - <https://policy.pinterest.com/en/privacy-policy>

Twitter - <https://twitter.com/en/privacy>

YouTube and Google - <https://policies.google.com/privacy?hl=en>

## **Data Security**

VEI makes every reasonable effort to ensure the security of transactions that occur on the Websites. To maintain data accuracy, prevent unauthorized access, and ensure the correct use of information, we have put appropriate physical, electronic, and administrative procedures in place to safeguard and secure the information we collect online. We utilize SSL (Secure Socket Layer) technology, which encrypts our visitors' credit card numbers, names, and addresses. VEI site is also a VeriSign Secure Site and PCI DSS (Payment Card Industry Data Security Standard) compliant, and a GeoTrust Secure Site, and PCI DSS (Payment Card Industry Data Security Standard) compliant, which ensures security and protection of sensitive customer credit card information.

Please be advised that when placing an online order through the site, your personal data will be protected in accordance with United States law.

## **Changes to the Privacy Policy**

VEI may revise this privacy policy at any time. Check here often for updates.

## **Contact Us**

If you have any questions regarding this privacy policy, please contact VET Digital Department:

Digital Department

Veterans Entrepreneurship Initiative

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Orlando, Florida 32820

Email: [Rebecca@vei.center](mailto:Rebecca@vei.center)

This policy was last updated February 4, 2021.