

## ***TellicoLife* Privacy Policy**

### **GENERAL**

Your privacy is important to us. *TellicoLife* knows that you care how information about you is used and shared, and we appreciate your trust that we will do so carefully and sensibly.

This privacy policy is intended to give you confidence in the privacy and security of your personal information on our website ( [www.tellicolife.org](http://www.tellicolife.org) or [www.tvlife.memberclicks.net](http://www.tvlife.memberclicks.net)), or personal information that you provide to us in any other manner, and applies whether you have registered for

*TellicoLife*

or are merely visiting our website.

The leadership of Tellico Village's largest clubs have partnered to create *TellicoLife* - an exciting new on-line membership and activity management system for the Village.

□

The vision is that Villagers eventually have one place (website) where they can know what's happening in Tellico Village, sign-up for events, and manage their membership(s) in all the clubs or organizations which they belong or wish to participate.

*TellicoLife*□ is sponsored by the Tellico Village Homeowners Association and branded for use across the community. Club and organization participation is voluntary. Each participating club or organization has equal voting rights in the governance of *TellicoLife*,□ and most decisions are made by unanimous vote.

The clubs and organizations who participate in *TellicoLife* have adopted this privacy policy for their use of member information. However, we recommend that you also review the privacy policy of these clubs and organizations, our membership management system provider (

[memberclicks.com](http://memberclicks.com)

), and any third-party applications or websites that you use.

Because the internet is an evolving medium, we may need to change our Privacy Policy at some point in the future, in which case we'll post the revised Privacy Policy on our website and update the last change date contained at the bottom of this document.

## PERSONAL INFORMATION WE COLLECT AND USE

You may be asked to provide personal information such as your name, address, email address, telephone number, and credit card, etc. We gather only the information needed to provide you with superior service, communicate offers on club events, products and services that we believe will be of interest to you and to administer other member services.

When you visit our websites, our servers make a log of basic information corresponding to the sites and pages you have visited. This information is stored primarily to track the effectiveness of our websites and individual sections and pages within them. At this time, our websites do not use cookies (alphanumeric identifiers that can be stored by a visitor's browser to identify them on a future visit, or during a single visit).

All newsletters sent by TellicoLife contain tracking pixels. A tracking pixel is a 1x1 pixel image embedded in newsletters that allows a club to conduct an analysis of the success or failure of newsletters it sends. Based on the embedded tracking pixel, the club sending a newsletter may see if, and when an e-mail newsletter was opened by the recipient and which links in the newsletter were called up. The data collected from tracking pixels is stored and analyzed by TellicoLife in an effort to optimize the newsletter service provided to associated clubs and to make the content of future newsletters even better adapted to TellicoLife member needs. Most importantly, the data TellicoLife receives from tracking pixels will not be transferred to third parties. Also, at any time, a recipient may opt out of any club's newsletter with the links provided therein.

When a club or organization that you belong to first joined *TellicoLife*, they may have provided *TellicoLife* with your personal information such as your name, address, telephone number, interests, etc. The information was used to convert their membership data base to *TellicoLife* and to enroll you as a member of *TellicoLife*. If they provided *TellicoLife* with this information, they did so after determining that the *TellicoLife* privacy policy and standards are as good or better than the policies, written or implied, of the participating club or organization. Contact your club or organization leadership to discuss this further.

Aside from an initial conversion, information collected about you on the *TellicoLife* website is always provided voluntarily. Generally, we need this information to process and fulfill your event registration and notify you of the event status. Other examples of when we may ask you to voluntarily provide personally identifiable information include if you subscribe to our email program (information such as your name and email address), or choose to provide us with your preference information (such as interests, product preferences, etc.).

If you encounter a screen or page that requests information you do not want to share with us, do not enter the information and do not proceed with that screen or page.

*TellicoLife* and the participating clubs and organizations will use our email program to send you newsletters, surveys and details of events, services and offers that we think may be of interest to you. If you do not wish to receive such information, when we send you an e-mail, it will contain a provision for you to opt out of receiving any further information from us.

## DISCLOSURE OF PERSONAL INFORMATION

Agents and volunteers of *TellicoLife* and the participating clubs and organizations regularly use information about you as they organize and host events, communicate via email and conduct other club or organization functions. We will not disclose your personal information to other *TellicoLife* members or to any third party unless you have consented to such disclosure or where we are required to do so by law.

## SECURITY

All security is treated seriously, and is a significant reason we selected memberclicks.com as our membership management provider for *TellicoLife*. MemberClicks is PCI (Payment Card Industry) Compliant, and is certified as a Level 1 Service Provider. This means that MemberClicks has been certified onsite by a Qualified Security Assessor and must meet the highest level of scrutiny. For more information on MemberClicks security policy and PCI Compliance, visit [help.memberclicks.com](http://help.memberclicks.com).

### What does it take to be PCI Compliant?

**In brief, to be PCI compliant, a vendor must meet these six standards:**

- Build and Maintain a Secure Network
- Protect Cardholder Data
- Maintain a Vulnerability Management Program
- Implement Strong Access Control Measures
- Regularly Monitor and Test Networks
- Maintain an Information Security Policy

MemberClicks has met all six standards for compliance.

## **CONTACT INFORMATION**

If you have any questions or concerns about this Privacy Policy, please contact us at [info@tellicolife.org](mailto:info@tellicolife.org) or at the mailing address provided below. We will attempt to respond to your questions or concerns promptly after we receive them.

*TellicoLife*

c/o Homeowners Association of Tellico Village  
Public Library at Tellico Village  
300 Irene Ln, Loudon, TN 37774