

Haywood County Tourism Development Authority Website, Travel Guide, and Media Policies

1) WEB & TRAVEL GUIDE LISTING POLICY

Accommodations

Accommodations must agree to a reciprocal link to www.visitncsmokies.com

Companies representing accommodation booking services or lodging associations in multiple counties (e.g. vacation rentals) are required to create/submit a landing page that only promotes the Haywood County accommodations they represent for linking purposes. No links to other non-Haywood County properties can be seen in navigation.

Accommodations will be listed by the official name based on the following criteria on the Web site:

- The name you register with the Haywood County Finance Office
- Prepositions such as The, At, On, And, A, etc., will not be considered in the alphabetical listing.
- Numerals will not be considered in the alphabetical listing, unless it is part of the official name as designated in the above criteria.

The following properties and business enterprises are not eligible for listing in the accommodations section of www.visitncsmokies.com:

- Accommodations located outside Haywood County.
- For-profit and not-for-profit properties or meeting facilities with on-site accommodations that are exempt by law from collecting accommodations taxes, or are located outside Haywood County.
- Internet-based enterprises whose primary business is to book real-time online accommodations reservations.

Attractions/Activities/Retail

Eligibility requirements:

- Attractions located in Haywood County may receive a listing.
- Attractions maintained by the federal government, State of North Carolina, a county or city government, located outside of Haywood County, but within 100 miles of Haywood County in the mountains of Western North Carolina, may receive a listing.
- Privately-run attractions located outside of Haywood County, but within 100 miles of Haywood County in the mountains of Western North Carolina, that are deemed major tourism day-trip draws from Haywood County may receive a listing.
- Attractions/activities must agree to a reciprocal link to www.visitncsmokies.com (unless specifically exempted by HCTDA).

The attractions posted shall be those determined by the HCTDA to be of interest to visitors to Haywood County. The HCTDA will make the final determination if there is a question about an attraction.

Listing restrictions:

- Duplicate listings for the same activity offering are not permitted.
- A single business or activity cannot be listed with multiple brand identities.
- For those attractions that offer accommodations, the attraction listing information included on the Web site will be limited to the promotion of the attraction/activity portion of the business.

Restaurants

- All restaurants located in Haywood County may receive a complimentary listing on www.visitncsmokies.com.
- Restaurants in Haywood County that are part of a non-occupancy tax collecting lodging facility and offer sleeping rooms can only include information about the restaurant portion of their business.
- Restaurants located outside Haywood County are not eligible for inclusion.
- Restaurants must agree to placement of a reciprocal link to www.visitncsmokies.com.

In all cases, HCTDA reserves the right to determine eligibility for inclusion on VisitNCsmokies.com, the Official Haywood County Travel Guide or in any other collateral or online promotion undertaken by the HCTDA.

2) CONTENT USAGE

Copyrights, Intellectual Property, Limited Permissions

Haywood County Tourism Development Authority encourages the lawful use of its site content. However, the text, images, and data on the Site are protected by copyright and may be subject to other restrictions as well. Haywood County Tourism Development Authority and relevant third parties retain all rights, including copyright, in data, images, audio and video clips, software, documentation, text, and other information contained in these files (collectively, the "Materials"). Users may download and use Materials subject to these Terms and Conditions, and subject to any additional terms or restrictions applicable to the individual file or program, provided all copyright and other proprietary notices contained on the Materials are retained.

The Materials are made available for use without permission only for limited non-commercial personal or educational use, for fair use as defined in the United States copyright laws, and for the specific use of the media and non-commercial/commercial providers of travel, tourism, leisure, arts, cultural and related information who, by their use of such content, promote the Haywood County as a travel destination and further the mission and goals of Haywood County Tourism Development Authority. All users must cite the author/artist and source of this Material as they would material from any printed or other work, and the citation **MUST** include the URL "www.visitncsmokies.com" in addition to all copyright and other proprietary notices included in the Materials. Non-commercial/commercial providers of travel, tourism, leisure, arts, culture and related information who choose to use such Materials must additionally notify Haywood County Tourism Development Authority of such usage by contacting us » and briefly detailing where, how, when and for what purpose the Materials are planned to be used. In granting this

limited permission, however, note that Haywood County Tourism Development Authority does not warrant or represent that use of Materials displayed on the Site will not infringe the rights of third parties not owned by or affiliated with Haywood County Tourism Development Authority. Copyright and other proprietary rights in the Materials may be held by individuals and/or entities other than Haywood County Tourism Development Authority.

Haywood County Tourism Development Authority expressly prohibits the use, copying, display, publication, distribution, transmission, modification, reposting or exploitation for commercial purposes of any protected Materials on the Site, other than those purposes specifically described above.

While Haywood County Tourism Development Authority uses reasonable efforts to include accurate and up-to-date information in this Site, content is provided by a variety of sources, changes frequently, and we make no representations or warranties as to its accuracy. Haywood County Tourism Development Authority assumes no liability or responsibility for any errors or omissions in the content of the Site.

3) **VisitNCsmokies.com AND YOUR PRIVACY**

At The Haywood County Tourism Development Authority (HCTDA) we respect your right to privacy. We understand that users of the HCTDA's website need to be in control of their personal information. "Personal information" includes, but is not limited to, name, address, telephone number, and e-mail address. The HCTDA does not sell, rent, swap or otherwise disclose any of this information. The HCTDA adopted this Privacy Policy to inform users of visitncsmokies.com how the site does collect, store and use Personal Information submitted via the site.

COLLECTION OF INFORMATION

Certain applications on the HCTDA's web site may require users to register or to provide personal information in order to enter a contest or to subscribe to a newsletter. Such personal information is not shared or sold to third parties. To better understand the needs of our website users, we also may sometimes request demographic information. Entry of such information is optional and if you choose not to enter such information, you still can successfully use these applications. If you provide demographic information, we will not share that information about you as an individual with any other entity. If we do share demographic information with third parties, we will give them aggregate information only.

MAILING LISTS

If you provide your e-mail address, the HCTDA may contact you periodically with information and new services. Mail and e-mail from the HCTDA may include special offers and information from and about client and partners of the HCTDA. In these cases, the HCTDA has not shared your information, but rather, has included sponsor and partner information on its own communications. Any emails sent to you by the HCTDA offer you the option to be removed from the e-mail mailing list and will clearly indicate who the e-mail is from.

If you provide the HCTDA with your mailing address or telephone number, the HCTDA, in addition to providing you with the information you requested, may also use this information to alert you to updated information and new services. If you wish to be removed from the mailing

list, you may do so by contacting THE HCTDA directly and requesting to be removed. (See the “Contact Us” section of our website).

INFORMATION TO THIRD PARTIES

The HCTDA may occasionally present a special contest or promotion on its website that is sponsored by another company. To qualify for entry, we may ask you to provide personal information. If we plan to share that information with the sponsor(s), we will provide a statement to that effect at that time.

LINKS

Our site includes links to other websites whose privacy policies we can’t and don’t control. Once you leave our servers (you can check where you are by checking the URL in the location bar on your browser), use of any information you provide is governed by the privacy policy of the operator of the site you are visiting. That policy may differ from ours. If you can’t find the privacy policy of these sites via a link from the site’s homepage, you should directly contact that site for more information. The HCTDA is not responsible for the privacy practices or the content of such websites.

ENFORCEMENT OF THIS PRIVACY STATEMENT

If you have any questions or comments about our Privacy Policy, please e-mail us at info@visitncsmokies.com

4) MEDIA POLICIES

Individual Media Tours:

If you are interested in a media tour of Haywood County, we ask that you please adhere to the following guidelines:

- Please allow a **minimum of two business weeks notice** for a press visit. This gives us time to set up lodging and make the appropriate arrangements for your visit. Please understand that your request will be subject to seasonality and availability at the time of your request.
- Email your request, including the name of the publication, circulation figures, the dates you are requesting to travel and any other relevant details to anna@visitncsmokies.com.
- Freelance writers, please forward documentation of recent examples of travel or travel-related feature coverage.
- Forward an original copy of your published feature or broadcast clip to us upon completion.

Bloggers:

If possible, please specify the following:

- How do you guarantee a regional reach?
- How large is your social audience (Facebook/Twitter/Instagram)?
- What percent of your website traffic comes from the state of NC?
- How many email addresses do you have in your database?
- What’s the average number of readers on a new post?

Community Liaison & Research Services

- Assist with research and development of background materials for assignment.
- Assist with arranging interviews with tourism-related business owners, local experts and other sources.
- Assist with television and film location requests.

Visual Materials & Additional Information

Images available upon request by contacting anna@visitncsmokies.com

Current pitch sheets and a media kit can also be requested by contacting anna@visitncsmokies.com.

Photos are approved for news editorial use only. No commercial use is permitted.

5) DISCLAIMER OF ACCURACY OR ENDORSEMENT

Information on businesses and organizations within www.visitncsmokies.com is provided by those organizations, and is not endorsed by the Haywood County Tourism Development Authority. Users of this information are encouraged to call individual businesses to verify prices, amenities, features, dates and all other important details before traveling. Additionally, these Web sites contain links to other sites. Please be aware that we are not responsible for the privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of each Web site that collects personally identifiable information. This privacy statement applies solely to information collected by this Web site.