

Privacy Policy

Eastern North Carolina

A regional brand initiative of NC East Alliance

Effective Date: April 3, 2026 | Last Updated: April 3, 2026

1. About This Policy

This Privacy Policy describes how NC East Alliance and its Eastern North Carolina regional brand initiative (collectively “Eastern NC,” “we,” “us,” or “our”) collect, use, and share information about you when you visit our website (the “Site”). NC East Alliance is a regional economic development organization serving Eastern North Carolina, and this Site is operated to promote the people, places, culture, and opportunities of the region.

By using the Site, you agree to the practices described in this Privacy Policy. If you do not agree, please discontinue use of the Site.

2. Information We Collect

Information You Provide to Us

We collect information you voluntarily provide when you:

- Fill out a contact form
- Sign up for our email newsletter or updates
- Submit inquiries or requests through the Site

This may include your name, email address, phone number, organization, and the content of your message or inquiry.

Information Collected Automatically

When you visit the Site, certain information is collected automatically, including:

- Browser type and version
- Device type and operating system
- IP address and general geographic location
- Pages visited, links clicked, and time spent on the Site
- Referring website or traffic source

This information is collected through cookies, pixels, and similar tracking technologies. See Section 4 for more detail.

3. How We Use Your Information

We use the information we collect to:

- Respond to your inquiries and contact form submissions
- Send you newsletters, regional updates, and information about Eastern North Carolina (only if you have opted in)
- Understand how visitors use the Site so we can improve content and user experience
- Measure the reach and effectiveness of our regional marketing and outreach efforts
- Maintain the security and performance of the Site
- Comply with applicable legal obligations

We do not sell your personal information to third parties.

4. Cookies and Tracking Technologies

Our Site uses cookies and similar technologies to function properly and to understand how it is used. When you first visit the Site, you will be presented with a cookie consent banner where you can manage your preferences. You may also update your preferences at any time using the Cookie Settings link in the footer.

Essential Cookies

These cookies are strictly necessary for the Site to operate and cannot be disabled. They include:

- **_cfuvid** (Cloudflare) — security, bot protection, and site performance
- **__Secure-YNID** (YouTube) — identifies logged-in YouTube users when embedded video content is present
- **yt-icons-last-purged** (YouTube) — caches YouTube interface assets to improve load performance
- **_cToken** (Smootify) — stores your customer authentication token for account functionality
- **language** (Smootify) — remembers your language preference across pages

Marketing Cookies

These cookies are set by third-party advertising and social media platforms. They are only activated if you provide consent. They include:

- **_fbp, lastExternalReferrer, lastExternalReferrerTime** (Meta/Facebook) — measure ad effectiveness and support retargeting on Facebook and Instagram
- **li_adsId** (LinkedIn) — LinkedIn advertising analytics and audience measurement
- **YSC, VISITOR_INFO01_LIVE, VISITOR_PRIVACY_METADATA, __Secure-ROLLOUT_TOKEN, ytidb::LAST_RESULT_ENTRY_KEY, yt-player-user-settings** (YouTube) — set when you interact with embedded YouTube video content; used by YouTube for analytics and advertising

Analytics Cookies

We do not currently use any analytics platforms such as Google Analytics. If this changes in the future, this policy will be updated accordingly.

5. Third-Party Services

We use the following third-party services on our Site. Each operates under its own privacy policy:

- Cloudflare — Security and performance: <https://www.cloudflare.com/privacypolicy/>
- Meta (Facebook/Instagram) — Advertising: <https://www.facebook.com/privacy/policy>
- LinkedIn — Advertising: <https://www.linkedin.com/legal/privacy-policy>
- Google / YouTube — Embedded video: <https://policies.google.com/privacy>
- Smootify — Site infrastructure: <https://www.smootify.io/cookie-policy>

We encourage you to review the privacy policies of these third parties to understand how they handle your data.

6. Email Communications

If you subscribe to our newsletter or email updates, we will use your email address to send you information about Eastern North Carolina, regional stories, events, and NC East Alliance initiatives.

You may unsubscribe at any time by clicking the unsubscribe link included in every email we send. You may also contact us directly using the information in Section 10. We will honor all opt-out requests promptly.

7. Data Retention

We retain personal information only for as long as necessary to fulfill the purposes described in this policy or as required by law. Contact form submissions are retained for the duration needed to respond to your inquiry. Newsletter subscriber information is retained until you unsubscribe or request removal.

8. Your Choices and Rights

You have the following choices regarding your personal information:

- **Cookie Preferences:** Manage or update your cookie consent at any time using the Cookie Settings link in the Site footer.
- **Email Opt-Out:** Unsubscribe from email communications by clicking the unsubscribe link in any email or contacting us directly.
- **Access and Deletion:** You may contact us to request access to, correction of, or deletion of personal information we hold about you. We will respond to all requests within a reasonable timeframe.

9. Children's Privacy

Our Site is not directed to children under the age of 13, and we do not knowingly collect personal information from children. If you believe we have inadvertently collected information from a child under 13, please contact us and we will promptly delete it.

10. Links to Other Websites

Our Site may contain links to third-party websites, including partner organizations, local businesses, and regional attractions. We are not responsible for the privacy practices or content of those websites. We encourage you to review the privacy policy of any site you visit.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or applicable law. When we do, we will update the “Last Updated” date at the top of this page. We encourage you to review this policy periodically. Your continued use of the Site following any changes constitutes your acceptance of the updated policy.

12. Contact Us

If you have questions, concerns, or requests related to this Privacy Policy or your personal information, please contact us:

NC East Alliance — Eastern North Carolina Brand Initiative

Website: [Insert website URL]

Email: [Insert contact email]

Mailing Address: [Insert mailing address]

This privacy policy was prepared for the Eastern North Carolina regional brand website operated by NC East Alliance. This document does not constitute legal advice. Please consult a qualified attorney to ensure full compliance with applicable laws.