



DOOR COUNTY TOURISM ZONE COMMISSION

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FOR IMMEDIATE RELEASE

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Tourism Zone Commission Issues Security Warning

The Tourism Zone has become aware of frequent spam emails sent to permit holders claiming to offer services in conjunction with the Door County Tourism Zone. These emails often offer services such as marketing, sales, and promotional expertise related to tourism and include links to websites. However, they are not connected to the Tourism Zone and may not be safe. The Commission is recommending that permit holders do not follow any links on these emails unless it has been verified they are from a trusted source.

The Tourism Zone is contracted with Destination Door County for the purposes of marketing all of Door County and works with Community Business Associations to promote municipalities as well. Any email received from other marketing agencies is not connected to or promoted by the Door County Tourism Zone.

If any Door County residents or visitors receive emails from accounts that do not include @doorcountytourismzone.com, @doorcounty.com, or a municipal address (example @ephrain-wisconsin.gov), mentioning their connection to the Tourism Zone, they may be spam and should be treated with caution. Email links could contain viruses that may damage computers or tamper with information.

If a suspicious email regarding marketing or room tax is received, the Tourism Zone is urging permit holders to contact them and verify the sender. The Tourism Zone follows Wisconsin public records law and takes data security very seriously.

The Door County Tourism Zone does **not** sell information and is prohibited by Wisconsin Public Records Law (Chapter. 19.31-19.39, Wisconsin Statutes) from sharing details of lodging properties that could divulge private trade information; but must share otherwise publicly available information that the Commission retains and existing data in the aggregate.

Door County Tourism Zone Administrator Juliana Behme adds “We would never violate the trust of our permit holders by disclosing private information without their express consent. Our office follows strict protocols to protect their privacy in all aspects of our operations and documents every information request that is received.”

The Wisconsin public records law can be found on the Wisconsin Department of Justice website at <https://www.doj.state.wi.us/office-open-government/open-government-law-and-compliance-guides>.

The Tourism Zone office can be reached by email at info@doorcountytourismzone.com or called at (920) 854-6200 with any questions regarding security practices or suspicious emails.