Approved By: Board of Directors	Effective Date: 6/16/2017
Last Revision Date:	
Policy Name: (MEM) Privacy and Use of Information Policy	

The intent of the **Southern Arizona Volunteer Management Association (SAVMA) Privacy Policy** is to explain how SAVMA may collect, use, share, and safeguard information on our website www.SAVMA.org, as well as mobile websites, microsites, mobile applications, SAVMA membership information, SAVMA social media sites and any other digital services and platforms officially operated or used by SAVMA (the "Sites" or "Services").

Revisions to the Privacy Policy

As SAVMA, its membership, programs and services evolve and transform, this Privacy Policy will be modified as needed. In addition, SAVMA reserves the right to amend the Privacy Policy at any time, for any reason. The date of the last revision to the Privacy Policy will be indicated by the "Effective Date" at the top of this policy.

Personally Identifiable Information

SAVMA collects information that enables us to identify you, directly or indirectly, by reference to an identifier such as your name, identification number, location data, online identifier or one or more factors specific to you. ("Personally Identifiable Information").

We use different methods to collect Personally Identifiable Information from and about you including:

Personally Identifiable Information you give us

SAVMA may collect and process the following Personal Information:

- Contact information you provide when participating in discussion boards or other social media functions on our website, or when you contact SAVMA to report a problem. This may include your name, address, e-mail address, phone number, financial information and/or credit card information.
- Membership information you provide during the registration process, or by your employer on your behalf. This may include your name, credentials, address, phone number and email address (business or personal), age, job title, and any other information related to your membership.
- Due payment information such as credit/debit card and account numbers used to register or renew your membership.
- Purchase information related to purchases made by members and non-members of event attendance and participation, books, products and other services. This may

include financial information as well as information concerning the content and time of the purchase.

- Ethics sanctions related to violations of the *SAVMA Code of Ethics*. This may include information about a member's business or professional activities, including employment information, and similar information relating to other individuals involved in the investigation.
- Certification information related to certification programs, in which members are granted certification if they meet specified educational/employment experience requirements and/or pass an exam. This may include information about the experience/performance of those certified or accredited.

Personally Identifiable Information we collect from third parties

We may receive Personally Identifiable Information about you from third parties such as social media services, commercially available sources, business partners etc. The Personally Identifiable Information collected may include your name, contact information and your transactions/purchase history, demographic data, information about your activities on other websites etc.

If, for example, you access us through a social media service then the information we collect may include content the social media service will share with us. The information we obtain depends on your privacy settings on the applicable social media device and that can be changed by you at any time. When you access us through social media services you are authorizing SAVMA to collect, store and use such information and content in accordance with this Privacy Policy.

Personally Identifiable Information and Non-Personal Information collected via technology

As you interact with SAVMA Sites, SAVMA may also collect information about your browsing history or certain other information through your use of and visits to the Sites and our use of a variety of technologies, including, but not limited to, cookies, tags, web beacons, Internet Protocol (IP) address, and other tools.

Use of Personally Identifiable Information

Personally Identifiable Information may be used in a variety of ways including, but not limited to:

- Provide service communications such as bill reminders, order confirmations, program registrations, and member messages;

- Respond to emails or online requests for programs, services, or information;
- To deliver and process surveys in an effort to enrich SAVMA 's programs and services;
- Personalize and improve the usability of SAVMA Sites;
- Fulfill and/or deliver top quality SAVMA programs and services;
- Publish membership directories and registration lists as described below;
- Tailor content, advertising and marketing;
- Share with third parties as required by law or to protect SAVMA as described below;
- Share your email address as permitted under "SAVMA Email Policy" as described below;
- Properly administer our Sites;
- Ensure Site content is properly delivered to your device; and
- Keep our Sites secure.

Membership Directories and Registration Lists

To allow SAVMA members and the public to find SAVMA members, the Personally Identifiable Information SAVMA receives may be published on SAVMA Sites and other print or digital media, in a variety of ways, including, but not limited to, directories, membership lists, and other types of registration lists for SAVMA programs and events ("Directory Lists"). Directory Lists will never include sensitive or financial information, such as credit card or bank information, or social security numbers. Users may control their own directory listings through their membership account.

Sharing Personally Identifiable Information for Business Purposes

When fulfilling service requests initiated by members, SAVMA may share Personally Identifiable Information with certain third parties to fulfill such requests. SAVMA may also share such information with service providers that perform business functions. For example, SAVMA occasionally contracts with other companies to provide limited services including, but not limited to, packaging, mailing and delivering promotional offers, answering membership questions about programs or services, consulting services, data modeling, printing, sending postal mail and processing event registrations.

SAVMA will only transfer your Personally Identifiable Information to trusted third-parties who provide sufficient guarantees in respect of the technical and organizational security

measures governing the processing to be carried out and who can demonstrate a commitment to compliance with those measures.

Provided you have given your consent as required under the applicable law, SAVMA may share Personally Identifiable Information, except for email addresses and sensitive/financial information, in order to provide third parties an opportunity to offer products or services that may be of interest to you, which helps contribute non-dues revenue to the SAVMA.

Sharing Personally Identifiable Information when Legally Necessary or to Protect SAVMA Interests.

SAVMA may disclose Personally Identifiable Information if required to do so by law or in the good-faith belief that such action is necessary to: (a) conform to legal requirements or comply with a legal process served on SAVMA ; (b) protect and defend the rights or property of SAVMA ; or (c) protect the personal safety of SAVMA personnel or members in appropriate circumstances. In addition, if SAVMA and/or its assets (or a portion of its assets) are sold, assigned, transferred, or merged, information may be transferred as part of that transaction or change.

Sharing Email Addresses Pursuant to SAVMA Policy

SAVMA will never sell email addresses. SAVMA will not provide email addresses to anyone outside of SAVMA personnel unless required, in rare circumstances, as outlined in said policy. SAVMA will not share email addresses to unrelated third parties, affiliates, or SAVMA members. Please recognize, however, that email addresses may be visible to other members, others who have interest in SAVMA and SAVMA events, as well as the general public through Directory Lists as set forth above. SAVMA may also share email addresses with third parties to enable SAVMA to take security measures to help protect against unauthorized access to or unauthorized alteration, disclosure, or destruction of data.

How to Manage the Sharing of Your Personally Identifiable Information

You can manage your profile and email preferences, including opting out of email either online at www.savma.org.We will generally ask for your consent to receive marketing communications in line with the applicable law when you first provide your Personally Identifiable Information.

How SAVMA May Use and Share Non-Personal Data

Through the use of various technological tools, SAVMA may collect Non-Personal Data to improve the usability of our Sites/Services and for other business reasons. SAVMA may share the Non-Personal Data SAVMA collects with third parties or permit third parties to

place tools like cookies, tags and web beacons, to collect additional Non-Personal Data when you browse our Sites. SAVMA or other third-party companies may then use the Non-Personal Data to provide advertisements and targeted advertisements to you (ads based on the Non-Personal Data). SAVMA does not share Personally Identifiable Information with third parties with whom SAVMA shares your Non-Personal Data. Please understand that you may be subject to the privacy policies of other non-related SAVMA companies when you select an advertising link or other link that takes you to sites not operated by SAVMA.

How You Can Manage the Collection of Non-Personal Data

Third party advertising companies may collect data about your visit to our Sites and others to provide you more relevant advertising here and elsewhere on the Internet. This type of advertising is known as Online Behavioral Advertising. You can stop this collection and use of data for these purposes by companies participating in the Digital Advertising Alliance ("DAA") by visiting the "Opt Out From Online Behavioral Advertising" website http://optout.networkadvertising.org/?c=1#!/. By opting out, the ads you see may be less relevant, and you may still continue to see other non-targeted advertisements on our Sites and elsewhere.

Children

SAVMA will not knowingly collect personal data online from or market online to children under 18 years of age.

Information Security

SAVMA implements commercially reasonable security measures to help protect against unauthorized access to or unauthorized alteration, disclosure, or destruction of data. Except for Directory Lists and the sharing of information as set forth in this Privacy Policy, SAVMA restricts access to personal information to certain companies who may need to know that information in order to operate, develop, or improve our services. These individuals or partner organizations are bound by confidentiality obligations and may be subject to discipline, including termination and criminal prosecution, if they fail to meet these obligations.

Unfortunately, no data transmission over the Internet can be guaranteed to be 100% secure. Accordingly, and despite our efforts, SAVMA cannot guarantee or warrant the security of any information you transmit to us, or to or from our online programs or services. If you have questions about this Privacy Policy, please contact savmatucson@gmail.com

User ID and Password

Certain areas of the Sites may require the use of a user ID, email address, or password as an additional security measure that helps protect personal information. To help protect your privacy, SAVMA Sites have tools to help you log in and log out.

Linking to Other Internet Sites

Internet sites that are linked from the Sites or from an SAVMA email message may contain privacy provisions that differ from the provisions of this Privacy Policy. To ensure your privacy is protected, SAVMA recommends that you review the privacy statements of linked sites, applications, or other digital platforms.

How to Access and Change Information

If you are a registered user of SAVMA, subscriber to SAVMA publications, purchaser of SAVMA programs and services, or an SAVMA member, you may review and update and/or correct your personal information directly on SAVMA's website.