



Sample Privacy Policy

This Privacy Policy applies to the [The Society] website located at www.example.com and all associated sites, interactive applications, online services, email communications, advertisements, computer servers and networks linked to www.example.com by [The Society], its subsidiaries and affiliates (collectively, the "Site").

BY USING THE SITE, YOU AGREE TO THIS PRIVACY POLICY. IF YOU DO NOT AGREE WITH THE TERMS AND CONDITIONS SET OUT THIS PRIVACY POLICY, YOU MUST IMMEDIATELY CEASE USING AND ACCESSING THE SITE AND ANY CONTENT, SERVICES OR PRODUCTS CONTAINED IN OR AVAILABLE FROM THE SITE, ESPECIALLY THOSE WHICH REQUIRE YOU TO PROVIDE PERSONAL INFORMATION.

[The Society] reserves the right, at its sole discretion, to change, modify, add or remove portions of this Privacy Policy, at any time. It is your responsibility to check this Privacy Policy periodically for changes. Your continued use of the Site following the posting of changes will mean that you accept and agree to the changes.

Gathering and Storage of Analytics

As is true of most websites, we gather some information automatically and store it in log files. This information includes Internet Protocol (IP) addresses, browser type and language, Internet service provider (ISP), referring and exit pages, operating system, date/time stamp, and clickstream data.

We use this information to understand and analyze trends, to administer the site, to learn about user behavior on the site, and to gather demographic information about our user base as a whole. [The Society] may use this information to help us develop, deliver, and improve our products, services, and in our marketing efforts.

In some of our email messages, we use a "click-through URL" linked to content on the [The Society] Site. When users click one of these URLs, they pass through a separate web server before arriving at the destination page on our Site. We track this click-through data to help us determine interest in particular topics and measure the effectiveness of our customer communications. If you prefer not to be tracked in this way, you should not click text or graphic links in the email messages.

Pixel tags enable us to send email messages in a format customers can read, and they tell us whether mail has been opened. We may use this information to reduce or eliminate messages sent.

Collection and Use of Personal Information

Personal information is data that can be used to uniquely identify or contact a single person.

You may be asked to provide your personal information anytime you are in contact with [The Society] or a [The Society] affiliated company. [The Society] and its affiliates may share this personal information with each other and use it consistent with this Privacy Policy. They may also combine it with other information to provide and improve our products, services, content, and marketing efforts.

Here are some examples of the types of personal information [The Society] may collect and how we may use it.

What personal information we collect

When you create a User ID, apply for commercial credit, purchase a product or service, access a software update, or participate in an online survey, we may collect a variety of information, including your name, mailing address, phone number, email address, contact preferences, and credit card information.

How we use your personal information

We use personal information to help us develop, deliver, and improve our products, services, and marketing efforts.

The personal information we collect also allows us to keep you posted on [The Society]'s latest news, product and service announcements, and upcoming events. If you don't want to be on our mailing list(s), you can opt out anytime.

From time to time, we may use your personal information to send important notices, such as communications about projects and changes to our terms, conditions, and policies. Because this information is important to your interaction with [The Society], you may not opt out of receiving these communications.

Collection and Use of Non-Personal Information



We also collect non-personal information – data in a form that does not permit direct association with any specific individual. We may collect, use, transfer, and disclose non-personal information for any purpose.

If we combine non-personal information with personal information, the combined information will be treated as personal information for as long as it remains combined.

Cookies and Other Technologies

The Site, online services, interactive applications, email communications, and advertisements may use “cookies” and other technologies such as pixel tags and web beacons. These technologies help us better understand user behavior, tell us which parts of our website people have visited, and facilitate and measure the effectiveness of advertisements and web searches. We treat information collected by cookies and other technologies as non-personal information. However, to the extent that Internet Protocol (IP) addresses or similar identifiers are considered personal information by local law, we also treat these identifiers as personal information. Similarly, to the extent that non-personal information is combined with personal information, we treat the combined information as personal information for the purposes of this Privacy Policy.

[The Society] and our partners and affiliates also use cookies and other technologies to remember personal information when you use our website, online services, and applications. Our goal in these cases is to make your experience with [The Society] more convenient and personal. Knowing information about your computer or device helps us personalize your experience, and provide you with better customer service.

If you disable cookies please note that certain features of the [The Society] Site will not be available once cookies are disabled.

Disclosure to Third Parties

At times [The Society] may make certain personal information available to strategic partners that work with [The Society] to provide products and services, or that help [COMPANY NAME] market to clients. Personal information will only be shared by [The Society] to provide or improve our products, services and marketing efforts; it will not be shared with third parties for their marketing purposes.

Service Providers

[The Society] shares personal information with companies who provide services such as information processing, extending credit, fulfilling customer orders, delivering products and services to you, managing and enhancing customer data, providing customer service, and conducting customer research or satisfaction surveys. These companies are obligated to protect your information.

Others

It may be necessary – by law, legal process, litigation, and/or requests from public and governmental authorities within or outside your country of residence – for [The Society] to disclose your personal information. We may also disclose information about you if we determine that for purposes of national security, law enforcement, or other issues of public importance, disclosure is necessary or appropriate.

We may also disclose information about you if we determine that disclosure is reasonably necessary to enforce our terms and conditions or protect our operations, users or clients. Additionally, in the event of a reorganization, merger, or sale we may transfer any and all personal information we collect to the relevant third party.

Protection of Personal Information

[The Society] takes precautions — including administrative, technical, and physical measures — to safeguard your personal information against loss, theft, and misuse, as well as against unauthorized access, disclosure, alteration, and destruction.

Integrity and Retention of Personal Information

[The Society] will retain your personal information for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law.

Access to Personal Information

For personal information stored by [The Society] in relation to the Site, we make good faith efforts to provide you with access so you can request that we correct the data if it is inaccurate or delete the data if [The Society] is not required to retain it by law or for legitimate business purposes. We may decline to process requests that are unreasonably repetitive, require disproportionate technical effort, jeopardize the privacy of others, are



extremely impractical, or for which access is not otherwise required by local law. Access, correction, or deletion requests can be made by emailing info [at] [The Society] [dot] com.

Children

We do not knowingly collect personal information from children under 13. If we learn that we have collected the personal information of a child under 13 we will take steps to delete the information as soon as possible.

Third-Party Sites and Services

The Site, online services, interactive applications, email communications, and advertisements may contain links to third-party websites, products, and services. Information collected by third parties, which may include such things as location data or contact details, is governed by their privacy practices. We encourage you to learn about the privacy practices of those third parties.

Privacy Questions

If you have any questions or concerns about [The Society]'s Privacy Policy please contact us by emailing info [at] [The Society] [dot] com.