

## **APPA PRIVACY POLICY**

At APPA, we respect and protect the privacy of our members and those who use our websites. We want to give you the comfort and confidence you need to fully participate in our online offerings so that we can better serve your needs. This Privacy Policy provides details of our approach to privacy and how we collect, use and protect your personal information.

### What information does APPA collect?

Most data APPA collects is used only to help APPA better serve its members. It is our general policy to collect and store only personal information that our members and visitors knowingly provide. Such information is generally requested and provided when you register for meetings, other APPA programs, or purchase products or services. We maintain this information on our secure servers for our internal processes only. APPA Internet forms often require users to give us contact information that may include name, email address, format preference, address, interests, and similar information. Credit card information is obtained for the sole purpose of obtaining payment, but it is not transmitted, used, or retained for any other purpose.

### How does APPA protect your information?

We protect the confidentiality of your personal information by using industry-recognized security safeguards, such as firewalls, coupled with carefully developed security procedures that protect your information from loss, misuse or unauthorized alteration. When we ask for sensitive information, such as credit card numbers, we encrypt it as it is transmitted to us.

Our employees are trained and required to safeguard your information. Using physical, electronic and procedural safeguards, we restrict access to personal information to those employees and agents for business purposes only. Additionally, we use internal and external resources to review the adequacy of our security procedures.

### How does APPA use information collected?

When we ask you for information, we tell you, or it will be clear, what we need to fulfill your request and how we will use it. We use information for purposes of administering our business activities and providing services. We provide membership lists to business partners as a member benefit. However, we do not otherwise make your personal information available to anyone outside of APPA for any marketing purpose or sell or rent your personal information to third-parties for any other purposes, except in response to subpoenas or for other legal reasons.

You can contact APPA with privacy questions at:

APPA  
1643 Prince Street  
Alexandria, VA 22314-2818  
(703) 684-1446

Upon request to APPA via postal mail, e-mail or telephone (during regular business hours), APPA will provide to visitors a summary of any personally identifiable information retained by APPA regarding the visitor. Visitors may modify, correct, change or update personally identifiable information that APPA has collected through its website or may cause their personal record to be removed from the APPA's database by contacting APPA.

Will APPA disclose my information?

APPA will protect and keep your personally identifiable information private and will not disclose this information to third-parties, aside from APPA business partners, without receiving your permission. However, APPA may disclose your personally identifiable information as follows:

We will disclose your information to APPA's agents and advisors (such as our accountants and attorneys) with your consent. We will only disclose the personal information necessary for them to provide their services to you or us, and only under strict confidentiality restrictions.

We will disclose your information as APPA believes is necessary to: (a) comply with the law (including but not limited to court and government orders and civil subpoenas); (b) enforce or apply our Terms of Use and other agreements; or (c) protect the rights, property or safety of APPA, our website visitors or others.

We will disclose your information if you partake (or that we reasonably suspect that you are partaking) in any illegal or potentially illegal activity. Under these circumstances, we may disclose personally identifiable information even without a subpoena, warrant, or other court order, to the extent we feel necessary to inform or cooperate with law enforcement agencies or other appropriate authorities.

We may also disclose your information in aggregated form, i.e., information about multiple users collectively without identifying any individual user, such as the total number of visitors to a particular section of our websites in a given week. We tell you about Web technologies.

### What technology is used on APPA's websites?

We use a variety of technologies on our websites. Among these are cookies; pieces of information that our website provides to your browser when you visit our website. Cookies allow us to track overall site usage and determine areas users prefer, and also allow us to make your visit to our website easier by recognizing you when you return and helping to provide you with a customized experience. You can choose to decline cookies while at our websites; however, this may limit your ability to access certain areas of the website. Most browsers accept and maintain cookies by default. Check the "Help" menu of your browser to learn how to change your cookie preferences.

Our websites tracks usage data, including, for example, your IP address, your browser type and version, which pages you view, which page, if any, linked you to our sites, and which link, if any, you follow off of our sites. We use this data in the aggregate to better understand website activity to improve our site offerings. We do not track URLs that you type into your browser, nor do we track you across the Internet once you leave our site. By using our websites, you consent to the collection and use of this information by APPA, as outlined herein.

We may access and set cookies using web beacons, also known as single-pixel GIFs, which are invisible graphical images. These web beacons provide us useful information regarding our site, such as which pages users' access. When we send you e-mails, we may include a single-pixel GIF to allow us to determine the number of people who open our e-mails. When you click on a link in an e-mail, we record this individual response to allow us to customize our offerings to you.

### Links to third-party websites and third-party websites linked to our websites.

Our websites may contain links to other Internet websites or other websites may contain links to our websites. Unless we explicitly state otherwise, we have no control over these third-party sites and their privacy practices, information or content contained therein. This Privacy Policy applies only to information you supply (or what we collect) in connection with the use of our websites. Upon visiting any third-party website to which we may provide a link or third-party websites linked to our websites, you should review the privacy policy specific to that site.

### Notification of Policy Changes.

APPA reserves the right to amend this Privacy Policy at any time. If we decide to change our Privacy Policy, we will post these changes on our home page so that you are always aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. Any such change will be effective immediately upon posting.