



## Professional Association for Customer Engagement (PACE)'s Privacy Policy for Members and Business Visitors

Effective: February 6, 2013

### General Statement of Policy:

PACE respects the privacy of its members and of those who visit this site.

This Private Policy applies to those visiting the Web sites of PACE, including its Web site's sections for each of its regional chapters.

### Information We Collect:

When visiting our Web site, our server automatically recognizes your computer's domain name or the domain name of your web-enabled device. Information that you choose to share with us, such as online registration forms, blog postings, or other website transactions, may be collected. This information may include, but is not limited to: your name, company name, addresses, phone/fax numbers, email addresses, and payment information (e.g., encrypted credit card number and billing address).

When you sign on to our Web sites or make a purchase, additional contact and payment information, payment history, profile and preference information, will be collected.

We may also receive information about you from different sources. Some of these may include our agents, vendors, or service providers. For example, we may receive information about you when we process payments made by you at conferences and/or memberships.

We may also collect information on what pages a user accesses or visit, as described below.

### Use of Information by PACE and Others:

PACE uses information collected to:

- Fulfill purchases and other requests by visitors/members
- Provide benefits of membership, including non-promotional PACE communications
- Improve the content of our website
- Customize the content and/or layout of Web pages for individual visitors
- Contact members and those who visit our site about new PACE products and services or upcoming events
- Notify visitors about updates to our site
- Contact visitors for marketing purposes
- Disclose information, when legally required to do so, at the request of governmental authorities conducting an investigation, and to

- Verify or enforce compliance with the policies governing our websites and applicable laws, or to protect against misuse or unauthorized use of our Web sites.
- Update its database
- Provide Sponsors with member contact information

PACE may share information collected through our Web sites with agents or contractors authorized to perform services on our behalf, such as providing support for our internal operations.

#### Links to Non-PACE Web Sites and Third-Party Applications:

In order to allow our users to interact with other Web sites on which they may have accounts (such as social media sites) or join communities on such sites, we may provide links or embedded third party applications that allow you to login, post content, or join communities from our site.

We may also provide you with general links to non-PACE Web sites.

The user's use of these links and applications is subject to the third parties' privacy policies, and you should become familiar with the third-party sites' privacy policies before using the links or applications. PACE is not responsible for the privacy policies of those other Web sites.

#### Restrictions Regarding the Disclosure of Information to Third Parties:

We may also gather aggregated information about members and users and disclose this information to our partners, advertisers, and other third parties, for marketing and/or promotional purposes.

If you do not wish to receive marketing communications from our partners or ourselves, you may send us a letter, call or email the PACE Administrative Offices at the contact information given below informing us of this preference.

#### Member Directory:

PACE makes member's information available through our Member Directory to other members.

#### Cookies and Other Similar Technologies:

A Cookie is a piece of data that a Web site can send to your browser, which may then be stored onto your computer as a tag that identifies your computer. Cookies are often only used to measure Web site usage and effectiveness and to allow for ease of navigation or use, and as such, are not associated with any personal information. They are also used to personalize a visitor's experience by associating it with the profile information or user preferences.

You can generally set your browser to notify you before receiving cookies, at this time giving you the option to decide whether to accept it or not. You can generally also set your browser to turn off cookies. It is recommended that you leave them turned on since these allow you to take advantage of some of our Web site's features. If you block or reject our cookies, for example, you will not be able to add items onto your shopping cart, proceed to checkout, or use any of our services that require you to sign in.

Other similar technologies, such as Web Beacons, are used to better tailor the site to provide better customer service. When a user accesses these pages, a non-identifiable notice of that visit is generated and may be processed by our suppliers or us. These technologies usually work in conjunction with Cookies. If you choose to not have your cookie information associated with your visits to our Web site, you can set your browser to turn off cookies. If you turn off cookies, these technologies will still detect your visit to the pages; however, these visits will not be associated with information otherwise stored in cookies.

These technologies may also be used in marketing e-mails or newsletters to determine whether messages have been opened and links contained within are 'clicked on'.

Some of our business partners set Web beacons and cookies on our site. In addition, third-party social media buttons may log certain information such as your IP address, browser type and language, access time, and referring Web site addresses, and if you are logged in to those social media sites, they may also link such collected information with your profile information on that site. PACE does not control these third-party tracking technologies.

#### Online Advertising:

PACE delivers third party advertisements on our Web site and we do advertise our products and services on others' Web sites. We may collaborate with Web site operators or network advertisers to do so. Users should familiarize themselves with Web site operators' and network advertisers' own privacy policies to better understand their own practices when it comes to advertising and the type of information they collect about the users' Internet usage.

#### Industry Job Board:

PACE operates an "Industry Job Board" that enables members to post job offers/openings and other users to view these.

PACE allows users to store their resumes in our database. These can be searchable/non-searchable and confidential/non-confidential. If you choose to make it searchable and nonconfidential all employers and recruiters who have access to our "Industry Job Board" database will be able to have access to your resume. In addition to making your resume searchable or non-searchable, you may designate certain information on your resume to remain confidential.

We strive to grant access to the resume database to paying employers, recruiters, hiring managers, and human resource professionals, but cannot guarantee that others will not be able to gain access without our consent. You may remove your resume from our database at any time; however, any party that gained access to your resume while it was in our database may have retained a copy in their database. PACE is not responsible for the retention, use, or privacy of resumes in these instances, or for the use/privacy of resumes by these parties while resumes are in our database.

#### Security:

PACE uses industry-standard encryption technologies when transferring and receiving payment and other sensitive data. We have security measures in place in our physical facilities to protect against the loss, misuse, or alteration of information that we have collected from or about you. Apart from these physical safeguards, we also maintain technical and administrative measures to safeguard against the loss, misuse, or alteration of information that we have collected from or about you.

#### Children:

We do not knowingly solicit data online form or market online to children under the age of 13.

#### Access and Correction:

Upon your request, PACE will provide you with the opportunity to review and correct the contact and payment information that we maintain about you. We will accommodate all reasonable requests. If you wish to review the accuracy of the information you have provided, please send an email request to [chris.haerich@paceassociation.org](mailto:chris.haerich@paceassociation.org)

#### Notification of Changes:

We will post a notice on this page notifying users when this Privacy Policy Statement is updates or modified in a material way. If we are going to use your personal information in a way that is different from that stated at the time of collection, you will be notified via the contact information you provided to PACE, and have a chance to decide whether or not we can use your personal information in such a way.

#### No Guarantee:

Unfortunately, no data transmission over the Internet can be guaranteed to be 100% secure. Accordingly, despite our best efforts, PACE cannot guarantee or warrant the security of any information you transmit to us, or to or form our online products or services.

#### General Legal Notice and Disclaimer:

References to any product, process or services should not constitute or imply the endorsement or recommendation by PACE. An effort is made to present information as accurate and reliable as possible, but PACE does not approve or certify such information nor guarantee its accuracy. The use of this information is voluntary and should only be undertaken after independent review by the user is done with regards to its accuracy, applicability, completeness, efficacy, and timeliness. No approvals, recommendations, endorsements, guarantees/warranties, including but not limited to, any express/implied warranties of merchantability/fitness for any particular use or purpose of products or services named on this Web site are made by PACE, its agents, employees, or representatives.

#### Privacy Questions and Access:

If you have any questions about this Privacy Policy, or PACE's handling of your information you may reach us through email, mail, or phone at:

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