



# Career Services & Employer Alliance

Setting the Standard. Connecting the Business Masters Community.

## Privacy Policy

*Updated 2025*

The Career Services & Employer Alliance (CSEA) respects the privacy of our members, web site visitors, and event participants. This Privacy Policy was put together to demonstrate the respect we have for member privacy, provide information about what information is captured and how it's used, and ensure that all interested parties are aware of our efforts to preserve this privacy.

### Data Collected

We are the sole owners of the information collected on this web site. We only have access to/collect information that is voluntarily provided to us via email, online forms, or other direct contact from web site visitors.

We will not provide this information to third parties without permission, other than as necessary to fulfill your request, (as noted in this statement).

We collect the following information on the membership application form on our web site, as well as on event registration forms and through surveys:

- Name
- Contact information, which could include email address, mailing address and phone number
- Username (passwords are encrypted and are not accessible to CSEA)
- Other information relevant to membership in CSEA or event participation, such as topics you might be interested in

### How Data is Used

We use this information to understand your needs and provide you with a quality membership or event participation experience, specifically in the following ways:

- Internal record keeping
- Improvement of membership benefits or services
- Notifications about our upcoming events, programs or services, including:
  - Invitations to our events, such as conferences, summits, or webinars
  - Our monthly electronic newsletter
  - Information about programs and services available to members
  - Invitations to participate in research surveys

We periodically send email communications to our event participants containing information pertinent to the event such as location, login information for webinars, etc.

From time to time, we may also contact individual members via phone for follow-up purposes.

### Who Data is Shared With

#### *Our Business Partners & Service Providers*

We may share your information with companies (including partner organizations) that perform services on our behalf. Our service providers are required by contract to protect the confidentiality of the personal information we share with them, and to use it only to provide specific services on our behalf.

#### *Government and Legal Disclosures*

We may disclose the personal information we collect through this site, when we, in good faith, believe disclosure is appropriate to comply with the law (or a court order or subpoena); to prevent or investigate a possible crime, such as fraud or identity theft; or to protect the rights, property or safety of our association, our users, or others.

CSEA does not provide member or event attendee email addresses to external entities other than those with which we have a contractual relationship for business purposes, or with permission from the member or attendee.

School and employer members may access individual member contact information through the Member Directory. You may update your settings to suppress your information in the directory through your member profile. [Contact us](#) for instructions on how to do this.

### Web Site Tracking/Cookies

We track web site traffic for measurement and analysis purposes using Google Analytics. IP addresses are tracked for general geographic reporting. The information is protected using Secure Socket Layer (SSL) technology. We do not use this information to determine any user's identity. [View Google's privacy policy](#).

Our membership database technology provider, YourMembership, uses cookies so that we can remember you and understand how you use our site. Overall, cookies help us provide you with a better website and member experience by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. If you prefer not to share your information in this way, you can opt out using the pop-up window that appears when you first access the web site.

[View YourMembership's Privacy Policy](#).

### Outside Web Sites

The CSEA web site contains links to other sites of value to our site visitors. CSEA is not responsible for the privacy practices of these web sites. Inclusion of links to an external web site, whether as an

advertisement or in another area, is not an endorsement of the external web site or a guarantee that the information it contains is accurate.

### **Financial Information**

CSEA and our service providers do not store full credit card numbers or other financial information. When information is entered into our web site for payment purposes, it is submitted directly to our payment processor (CardConnect), where it is encrypted. Only CSEA staff can access minimal financial data (i.e. the last four digits of a credit card) when they need the information to perform a specific job (for example, billing or customer service).

### **Security**

When personally identifiable information is entered on the CSEA web site, the information is protected both online and offline.

This web site also uses firewalls to protect from loss, misuse and alteration of the information under our control.

### **Employment Data**

Employment data that is entered by individual schools into our employment data system (Qualtrics) is confidential unless otherwise noted on the survey. Qualtrics' Privacy Policy can be accessed [here](#).

### **Controlling your data**

CSEA members and event participants can choose to restrict the collection or use of your information in the following ways:

- When completing forms on our web site for membership or event registration, look for check boxes to indicate that you do or do not want your data to be used for a specific purpose.
- Log in to your member account and hover your mouse over your name on the top right side of the page. Select "Accounts & Settings."
- [Contact us](#) for additional instructions.

### **Changes to This Privacy Policy**

CSEA may deem it necessary or appropriate from time to time to modify this privacy policy to reflect changes in the way we collect or use information or changes in privacy-related laws or industry standards. We reserve the right to change this privacy statement at any time by posting the revised policy on this web site. We will make every effort to notify our members of any policy changes.

**For more information** about this policy, contact the [CSEA Executive Director](#).