



# Privacy Policy

## AMBU Client Privacy Policy Draft

National Sales Network (NSN) is committed to the privacy of its members, registrants and other visitors to its website, and believes that visitors must be assured that personal data provided online is used responsibly and appropriately. In this privacy policy, “we”, “us”, and “our” refer to National Sales Network (NSN) and its affiliates, including Meeting Expectations, its management company (collectively, the “Data Controllers”.

As National Sales Network (NSN) is an organization incorporated in the United States (and managed by Meeting Expectations, a US-based Association Management Company), restrictions and obligations dictated by the European Union’s General Data Protection Regulations apply only to EU data subjects and for conferences and events held in the EU.

Our Privacy Policy explains:

- What information we collect and why we collect it.
- How we use that information.
- The choices we offer, including how to access and update information.

### Information We Collect

We collect personal data for various reasons, and may include: providing personalized website content, eCommerce, communicating with members and prospective members, conference and event registration, maintaining subscriptions, geographic or special interest groups, exhibitors and sponsors, guest information, certification, voluntary lead retrieval services, surveys and evaluations, opt-in marketing, timing and duration of use of our services, legal compliance, and various other ancillary services directly related to doing business with the association.

The Personal Data we collect can be used to identify an individual. This includes:

- First and last name
- Title
- Position/Job Title
- Employer
- Postal address
- City
- State/Province
- Country



- Telephone number
- Mobile number
- Fax number
- Email Address
- Twitter handle
- LinkedIn profile
- Guest first and last name
- Guest email address
- Guest phone number
- Emergency contact first and last name
- Emergency contact email address
- Emergency contact phone number

Personal Data may also include digital tags, provided they can be used to specify an individual. These can potentially include things like database ID numbers, cookies, and IP addresses.

Various other extended and demographic data we collect could be used to triangulate identification of an individual (such as Job function + Age + Gender + Location).

This personal information shall be legally used only with your consent, or for the proper administration of our business. We may process your personal data to operate our website, performing transactions (including purchases of goods and services), provision of services, ensuring security of our database and services, maintaining backups, data reporting and analysis, and communicating with you. We may disclose your personal data to third parties only with your consent, in providing services to you, maintaining business operations, obtaining professional advice, or as legally required. Each such third party will act as a data controller in relation to the personal data we supply to it and will be governed by that third party's privacy policy.

Financial transactions relating to the provision of our services is handled by our payment services providers and will only be used in conjunction with the provision of those services, reporting, processing refunds, or addressing inquiries.

Processing of personal data may be carried out by automated means, without human interaction. By creating or logging into your account profile, you have the ability to perform transactions, modify your personal data, and/or maintain your opt-in marketing preferences. Information supplied by you is processed in real-time. Fulfillment of certain requests (such as those related to financial transactions or opt-out requests) may not happen immediately as they may require manual processing to complete. Personal data requests requiring human involvement will be addressed within a reasonable timeframe of receiving the request.



Personal data is supplied voluntarily by you, and you have the right to edit or update it at any time. In the rare instance that personal data is obtained from a third party, you have the right to know the origin of such data, and whether it came from publicly accessible sources.

#### Data Safeguards, Protection and Security

Our office is headquartered in the United States. Transfers to third countries will be protected by appropriate safeguards as designated by the European Commission. Despite these safeguards, we cannot prevent the use (or misuse) of such personal data by others.

We utilize industry-standard encryption in all transactions, to protect user accounts, and to protect our website and services. We restrict access to personal data only to those individuals who have a legitimate business reason to do so, in the general course of conducting business with us.

#### Retention and Deletion of Personal Data

Personal data that we process for any purposes shall not be kept for longer than is necessary for those purposes. This personal data will be retained for a minimum of one year and retained until consent is withdrawn by you or until it is no longer required to administer our business, including trend reporting and analysis. We may retain your personal data indefinitely if retention is necessary for compliance with a legal obligation to which we are subject, or to protect the vital interests of you or another natural person.

Our website incorporates privacy controls which affect how we will process your personal data. By using these controls, you can specify whether you would like to receive marketing communications and limit the publication of your information. Our privacy controls operate on an “opt-in” basis, you can change your preferences at any time where relevant by visiting [URL].

#### Your Data Protection Rights

As appropriate and within legal and contractual constraints (and provided the rights and freedoms of others are not affected), your rights under this policy include:

- The right to access
- The right to rectification
- The right to erasure
- The right to restrict or object to processing
- The right to data portability
- The right to complain to a supervisory authority
- The right to withdraw consent

You can access and update your personal data at any time by logging into our website. We will supply you with a copy of your personal data upon request. The first copy will be provided free of charge, but additional copies may be subject to a reasonable fee.



For more information about this policy and how personal data is used, or to make specific requests regarding your personal data, please contact:

[admin@salesnetwork.org](mailto:admin@salesnetwork.org) Or +1 404-760-2812