

The Privacy Policy of the Business Architecture Guild

Personal Information

We collect personal information when you make your information known, such as by registering, authenticating, making purchases, or interacting with the Business Architecture Guild. If you do not make yourself known to the Business Architecture Guild or its members, your use of our content and services is generally anonymous.

How we use your Information

Your member information is used to operate and improve our services, fulfill your requests and communicate with you, conduct research, and personalize the content provided to you. We may contact you with information relating to your membership or content that may be of interest to you, such as newsletters. You have the option to unsubscribe. Additionally, we may aggregate and analyze data derived from you and other members/users, for use in providing information or service to members of the Guild and for marketing, but such data will not include your identity or sufficient information from which to identify you or any other individual member/user.

Information Sharing

We do not share, sell or rent your personal information to third parties without your permission. Your information may only be shared with third parties with your permission, except in response to legal process.

Amendments to the privacy policy to reflect GDPR implementation

Protecting your private information is our priority. This Statement of Privacy applies to the Business Architecture Guild and its data collection and usage. By using the website, you consent to the data practices described in this statement.

Collection of Personal Information

In order to better provide you with products and services and membership offered on our Site, we may collect personally identifiable information, such as

- First and Last Name
- Mailing Address

- E-mail Address
- Company website address (optional)
- Phone Number (optional)
- Company/Employer (optional)
- Job Title (optional)
- Industry

We do not collect any personal information about you unless you voluntarily provide it to us. In general, you may determine what additional information you make available to members of the Business Architecture Guild by controlling the visibility of you member profile fields. You may be required to provide certain personal information to us when you elect to use certain products or services and membership available on the Site. These may include: (a) submitting a contact form to us; (b) registering for an account on our Site; (c) signing up for special offers from selected third parties; (d) sending us an email message; (f) submitting your credit card or other payment information when ordering and purchasing products and services and paying membership Dues on our Site. To wit, we will use your information for, but not limited to, communicating with you in relation to services and/or products you have requested from us. We also may gather additional personal or non-personal information in the future.

Use of Personal Information

We collect and use your personal information to operate its website and deliver the services you have requested. We may also use your personally identifiable information to inform you of other products or services, discounts or upgrades available from us and our affiliates.

Sharing Information with Third Parties

We respect and value your privacy. We do not sell, rent or lease subscriber lists to any third parties.

We may share select data with trusted partners to help perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to us, and they are required to maintain the confidentiality of your information.

We may disclose your personal information, without notice, if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on us or the site; (b) protect and defend our rights or property; and/or (c) act under exigent circumstances to protect the personal safety of users of our site, or the public.

Automatically Collected Information

Information about your computer hardware and software may be automatically collected. This information can include: your IP address, browser type, domain names, access times and

referring website addresses. This information is used for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the website.

Use of Cookies

The website may use “cookies” to help you personalize your online experience. A cookie is a data packet (text file) that is placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

Links

This website contains links to other sites. Please be aware that we are not responsible for the content or privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of any other site that collects personally identifiable information.

Security of Personal Information

We secure your personal information from unauthorized access, use, or disclosure.

Personal information (such as a credit card number) is transmitted to other websites; it is protected through the use of encryption, such as the Secure Sockets Layer (SSL) protocol. At the time of this Privacy Statement revision, we do not collect credit card information.

We strive to take appropriate security measures to protect against unauthorized access to or alteration of your personal information. Unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, you acknowledge that: (a) there are security and privacy limitations inherent to the Internet which are beyond our control; and (b) security, integrity, and privacy of any and all information and data exchanged between you and us through this Site cannot be guaranteed.

Age Restriction

We do not knowingly collect personally identifiable information from children under the age of eighteen. If you are under the age of eighteen, you must ask your parent or guardian for permission to use this website.

E-mail Communications

From time to time, we may contact you via email for the purpose of providing announcements, promotional offers, alerts, confirmations, surveys, and/or other general communication. If you would like to stop receiving marketing or promotional communications via email from us, you

may opt out of such communications by clicking the “Unsubscribe” link at the bottom of our email communications.

Changes to This Statement

We reserve the right to change this Privacy Policy from time to time. We may notify you about significant changes in the way we treat personal information by sending a notice to your primary email address of record, by placing a prominent notice on our site, and/or by updating any privacy information on this page. Your continued use of the Site and/or Services available through this Site after such modifications will constitute your: (a) acknowledgment of the modified Privacy Policy; and (b) agreement to abide and be bound by that Policy.

Cookies Policy

We use the following type of cookies for the following reasons:

Strictly necessary cookies — These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a secure contact form.

Third-party Cookies

Depending on your interaction with our website, third-party cookies may be activated, and we do not control the operation of any of these cookies. The third-party cookies, which may be activated, are primarily link you have chosen to activate to link your social media account to your member profile or share our website content through the use of our SHARE buttons