

## **Privacy Policy**

The IPMA respects the privacy of its members and other visitors to its website. The IPMA strongly believes that if electronic commerce and online activities are to flourish, consumers must be assured that information provided online is used responsibly and appropriately. To protect online privacy, the IPMA has implemented the following policy.

### **What Information Does the IPMA Collect?**

The data the IPMA collects is used only to help the IPMA better serve its members. It is the general policy of the Association to collect and store only personal information that members and visitors knowingly provide. If IPMA privacy policies change, we will notify all members by broadcast email or by a special announcement placed on the website.

**From General Users.** The IPMA does not collect any personal information from users browsing its website. Users of the public areas of IPMA's website browse anonymously. Only statistical data, such as the number of hits per page, are collected. Statistical data is only used for internal purposes and does not provide any personal identifying information.

**From IPMA Members, Conference Registrants, and Other Customers.** To gain access to Members-only resources on the IPMA website, members are granted password-access. The IPMA asks users to provide their name, employer name, business or home address, business and/or home phone, e-mail and limited demographic information related to their employer and their job responsibilities through membership applications, conference or seminar registrations, and publication orders. The IPMA only uses this information to enhance its products and services and the distribution of those products and services to its members and other customers.

### **How Does the IPMA Use Data Collected?**

The IPMA uses information voluntarily submitted by members and other customers in the following ways:

**IPMA Services and Products.** Generally, the IPMA uses data collected to respond to visitors' interests, needs and preferences, and to develop new products and services.

**Disclosures to Third Parties.** The IPMA makes member contact information available through the IPMA Membership Directory and to other members using the Members-only area of its website. For those who register for its conferences, a registration list is provided to all registrants, exhibitors, and sponsors. On occasion, with approval of its Board of Directors, the IPMA may also provide mailing data to third parties that offer products and services. This data includes names, job titles, companies and business addresses, but does not include business or home phone numbers, business fax numbers or e-mail addresses.

**Credit Card Account Information.** The IPMA does not disclose credit card account information provided by its members and customers. When members and customers choose to pay using their credit cards, the IPMA submits the information needed to obtain payment to the appropriate clearinghouse.

### **How to Access and Update Your Information**

As a member of the IPMA, you can access and update your information at any time. To view or update your communication preferences, please login to your IPMA account, select Your Account, and under My Profile, scroll down to Communication Preferences to update or edit your information.

### **What Privacy Issues Arise with Links to Other Sites?**

This website contains links to other web sites. The IPMA has no control over and is not responsible for the privacy policies or content of such sites.

### **What Means of Redress Are Available?**

If any User suspects the IPMA has handled its personal information in a manner that does not comply with this privacy statement, please contact us by e-mailing at [info@theipma.org](mailto:info@theipma.org) or by calling 404-467-6757.