

# USA Dance

## Use of Member Personally Identifiable Information

**Applies to:** All USA Dance members' personally identifiable information submitted to and stored by USA Dance.

**Purpose:** USA Dance members submit personally identifiable information (PII) trusting that USA Dance will protect it and not share it inappropriately. Members must have the assurance that USA Dance will only use their PII for USA Dance business as managed by the USA Dance Governing Council.

### **Definitions:**

***Personally Identifiable Information (PII):*** Information that can be used to distinguish or trace an individual's identity, either alone or when combined with other personal or identifying information that is linked or linkable to a specific individual.

Personally Identifiable Information is not linked to a single category of information and may include but is not limited to:

- Name and address
- Billing information such as that information submitted for membership application or renewal
- Email address
- Other personally identifiable information

**Policy:** It is the policy of USA Dance to protect personally identifiable information submitted by or acquired from USA Dance members. Member information will only be used for official USA Dance business. USA Dance member information will not be shared with or used by a third party without USA Dance Governing Council approval. USA Dance member PII will never be sold.

### **Procedures:**

#### ***Email Lists***

Requests to use USA Dance member email lists:

- Companies under contract with USA Dance and/or individuals may request use of USA Dance member email lists for USA Dance authorized business. These requests must be submitted to the Governing Council for review and approval.
- These requests must be made at least 30 days prior to the scheduled time of requested/intended use.
- Requests must be sent to the USA Dance central office.
- The requestor must clearly articulate the reason(s) the distribution list is requested and the potential advantages to the requester, USA Dance members, and USA Dance.
- Complex requests, i.e., those requests requiring creating subgroups of email lists or other manipulations of email lists may require a fee as established by the USA Dance Governing Council.

- If the Governing Council approves the request, the distribution will be coordinated through the USA Dance central office. Email lists will NOT be provided to a requestor unless circumstances are such that USA Dance can be better served through this process. These exceptions must be approved by the Governing Council.
- All distributions approved under this policy, that is each email, will be identified as having been approved by USA Dance Governing Council. For example, “The Governing Council has reviewed and approved this email.”

#### **Requests for Member’s Telephone Numbers or Personal Email**

- Requests for a USA Dance member’s telephone number or personal email must be confirmed with individual before providing this information.
- The person whose telephone number or email is being requested must be contacted to authorize the release of the information to the requesting individual.

#### ***Other requests.***

- Requests to access or use other USA Dance members’ personally identifiable information would be extremely rare.
- Any such request will be reviewed for appropriateness by the USA Dance Governing Council.

#### **Approved By:**

USA Dance Governing Council

Effective Date: February 11, 2019

Next Review Date: February 2021

Contact Person or Position: USA Dance Senior VP