

## **ASHI Privacy Policy**

This privacy policy governs the manner in which ASHI collects, uses, maintains, and discloses information collected from users (each, a "User") of the [www.ashi-hla.org](http://www.ashi-hla.org) website ("Site"). This privacy policy applies to the Site and all products and services offered by ASHI.

### **Personally identifiable information**

We may collect personally identifiable information from Users in a variety of ways, including, but not limited to, when Users visit our site, respond to a survey, fill out a form, attend our meetings, and in connection with other activities, services, features or resources we make available on our Site. Users may be asked for, as appropriate, name, email address, and phone number. Users may, however, visit our Site anonymously. We will collect personally identifiable information from Users only if they voluntarily submit such information to us. Users can always refuse to supply personally identifiable information, except that it may prevent them from engaging in certain Site-related activities.

### **Non-personally identifiable information**

We may collect non-personally identifiable information about Users whenever they interact with our Site. Non-personally identifiable information may include the browser name, the type of computer, and technical information about Users means of connection to our Site, such as the operating system, the Internet service providers utilized, and other similar information.

### **Web browser cookies**

Our Site may use "cookies" to enhance User experience. A user's web browser places cookies on their hard drive for record-keeping purposes and sometimes to track information about them. Users may choose to set their web browser to refuse cookies, or to alert you when cookies are being sent. If they do so, note that some parts of the Site may not function properly.

### **How we use collected information**

ASHI may collect and use Users' personal information for the following purposes:

- *To improve customer service*  
Information you provide helps us respond to your customer service requests and support needs more efficiently.
- *To personalize user experience*  
We may use information in the aggregate to understand how our Users as a group use the services and resources provided on our Site.
- *To improve our Site*  
We may use the feedback you provide to improve our products and services.
- *To send periodic emails and e-newsletters*  
We may use the User's email address to respond to their inquiries, questions, and/or other requests. If a User decides to opt-in to our mailing list, they will receive emails that may include company news, updates, related product or service information, etc.
- *To provide targeted services and content*

### **How we protect your information**

We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of your personal information, username, password, transaction information, and data stored on our Site.

### **Sharing your personal information**

We do not sell, trade, or rent Users' personally identifiable information to others. We may share generic aggregated demographic information not linked to any personally identifiable information regarding visitors and users with our business partners, trusted affiliates, and advertisers for the purposes outlined above.

### **Third party websites**

Users may find advertising or other content on our Site that link to the sites and services of our partners, suppliers, advertisers, sponsors, licensors and other third parties. We do not control the content or links that appear on these sites and are not responsible for the practices employed by websites linked to or from our Site. In addition, these sites or services, including their content and links, may be constantly changing. These sites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other websites, including websites which have a link to our Site, is subject to that website's own terms and policies.

### **Virtual Meeting and Webinar Recordings**

ASHI reserves the right to record webinars and other virtual workshops for educational purposes via platforms like Zoom and GoToWebinar. These videos are placed on ASHI University, Vimeo, and YouTube. Those who do not wish to be recorded can still consent and join these virtual sessions without using their cameras. They can also opt out of joining the live virtual session and watch the recording later.

This policy excludes the Communications, Engagement, and Marketing Committee (CEMC) and the International Committee. ASHI Board, committee, and task force meetings are not to be recorded. The CEMC and International Committees must follow the guidelines outlined in the [ASHI Operations Manual](#), including but not limited to, notifying members that the meeting will be recorded prior to the meeting date, collecting consent prior to recording, only sharing the recording with committee members, and deleting the recording after 1 month.

### **Changes to this privacy policy**

ASHI has the discretion to update this privacy policy at any time. When we do, we will revise the updated date at the bottom of this page. We encourage Users to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. You acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications.

### **Your acceptance of these terms**

By using this Site, you signify your acceptance of this policy. If you do not agree to this policy, please do not use our Site. Your continued use of the Site following the posting of changes to this policy will be deemed as your acceptance of those changes.

### **Contacting us**

If you have any questions about this Privacy Policy, the practices of this site, or your dealings with this site, please contact us at [info@ashi-hla.org](mailto:info@ashi-hla.org).