



## Privacy Policy

The Society for Cinema and Media Studies (SCMS) is committed to protecting the privacy of its members and the users of its services. We have adopted the following policy about the gathering and dissemination of personal information through SCMS's website, [cmstudies.org](http://cmstudies.org) SCMS's new Privacy Policy explains our data practices regarding Personal Data (as defined below) and other information that we collect in connection with:

- (a) your use of the websites [www.cmstudies.org](http://www.cmstudies.org) (our main site with content of interest to members and those interested in the fields of cinema and media studies)
- (b) membership and conference registration via SCMS's Your Membership pages (our member services pages, which include payment portals), a service fully compliant with GDPR
- (c) creating a profile on the Jobs Page
- (d) special event registration through outside vendors such as Eventbrite
- (e) conference program and awards submissions supported by the OpenWater portal
- (f) News Brief mailing distribution using Constant Contact
- (g) annual committee service

In order to provide services to you such as processing your membership and conference registration payments, sending you targeted communications and calls to action, and deadline reminders, SCMS may request and retain personal information:

### Information We Collect:

- (a) **Membership Data:** SCMS retains basic member data (name, email address, mailing address, years of membership) for a period of five (5) years in order to verify past service for election candidates and to answer member questions about their membership. After five years, data on individuals' membership categories and any demographic information are de-identified and kept for perpetuity for statistical purposes only. You may opt in so that your membership information is available to other members (not the public) and to opt in to receive all SCMS e-mailings including e-blasts and the monthly newsletter, News Brief. SCMS will share basic member data only (name, email address, address, and member number) with printers and distributors of SCMS materials and at a member's request for purposes of identifying members entitled to vote in elections.
- (b) **Conference Proposal Submission Data:** all conference proposal data (abstracts, names, email addresses, and institutional affiliation) are stored online in OpenWater, a secure content management system for one (1) year. None of this information will ever be shared with any other organization. However, note that abstracts and the annual meeting program are provided to the membership electronically. The Conference Program is also provided in a print format.
- (c) **Conference Award Submissions Data:** all conference awards data (committee reports, winner citations, winner/non-winner lists and electronic submissions) are stored online in OpenWater for one (1) year. The information will only be shared with the Board of Directors and the Home Office Staff for the purposes of administering the annual awards processes.

- (d) **E-commerce and Donor Data:** SCMS uses a secure online payment processor for credit card transactions and refunds made via the Society's website. The organization itself retains no records of credit card numbers. SCMS retains donor data for a period of 10 years in order to assist the organization in crafting fundraising campaigns.

**Automatically Collected Data** (by the SCMS website, cmstudies.org)

- (e) Internet Protocol ("IP") addresses used to connect your computer to the internet
- (f) Tracking Codes such as cookies;
- (g) Communication preferences;
- (h) Communication with other users of our services.

**We will share only very limited Personal Data with outside sources, and only with your permission.** SCMS maintains postal address mailing lists of its members and institutional subscribers that can be rented in the form of printed mailing labels to send materials of genuine professional historical interest. You may opt out of inclusion in the mailing list. This list does not include any personal information beyond postal address and possibly areas of specialization. We do not distribute email addresses or any other Personal Data attached to your name.

## How We Use Information

For EU Data Subjects, and for all members of the nonprofit, as voluntary consensual members of SCMS, we use the personal data we collect from you (unless otherwise restricted by law or by you) to:

**Provide our products and services; SCMS uses your personal data with your consent to respond to your requests to facilitate membership renewal;** to provide you support or other services you have ordered from us, to provide you election ballots; to respond directly to your information requests including information regarding registrations or other specific requests or other inquiries; and to facilitate your engagement in the member forum.

**Facilitate your engagement in the Member Forum.** For EU Data Subjects and all SCMS members, such use is necessary to allow you to engage in the member forum.

**Marketing.** SCMS sends marketing communications through a third-party vendor. When you opt-in to receive our bi-weekly e-newsletter and/or our email announcements, you consent to allow us to transfer data from your member profile to Constant Contact to be processed. You can unsubscribe from these lists using the link in the footer of any email message. You can also change the subscription in your SCMS member profile at any time (<https://www.cmstudies.org/members/edit.asp>).

**Correspondence.** If you voluntarily correspond with SCMS via email, the postal service, our web forms, or other form of communication, we may retain the correspondence and the information it contains. We may use the information for business purposes, including responding to your inquiry, notifying you of SCMS-related opportunities, and other marketing purposes (please read the Marketing section above for more information about our marketing practices and how to unsubscribe).

**URL and IP Address.** SCMS collects information about users' IP addresses, including users' utilization of our Websites, to help us design our Websites to better suit our Website users' needs. We may use information about your IP address to help diagnose problems with our server, administer our Websites, analyze trends, track visitor movements, and gather information that assists us in identifying visitor preferences. We also may use your IP address to enhance our security and investigate an actual or potential security incident. For EU Data Subjects and all members of SCMS, use of this information is necessary to understand how the Websites and our Services are being used by you, to improve your experience, and ensure network and information security.

**Aggregated Data.** We may also compile, anonymize and/or aggregate Personal Data and other information collected about Websites' visitors, as described in this Privacy Policy, and use such anonymized and/or aggregated data for our business purposes, including the creation of Membership Profile Survey Reports. We may also disclose such data to our partners, service providers, advertisers and/or other third parties for marketing or promotional purposes. This aggregate information does not identify you. For EU Data Subjects and for all members of SCMS, use of this Personal Data is necessary to understand how the Websites and our products and services are being used by you and to improve your experience.

**Service Data.** The Personal Data SCMS collects and/or processes through partners/third party vendors ("Partner" or "Partners") are those with which SCMS contracts for specific services. The information provided and its use is limited to the services for which SCMS engages it and is governed by SCMS' contract with that Partner and the Partner's own privacy policies.

## Disclosure of Information

SCMS discloses Personal Data that we collect (described above) in accordance with the terms set forth in this section.

We share your Personal Data with third parties who provide certain services to assist us in meeting business operation needs. These parties are authorized to process your Personal Data, on our behalf and pursuant to our instructions, only as necessary to provide these services to us. We share your Personal Data with the following service providers:

- Providers of payment processing and accounting, as necessary to process payment from our members and donors
- Customer service providers
- Providers helping us fulfill subscription services
- Providers of research and analytics services, including Google Analytics
- Providers of cloud computing infrastructure services

We may also disclose Personal Data to third parties in the following circumstances: (1) if you request or authorize us to do so (when required by the law, we will inform you in advance of the third parties to which we may provide your data and the purpose for doing so, and we will obtain your prior consent for such use); (2) the information is provided (a) to comply with the law (for example, to comply with a search warrant, subpoena or other legal process), (b) to enforce an agreement we have with you, (c) to protect our rights, property or safety, or the rights, property or safety of our employees or others, (d) to investigate fraud, or (e) to respond to a government request or to lawful requests by public authorities, including to meet national security or law

enforcement requirements; (3) to address emergencies or acts of God; (4) to address disputes, claims, or to persons holding a legal or beneficial interest; (5) if we are involved in a merger, acquisition, financing due diligence, reorganization, bankruptcy, receivership, sale of assets, or transition of service to another provider, in which case your Personal Data and other information may be transferred to a successor or affiliate as part of that transaction along with other assets.

We collect, store and process the information from our Websites and Apps in the US. If you are outside the US, then your Personal Data and other information will be transferred to the US. The data privacy and data protection laws outside your country may offer less protection than the laws in your country. By using our services, the Websites and/or Apps or otherwise providing us with your Personal Data, you agree to the transfer of your Personal Data as described in this Privacy Policy. If you do not agree to such cross-border transfers of your Personal Data, please do not submit it through the Websites and/or Apps.

The Websites use interfaces with social media websites or platforms that are owned and/or controlled by third parties, such as Facebook, LinkedIn, Twitter and others (“Social Media Sites”). If you choose to “like” or share information from a Website through any Social Media Sites, if you are a member of a Social Media Site that interfaces on our Websites it may allow the Social Media Site to connect your website visit to your Personal Data. The information that you share with the Social Media Sites will be governed by the specific privacy policies and terms of service of the Social Media Sites and not by this Privacy Policy. You should review the privacy policy of that Social Media Site before choosing to access and use any Social Media Sites, including interacting with our pages on those sites.

## **How You Can Access and Change Information**

SCMS acknowledges that you have the right to access your Personal Data. Our Websites and Apps allow you to access, correct, amend, or delete inaccurate data. In case you request us to remove data, we will respond within a reasonable timeframe.

Upon request, SCMS will provide you with information about whether we hold any of your Personal Data. You can update or correct your Personal Data or remove it from our system by making a request to us at the contact information provided below. Requests typically receive a response within thirty (30) days. If access cannot be provided within that time frame, we will provide the requesting party with an estimated date by which the information will be provided. If for some reason access is denied, we will provide an explanation of why access has been denied.

Moreover, when you create a profile at cmstudies.org, we will collect the information that you elect to upload to your profile, such as a biography, your education and job history, employer information. You should carefully consider whether you wish to submit Personal Data and whether you wish to make your profile available to other users, and you should tailor any content you submit appropriately. You should also review any additional terms and conditions that may govern your use of our services.

If you are an EU Data Subject, please see the “EU Data Subject” section below for information on your rights in relation to the Personal Data we hold about you.

## EU Data Subjects

**Scope.** This section applies if you are an individual located in the European Union (“EU”) (“EU Data Subject”). For these purposes, reference to the EU also includes the European Economic Area countries of Iceland, Liechtenstein and Norway and, where applicable, Switzerland.

**Data Controller.** SCMS is the data controller for the processing of your Personal Data. SCMS acts as a data processor on behalf of Partners with which we contract for Personal Data processed through our websites. Currently SCMS is a data exporter to Constant Contact, the template for News Brief, Eventbrite to reserve tickets for conference events and to the conference mobile app vendor that changes annually.

**Your Rights.** Subject to applicable law, you have the following rights in relation to your Personal Data:

*Right of access:* If you ask us, we will confirm whether we are processing your Personal Data and, if so, provide you with a copy of that Personal Data (along with certain other details). If you require additional copies, we may need to charge a reasonable fee. [Link here to Request Personal Data.](#)

*Right to rectification:* If your Personal Data is inaccurate or incomplete, you are entitled to have it rectified or completed. If we have shared your Personal Data with others, we will tell them about the rectification where possible. If you ask us, where possible and lawful to do so, we will also tell you with whom we shared your Personal Data so that you can contact them directly.

*Right to erasure:* You may ask us to delete or remove your Personal Data and we will do so in some circumstances, such as where we no longer need it (we may not delete your data when other interests outweigh your right to deletion). If we have shared your data with others, we will tell them about the erasure where possible. If you ask us, where possible and lawful to do so, we will also tell you with whom we shared your Personal Data so that you can contact them directly.

*Right to restrict processing:* You may ask us to restrict or ‘block’ the processing of your Personal Data in certain circumstances, such as where you contest the accuracy of that Personal Data or object to us processing it. We will tell you before we lift any restriction on processing. If we have shared your Personal Data with others, we will tell them about the restriction where possible. If you ask us, where possible and lawful to do so, we will also tell you with whom we shared your Personal Data so that you can contact them directly.

*Right to data portability:* Effective 25 May 2018, you have the right to obtain your Personal Data from us that you consented to give us. We will give you your Personal Data in a structured, commonly used and machine-readable format. You may reuse it elsewhere.

*Right to object:* You may ask us at any time to stop processing your Personal Data, and we will do so:

- If we are processing your Personal Data based on legitimate interests or the performance of a task in the public interest/exercise of official authority (including profiling);
- If we are processing your Personal Data for direct marketing; and
- If we are processing your Personal Data for scientific/historical research and statistics.

*Rights in relation to automated decision-making and profiling:* You have the right to be free from decisions based solely on automated processing of your Personal Data, including profiling, that affects you, unless such processing is based on your consent or for entry into or performance of a contract or authorized by union or member state law applicable to the controller.

*Right to withdraw consent:* If we rely on your consent to process your Personal Data, you have the right to withdraw that consent at any time. This will not affect the lawfulness of processing based on your prior consent.

*Right to lodge a complaint with the data protection authority:* If you have a concern about our privacy practices, including the way we have handled your Personal Data, you can report it to the data protection authority that is authorized to hear those concerns. You may exercise your rights by contacting us as indicated under “Contact Us” section below.

## **Our Security Measures to Protect Your Personal Data**

We are committed to taking reasonable efforts to secure the information that you choose to provide us, and we use a variety of security technologies and procedures to help protect against unauthorized access to or alteration, disclosure, or destruction of Personal Data. We restrict access to Personal Data to our employees, contractors and service providers (described in the “Disclosure of Information” section above) who need to know the information in order to operate, develop, or improve our services.

Unfortunately, no transmission of Personal Data over the Internet can be guaranteed to be 100% secure. Accordingly, and despite our efforts, SCMS cannot guarantee or warrant the security of any information you transmit to us, or to or from our online products or services. SCMS has no responsibility or liability for the security of information transmitted via the Internet. If you have questions about this Privacy Policy or the security of your Personal Data, please contact us as indicated under the “Contact Us” section below. We retain your Personal Data for as long as your account is active or as needed to provide you services, comply with our legal obligations, resolve disputes and enforce our agreements. We retain Personal Data collected through the Platforms we process on behalf of our Partners for as long as needed to provide services to our Client and pursuant to our contract with that Client.

## **Tracking Technologies**

SCMS and its partners use cookies and other technologies to analyze trends, administer the Websites, track users’ movements around the Websites, and to gather demographic information about our user base as a whole. We have a notification that we are using cookies with a link to this policy on our website.

## **I. What Are Cookies?**

A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and is stored by a browser. The identifier is then sent back to the server each time the browser requests a page from the server.

Cookies may be either “persistent” cookies or “session” cookies: a persistent cookie will be stored by a web browser and will remain valid until its set expiry date, unless deleted by the user before the expiry date; a session cookie, on the other hand, will expire at the end of the user session, when the web browser is closed.

Cookies do not typically contain any information that personally identifies a user, but personal information that we store about you may be linked to the information stored in and obtained from the cookies.

## **II. Cookies in Use on This Site**

Cookies and How They Benefit You:

Our website uses cookies, as almost all websites do, to help provide you with the best experience we can. Cookies are small text files that are placed on your computer or mobile phone when you browse websites

Our cookies help us:

- Make our website work as you'd expect
- Save you from having to login every time you visit the site
- Remember your settings during and between visits
- Improve the speed/security of the site
- Allow you to share pages with social networks like Facebook
- Continuously improve our website for you
- Make our marketing more efficient (ultimately helping us to offer the service we do at the price we do)

We do not use cookies to:

- Collect any personally identifiable information (without your express permission)
- Collect any sensitive information (without your express permission)
- Pass data to advertising networks
- Pass personally identifiable data to third parties
- Pay sales commissions

### **Granting us permission to use cookies:**

If the settings on your software that you are using to view this website (your browser) are adjusted to accept cookies we take this, and your continued use of our website, to mean that you are fine with this. Should you wish to remove or not use cookies from our site you can learn how to do this below, however doing so will likely mean that our site will not work as you would expect.

## **Third party functions**

Our site, like most websites, includes functionality provided by third parties. A common example is an embedded YouTube video. Disabling these cookies will likely break the functions offered by these third parties.

The privacy implications on this will vary from social network to social network and will be dependent on the privacy settings you have chosen on these networks.

## **Your Choices**

On most web browsers, you will find a “help” section on the toolbar. Please refer to this section for information on how to receive a notification when you are receiving a new cookie and how to turn cookies off. Please see the links below for guidance on how to modify your web browser’s settings on the most popular browsers:

- [Internet Explorer](#)
- [Mozilla Firefox](#)
- [Google Chrome](#)
- [Apple Safari](#)

Please note that if you reject cookies or disable cookies, your use of certain features or functions on our Website or Platforms or service may be limited.

To find out more about cookies and similar technologies, including how to see what cookies and similar technologies have been set and how to manage and delete them, visit <http://www.allaboutcookies.org> and/or or the Network Advertising Initiative’s online resources, at <http://www.networkadvertising.org>, and follow the opt-out instructions there. If you access the Websites on your mobile device, you may not be able to control tracking technologies through the settings. If you do not want your information used for the purpose of serving you targeted ads, you may opt out by visiting the Network Advertising Initiative’s online resources available here and following the opt-out instructions there, or if located in the European Union, visit the European Interactive Digital Advertising Alliance’s Your Online Choices opt-out tool [here](#). By opting out of targeted advertisements you will no longer see advertisements on our Websites from third party partners that participate in the Digital Advertising Alliance; however, you may still continue to see other nontargeted advertisements on our Websites.

## **Inapplicability of Privacy Policies of Any Linked Websites or Other Third Parties**

This Privacy Policy addresses only SCMS’s use and disclosure of your Personal Data. The Websites and Apps may contain links to other websites, so please be aware that we are not responsible for the privacy practices of other websites, and we are not liable for their misuse of Personal Data. We encourage you to be aware that when you go to another website you should carefully read their privacy policy.

## **Children**

The Websites and Apps are not intended for use by or targeted at children under 13, and we do not knowingly or intentionally collect information about children under 13.

## **Conditions of Use**

By using the Websites, our Apps and our services, you agree to the terms and conditions contained in this Privacy Policy and Conditions of Use and/or any other agreement that we might have with you. If you do not agree to any of these terms and conditions, you should not use the Websites, Apps and/or any SCMS benefits or services. You agree that any dispute over privacy or the terms contained in this Privacy Policy and Conditions of Use and any other agreement we have with you will be governed by the laws of the State of Michigan. You also agree to arbitrate any such dispute in Oakland County, Michigan, and to abide by any limitation on damages contained in any agreement we may have with you.

## **Changes to the Privacy Policy**

As SCMS, its products, and its services change from time to time, we may update this Privacy Policy to reflect changes to our information practices. We reserve the right to amend the Privacy Policy at any time, for any reason, and may do so by posting a new version online. Your continued use of the Websites, the Apps and/or continued provision of Personal Data to us will be subject to the terms of the then-current Privacy Policy. If we make any material changes or if otherwise required by the applicable law, we will notify you by email (sent to the email address specified in your account) or by means of a notice on this website prior to the change becoming active. We encourage you to periodically review this page for the latest information on our privacy practices.

## **Contact Us**

If you have any questions about this Privacy Policy or our treatment of the information you provide us, please contact as at:

Address: 640 Parrington Oval, OSH 300, Norman, OK 73019  
Phone: 405.325.8075  
Email: [scms-office@ou.edu](mailto:scms-office@ou.edu)

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