

## THE IAPMO GROUP CUSTOMER PRIVACY POLICY

The IAPMO Group (hereinafter “we” or “us”) values your privacy and uses our best efforts to protect it. This Customer Privacy Policy (the “Policy”) covers the collection, processing, use, disclosure, and secure storage of your personal information that we may collect anytime you interact with us, such as when you visit our website, when you purchase our products and services, when you interact with an email from us, or when you call our sales or support associates. This Policy is intended to govern individual consumer interaction with our website(s) and does not relate to any existing or prospective contractual relationships negotiated or entered into by you and us. Please take a moment to read this Policy to learn more about our information practices, including what type of information we gather, how the information is used and for what purposes, to whom we disclose information, and how we safeguard your personal information.

This Policy also describes how you can control our collection, processing, use, disclosure, and storage of any personal information you provide. In this Policy, “personal information” refers to any information that can be related to an identified or identifiable natural person.

### **Why we collect personal information**

We collect your personal information because it helps us deliver a superior level of customer service. It enables us to give you convenient access to our products and services. In addition, your personal information helps us keep you posted on the latest product announcements, software updates, special offers, and events that you might like to hear about.

Specifically, we have a legitimate interest in collecting data because it is necessary in order for us to provide services to you, as described in this Policy.

### **What we collect**

#### Personal Information:

The personal information we collect is limited to the information that you provide to us. We may ask you to provide us with personal information when you interact with various features of our website. For example:

- When you create an account;
- When you become a member;
- When you sign up for emails or newsletters;
- When you purchase a product or service;
- When you enroll in a class;
- When you download certain resources or tools; or
- When you contact us through online forms.

#### Non-Personally Identifiable Information

We may collect data about you that is not related to you personally, such as the following:

- IP addresses, and proxy addresses of ISPs; and
- Which pages of our websites are accessed.

This information is not used to identify you specifically; rather it is used to help make our website more useful for all our visitors.

In some of our email messages we use a “click-through URL” linked to content on the IAPMO website. When customers click one of these URLs, they pass through our web server before arriving at the destination web page. We track this click-through data to help us determine interest in particular topics and measure the effectiveness of our customer communications. If you prefer not to be tracked simply avoid clicking text or graphic links in the email.

## **Cookies**

We use cookies in limited ways:

- (1) We contract with Google Analytics to collect and process non-personally identifiable information about how our websites are accessed and used;
- (2) We contract with Authorize.net, an e-commerce gateway, to process information you provide to make purchases;
- (3) We contract with WBT Systems' learning management system for our educational offerings; and
- (4) We use cookies to store information when you submit a code change proposal online.

For more information about how Google Analytics collects and processes data, and how you can control that data usage and processing, visit

<https://support.google.com/analytics/answer/6004245>.

For more information about how Authorize.net processes data, and how you can control that data processing, visit <https://www.authorize.net/about-us/privacy/>

Our learning management system, supported by WBT Systems, conforms to the terms of this privacy policy.

You can use your browser's setting to block or delete the cookies IAPMO uses to facilitate online submission of code change proposals and comments. Please be advised that blocking cookies may negatively impact the site's functioning.

## **How we use the information we collect:**

There are a number of situations in which your personal information may help us provide better products and services. For example: we may ask for your personal information when you're discussing a service issue on the phone with an associate, registering for a seminar, registering your products, purchasing a product, or otherwise interfacing with us. When you contact or interact with us, we may collect personal information relevant to the situation, such as your name, mailing address, phone number, email address, and contact preferences; information about IAPMO products you own, such as their serial numbers and date of purchase; and information relating to a support or service issue. We may use this information to keep you up to date about IAPMO products relevant to your interests.

We may also collect information for market research purposes — such as your occupation and where you use your computer — to gain a better understanding of our customers and thus provide more valuable service. We may use personal information to provide products that you have requested as well as for auditing, research, and analysis to improve our products and services.

## **Disclosure outside of The IAPMO Group**

We take your privacy very seriously. We do not sell or rent your contact information to other marketers.

## **Disclosure within The IAPMO Group**

To help provide superior service, your personal information may be shared within The IAPMO Group by employees who will take steps to safeguard it in accordance with this Policy.

## **With service providers, vendors, and strategic partners**

Sometimes, we share your information with companies that perform work for us to provide products and services to you on our behalf. These companies may help us process information, extend credit, fulfill customer orders, deliver products to you, manage and enhance customer data, provide customer service, assess your interest in our products and services, or conduct customer research or satisfaction surveys. We make these disclosures when it is necessary to

provide you with a service you've requested. The companies we share your information with are also obligated to protect your personal information in accordance with our policies. If any other rules apply, we will inform you at the time we collect your data, and you will have the option to decline to provide information. We share your information with these companies because otherwise, it would be difficult for you to purchase products, have products delivered to you, receive customer service, provide us feedback to improve our products and services, or access certain services, offers, and content on our websites.

### **Mandated disclosures**

At times we may be required by law or litigation to disclose your personal information. We may also disclose information about you if we determine that for national security, law enforcement, or other issues of public importance, disclosure is necessary.

### **How The IAPMO Group protects your personal information**

The IAPMO Group takes precautions to safeguard your personal information against loss, theft, and misuse, as well as unauthorized access, disclosure, alteration, and destruction.

### **Integrity of your personal information**

We make changes to personal information if and when you contact us to advise of a change in your personal information.

### **Deletion of your personal information**

If you want to access, correct, or delete your information, please contact us at [privacy@iapmo.org](mailto:privacy@iapmo.org).

We respond to all requests for deletion of data in accordance with applicable laws. Notwithstanding the foregoing, we reserve the right to retain any data that we deem necessary to comply with legal obligations, resolve disputes, or enforce contractual agreements.

### **The IAPMO Group companywide commitment to your privacy**

As we said, The IAPMO Group takes protecting your privacy very seriously. To make sure your personal information is secure, we communicate these guidelines to our employees and strictly enforce privacy safeguards within the company. Our website has links to the sites of other companies and associations. We are not responsible for their privacy practices. We encourage you to learn about the privacy policies of those companies.

### **Privacy questions**

If you have questions or concerns about IAPMO's Customer Privacy Policy or data processing, please use the appropriate email addresses ([privacy@iapmo.org](mailto:privacy@iapmo.org)) to contact us. The IAPMO Group may update its Customer Privacy Policy from time to time. When we change the policy in a material way a notice will be posted on our website along with the updated privacy policy. No other notice of a material change shall be provided.