

ELSIE Website Privacy Policy

Effective Date: March 20, 2019

This privacy policy (the “Policy”) describes ELSIE’s (“we,” “us,” or the “ELSIE”) collection, use, and disclosure of information that you may provide through this site and any other ELSIE resources that link to this Policy (collectively, the “Sites”). Please read this thoroughly before using the Sites.

Information We Collect

We collect personally identifiable information, which is information that can be used, alone or in conjunction with other publicly available information, to identify a particular person (including, but not limited to, your name, address, telephone number, and email address). This information may be submitted by you, or collected from you during your use of the Sites.

We collect information, including your name, company affiliation, contact information, and any other information you submit to us through the website or send to us by email. We also collect login information when you use the Member Section of the site.

We also collect information about your visit to our site and the actions you take there, including the duration of your visit, the actions taken on our site, your IP address, your IP service provider domain name, your browser type, your hardware type, your general location, and other device and user-specific data.

How We Collect Information

We collect information when you provide it to us by email or using the forms on the website. We also collect information when you log in to the Member Section of the website. We may combine this information with other information we have about you, including information we collect when you participate in ELSIE events and activities or that is provided to us by your company.

In addition, we use web beacons, cookies, plug-ins, web logs, and other analytics tools to collect information about how you visit, use, and interact with our Site. We also use these tools in email messages we send to you.

Notice regarding “Do Not Track”: Certain web browsers and other programs may be used to signal your preferences about the collection of information about your online activities. Our Sites do not currently respond to such signals.

Other Information About Managing Cookies. The Digital Advertising Alliance maintains a Website where consumers can opt out from receiving interest-based advertising from some or all of the network advertising companies participating in the program (www.AboutAds.info/choices/). This opt-out applies only to the Digital Advertising Alliance network and will not affect the delivery of ads outside that network.

You may find information about Google Analytics and Google's privacy policy by visiting Google's web site here: www.google.com/policies/privacy/partners/. If you would like to opt-out of having your data used by these cookies, please use the Google Analytics opt-out available here: <https://tools.google.com/dlpage/gaoptout/>. This opt-out applies only to Google Analytics and will not affect the functioning of other forms of analytics.

Most internet browsers allow you to change your browser settings to notify you when you receive a cookie, which lets you choose whether or not to accept it, or to automatically refuse all cookies. Please note that our Sites rely on the use of some cookies and refusing all cookies may result in the loss of functionality.

How We Use Information

We use information you provide us to take actions we have a legitimate interest in accomplishing, including:

- Responding to your inquiry or take an action you request.
- Verifying your relationship with ELSIE or with an ELSIE member company.
- Providing you with information about the ELSIE, its activities, and other topics that we believe may interest you.
- Managing and improving the Sites and our communications, including customizing your experience on the site, conducting internal research about the use of the Sites, and understanding how you interact with communications from us (including whether you opened or read the communication).
- Administration of the ELSIE, including managing our membership, ensuring that members have access to our resources, planning events and other activities, and growing our membership.
- To comply with our legal obligations, protect our interests and those of our members, and act on any threats to a person, property, or the Sites.

How and Why We Share Information

We share your information with the following categories of recipients:

- *The Secretariat and Other Service Providers.* ELSIE's Secretariat provides administrative and legal support to the activities of the ELSIE and receives the information we collect to accomplish the purposes described in this policy. ELSIE's Secretariat is Drinker Biddle & Reath LLP. Other service providers may support our Sites, activities, and resources and may receive the information we collect about you to provide those services to us.
- *Our Members.* We may share your information with other members of the ELSIE as part of ELSIE's activities.
- *Our Partners.* From time to time, the ELSIE collaborates with other groups, companies, and individuals on projects related to its mission and interests. We

may share contact information about you with these third-parties in the context of our shared activities.

- *Plug-Ins.* Our Sites may use plug-ins provided by third parties to add functionality to our website (like video players, map functionality, etc.). When you visit our Sites, the owner of the plugin may place a cookie on your device, enabling that owner to recognize you. The plugin owner may be able to link information collected by that cookie with other information it has about you, even if you do not interact with the plugin on our Sites. For example, if you have previously logged into a service operated by the plugin owner, they may be able to link your cookie to information about your use of their service. For more information, check the privacy policy of the plugin owner.
- *A Successor Organization.* If the ELSIE merges or combines with another organization, we may share the information we have collected about with the other entity during or after the merger process.

We will also share your information when required to do so by law, regulation, court order, or as necessary to protect our Sites, ourselves, our members, or any third party. In such cases, we may disclose information to service providers working on our behalf (including attorneys and investigators), government authorities, law enforcement agencies, courts, and other third-parties.

Other Important Information

Retention Period. We retain information about employees of our members for the duration of their or their company's relationship with the ELSIE, and for a period of time following termination of that relationship as necessary to maintain and manage the records and activities of the ELSIE. We retain information about non-members and other website visitors until we have responded to your request, completed our interaction with you, or until you ask us to remove your information from our records.

Children. We do not intend this website for use by children under the age of 13. If you are the parent or guardian of a child under the age of 13 and you believe the child has submitted identifiable information to us, please contact us to have that information removed.

Operating in the US. Our Sites and operations are based in the United States. By using our Sites, you understand that the information you provide to us will be transferred to the United States, which may not provide the same level of legal protection for your data as your home jurisdiction.

Opt Out, Update Your Information, Exercising Your Rights. If you would like to discontinue receiving information from us, change the information we have about you, or exercise any of the data subject rights listed below, you may contact us at [contact us].

Links to Other Sites. We may link to third-party websites and resources. This Policy does not apply to such sites, which have their own privacy practices. Please review the privacy policies on those sites. The ELSIE is not responsible for the contents of any third-party websites or resources.

Security Advisory. Although we take measures to keep your information secure, no website or resource can be made completely safe. Please use caution when transmitting information to us. Please keep your login credentials confidential and do not share them with others.

Modifications. From time to time, we may change this Policy to update our practices. We will post changes to this Policy on this page, with a new effective date. We will post a notice about such changes at the time they are made.

Your Rights

Your California Privacy Rights.

California law permits California residents to request certain information regarding our disclosure of personally identifiable information to third parties for their direct marketing purposes. To make such a request, please contact us at the information provided below. Be sure to include your name and address. If you would like a response via email, please include an email address. Otherwise, we will respond by postal mail within the time required by law.

Your European Union Privacy Rights.

You have the right to the following information regarding our processing of your information:

- the purposes of the processing,
- the categories of information concerned,
- the recipients or categories of recipients to whom the information have been or will be disclosed,
- where possible, the envisaged period for which the information will be stored, or, if not possible, the criteria used to determine that period.

This Notice is intended to provide this information.

You also have the following additional rights with respect to your Personal Information:

- The right to request access to the information that ELSIE has about you, as well as the right to request rectification of any data that is inaccurate or incomplete.
- The right to request a copy of your information in electronic format so that you can transmit the data to third parties, or to request that ELSIE directly transfer your information to one or more third parties.

- The right to object to the processing of your information for marketing and other purposes.
- The right to erasure of your information when it is no longer needed for the purposes for which you provided it, as well as the right to restriction of processing of your information to certain limited purposes where erasure is not possible.
- The right to lodge a complaint with the supervisory authority in the country where you live or work or where you believe that your rights have been violated.

Contact Us

You may contact us with any questions about the ELSIE, this Policy, or your information by reaching out to the ELSIE Secretariat at:

ELSIE Secretariat
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