



PRIVACY STATEMENT

Your privacy is important to us. We developed this Privacy Statement, so you know how we collect, use, share, and store your personal information.

This Privacy Statement applies to our website, information we have received from third parties, and other information we receive from communications from you.

INFORMATION WE COLLECT, WHY WE COLLECT IT, AND HOW WE USE IT

"Personal Information" is information that, either alone or in combination with other information collected, identifies an individual. When we combine other information (i.e., information that does not, on its own, identify an individual) with Personal Information, we treat the combined information as Personal Information. Personal Information includes your name, mailing address, phone number, e-mail address, employer, and job function.

Contact and Mailing Information

When you apply for membership, sign up for free services, or purchase our products and services, we request contact and mailing information including your name, mailing address, email address, and telephone number. We use this information to process your order and provide you with the services or products you request. This information is necessary for us to provide you with the following:

- Newsletters, publications, and registration for our mailing lists;
- Products;
- Event registration;
- Account registration on our website;
- Updated information about our industry, profession, or the Association.
- Other services we may offer from time to time.

This information is also necessary for us to communicate with you about your membership, account, or transactions with us, giving you important information about your products or services, sending you notices about material changes to this Privacy Statement, and, consistent with applicable laws, sending you offers and promotions for our products, services, and events.

Employment Information

When you apply for membership or register to attend events we are hosting, we may request some employment information such as your employer and position title. This information is used to provide member and event-related services and materials such as member directories, name tags and programs. We may also use this information to generate sales reports and to measure and understand demographic, event interest, attendance and other trends among our members and customers. We need this information to register you for the event.

If you are invited to participate as a speaker in our event, we may also request Personal Information related to your employment history, authorship, credentials, and other information that may be relevant to describing and

introducing you at the event and in the event materials. This information is necessary for us to prepare event-related materials and include you as an event participant.

Payment Information

When you ask to purchase a product, service, or event registration, we request certain payment information necessary for us to fulfill your order. This information may include your billing address, payment card information, and other bank information.

We do not view or store the payment card information you provide to us on our website. A third party, BluePay, processes customer payment card information when our customers use a payment card to make a purchase on our website. We recommend you carefully review [BluePay's Privacy Policy](#).

If you send us payment by mail, email, or telephone, we will collect Personal Information from you including, your name, mailing address, telephone number, and your payment information to process your payments for the products and services you request.

Communicating with Us

When you interact with us by email, telephone or in person, we may collect Personal Information, such as your name, mailing address, phone number, email address and contact preferences; and information about your membership and the products you own and services you receive. We keep a record of your correspondence or comments, including Personal Information, in a file specific to you. We may use this information to help us provide you with better service if you contact us again.

Browsing, Searching, and Website Activity

We collect certain Personal Information when you visit our website or click on the various links for products and services. We collect this information to help run our website more efficiently, to gather broad demographic information, to monitor the level of activity on the Site, and possibly to evaluate the effectiveness of any of our advertising.

Once you register and sign in using an account on our website, you are not anonymous to us. The personally identifiable data we collect when you visit the website may include the Uniform Resource Locator ("URL") of the website that you came from before visiting our website, which pages you visit on our website, which URL you next go to, which browser you used to come to our website, your platform, your user name, your Internet Protocol ("IP") address, and any search terms entered on our website. We use industry-accepted standards and technology (including 'cookies') to collect this data and take reasonable and up-to-date measures to maintain the security and integrity of collected data.

SOURCE OF DATA

We primarily collect Personal Information directly from you. In some cases, however, we may receive your Personal Information, such as your Contact and Mailing Information, from third parties that believe you may have an interest in our events, products, or services. When we receive your Personal Information, we will notify you within a reasonable time.

WHY WE COLLECT THIS INFORMATION

If we ever request additional Personal Information for different reasons or in a situation that requires your explicit consent, we will notify you of the reasons and request your explicit consent to the collection accordingly.

SHARING YOUR INFORMATION

We may share the Personal Information you provide online only with other Academy affiliate entities and/or businesses that provide services to OPERF and its affiliates and only for the purposes described above.

We use third party service providers to help us to administer certain activities on our behalf, such as fulfilling purchases and shipping products, processing credit card payments, sending emails, providing advertisements, analyzing usage of our websites and apps, tracking effectiveness of our marketing campaigns, and allowing users to connect to their social network. We may share Personal Information about you with such third-party service providers to the extent necessary for the sole purpose of enabling them to perform services on our behalf.

Accordingly, payment information we collect may be processed by third-party service providers such as (i) payment processors, (ii) email and other online communication service providers, (iii) website hosting service providers, (iv) providers of cloud data storage and processing, (v) providers of shipping and mailing services, and (vi) website analytics service providers. Where OPERF and/or its affiliate companies engages third parties to perform services on our behalf, we will require them to observe the intent of this Privacy Statement.

Other Disclosures

We may disclose Personal Information about you to others if we have your consent to do so in such form of consent as may be required under applicable law.

We may also disclose Personal Information about you to others as we believe to be necessary or appropriate: (a) under applicable law or regulation, including laws or regulations outside your country of residence; (b) to comply with legal process; (c) to respond to requests from public authorities and law enforcement officials, including officials outside your country of residence; (d) to assist or support theft investigations involving our products or property, (e) to enforce any of our terms and conditions or policies; (f) to protect our operations or those of any of our affiliates and subsidiaries; (g) to protect the rights, privacy, safety or property of OPERF its affiliates and subsidiaries, you or others; or (h) to permit us to pursue available remedies or limit the damages that we may sustain.

We may also transfer Personal Information to an affiliate, a subsidiary or a third party in the event of any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business or assets, including, without limitation, in connection with any bankruptcy or similar proceeding.

RETENTION OF PERSONAL INFORMATION

We will retain your Personal Information for the period necessary to fulfill the purposes for which your Personal Information has been collected as outlined in this Privacy Statement unless a longer retention period is required by law.

INTERNATIONAL TRANSFERS

OPERF is based in the United States, where our servers and offices are located. Please note that any information you send to us by telephone, email, mail, or our website will be received in the United States. The United States may not have the same data protection laws as the country in which you initially provided the information.

HOW YOU CAN REVIEW, CORRECT, UPDATE, AND DELETE YOUR PERSONAL INFORMATION

We take reasonable steps to help ensure that the Personal Information we collect from you is accurate, complete and current. You may request access to your Personal Information and request that erroneous or inaccurate Personal Information be corrected. You may request that your Personal Information and your Academy website account be deleted. You may also request a copy of your Personal Information in our files. You can object to the processing of your data and, if you provided consent to allow us to process your data, you can withdraw your consent. We will respond promptly to your requests in accordance with applicable law.

For your protection, we may only implement requests with respect to the Personal Information associated with the particular email address that you use to send us your request, and we may need to verify your identity before implementing your request. We may decline to process requests that jeopardize the privacy of others, are extremely impractical, or would cause us to take any action that is not permissible under applicable laws. Additionally, as permitted by applicable laws, we may need to retain certain Personal Information for a longer

period of time for recordkeeping purposes, such as retaining records relating to your purchases for warranty or accounting purposes.

Access, correction or deletion requests can be made as follows:

Name:

Email:

Mail:

If you are in the European Union ("EU"), you also may contact your supervisory authority to lodge a complaint regarding if you have any issues with how we are processing your data.