

## **AFCI Privacy Policy**

We at the Association For Creative Industries (AFCI) value every aspect of our relationship with you, and we strive to maintain your trust and confidence. We take our responsibility to protect your privacy very seriously. The purpose of this notice is to make you aware of our policies and procedures for collection, processing, disclosing and safeguarding your information.

### **What information do we collect? How do we collect the information?**

When joining AFCI, ordering or registering on our site, or completing a waiver form, you may be asked to provide your name, e-mail address, mailing address, phone number, credit card information, job title, company information, photos, or other personally identifiable information. You may, however, visit our site anonymously.

We collect personal data under various circumstances. Most common are when an individual:

- Becomes a member of AFCI;
- Registers for a conference or similar in-person event;
- Registers for a webinar or other online offering;
- Downloads information from AFCI's website; or
- Participates as a speaker, author, or similar capacity.

Additionally, we may use third-party service providers to include social media features and widgets, analytic tools, or targeted advertising in our Services. These service providers operate independently and may collect your IP address and use cookies. Interactions with these features are governed by the service providers' own privacy policies.

From time to time, AFCI receives personal information about individuals from authorized third parties and sources. This may happen, for example, if:

- Your employer is a member of AFCI and signs you up for an event.
- Your employer is an exhibitor at an AFCI event and signs you up for the event.
- You participate in an event which is co-sponsored or co-hosted by AFCI.

If you give us information about another person, you confirm that the other person has appointed you to act on their behalf and agreed that you may consent to the processing of their personal data.

### **What do we use your information for?**

Any of the information we collect from you may be used in one of the following ways:

- To personalize your experience (your information helps us to better respond to your individual needs)
- To communicate with you about your membership, if applicable, or to communicate information about AFCI. For example, we may send all new users a registration email, and we will also occasionally send important notices or information.

- To improve our website (we continually strive to improve our website offerings based on the information and feedback we receive from you)
- To provide you with prompt and effective customer service and to improve customer service (your information helps us to more effectively respond to your customer service requests and support needs)
- To process transactions, fulfill and/or deliver products and services. Your information, whether public or private, will not be sold, exchanged, transferred, or given to any other company for any reason whatsoever, without your consent, other than for the express purpose of delivering the purchased product or service requested
- To administer a contest, promotion, survey or other site feature
- To send periodic emails
- The email address you provide for order processing, may be used to send you information and updates pertaining to your order, in addition to receiving occasional company news, updates, related product or service information, etc.
- To build higher-quality, more useful services, such as by analyzing usage trends, and by measuring demographics and interests regarding specific areas of the Website.
- To conduct internal assessments of AFCI programs and membership; additionally, such personal information, in a consolidated and aggregate form, may be used in publicly distributed statistical descriptions and studies of the AFCI constituency.
- To help us understand membership trends, and gender and age differences with respect to perspectives about and usage of programs and the creation of new program offerings.

When you are at one of our events you may be issued with a badge to gain entry. If your badge has a bar code and you allow exhibitors to scan the badge, they will receive your contact details. If you do not want to give your contact details to an exhibitor then do not allow them to scan your badge at the event.

When AFCI scans your badge, your personal information is processed pursuant to AFCI's legitimate interest in tracking attendance, traffic flow, and providing a better show for attendees.

By allowing exhibitors to scan your badge, you are sharing the following information with them: badge number, name, company, address, country, phone, email, registration type. Exhibitors may then contact you regarding their goods or services. Please review their privacy policies for additional information. If you do not want to share your information, do not permit the exhibitor to scan your badge. If you do not want to receive communications from an exhibitor, you must contact that exhibitor directly.

If at any time you would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email.

AFCI members may add, correct, or update their personal information by contacting the main office by phone at 201-835-1200 or by email at [membership@afci.global](mailto:membership@afci.global).

### **How do we protect your information?**

We implement a variety of security measures to maintain the safety of your personally identifiable information when you place an order or enter, submit, or access your personally identifiable information.

We utilize a secure server. All supplied financial/credit information (including social security number) is transmitted via Secure Socket Layer (SSL) technology and then encrypted into our Payment gateway providers database only to be accessible by those authorized with special access rights to such systems, and are required to keep the information confidential.

After a transaction, your financial information (credit cards, social security numbers, financials, etc.) will not be stored on our servers, though we will keep records of your name, address(es), and email.

### **Do we use cookies?**

Yes. Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser (if you allow) that enables the sites or service providers' systems to recognize your browser and capture and remember certain information. Information supplied through an AFCI cookie is used only by AFCI to help enhance services provided and is not shared with others.

We use cookies to understand and save your preferences for future visits. You may block or disable cookies or other trackers by changing the settings on your browser, but doing so may prevent you from accessing certain functionalities on the Website.

### **Do we disclose any information to outside parties?**

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information, except as outlined in this policy. Third parties who assist us in operating our website, conducting our business, or servicing you, may have access to your information as part of the service process, but we require those parties to keep this information confidential. We may also release your information when disclosure is required by law or in a good-faith belief that such action is necessary to: (a) conform to legal requirements or comply with legal process served on AFCI; (b) protect, establish or defend the rights or property of AFCI, including in connection with any (prospective) legal proceedings; (c) protect the personal safety of AFCI officers, personnel, members, volunteers, or members of the public in appropriate circumstances; (d) buy or sell any business or assets, in which case we will disclose your personal information to the prospective buyer or seller of such business or assets; (e) assist with auditing purposes; or (f) permit us to pursue available remedies or limit the damages that we may sustain.

You authorize the sharing of data by allowing exhibitors to scan your attendee badge at events. Again, in these instances, the event terms and conditions will outline this as part of the registration process.

We may also share information with third parties:

- you are the contact person for your company that registers for an event. We will share your information with third-party service providers, agents or contractors to perform services on our behalf or to assist us with providing services to you. This relates to exhibition coordinators whose contact information is shared with companies that provide show services for services such as booth setup, transportation, electricity and similar exhibition services.

- The information is provided to third-party service providers and Data Processors who perform functions on our behalf to process your data for one of the above services. These third parties may have access to or process your personal information as part of providing those services for us. Examples include companies that provide registration services for our events and companies that help to send our marketing email messages.
- Any personally identifiable information that you elect to make publicly available through our Website or otherwise, will be available to others.
- If you consent to AFCI sharing your personal information.

Non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

When we share information with third parties, we limit the information provided to what is reasonably necessary for them to perform their functions, and our contracts require them to maintain the confidentiality of such information.

### **Opt In/Opt Out**

AFCI reserves the right to offer either an opt in or opt out option depending on the situation and the type of information being collected. Any individual may decline to provide personal information requested by AFCI. In this case, AFCI may be unable to provide services for which such information is needed for security and/or identification purposes. Members may restrict the publication of all or selected elements of their personal information in the Membership Directory, and subscribers to any AFCI online service can stop the service by sending an e-mail message to [membership@afci.global](mailto:membership@afci.global), telephoning 201-835-1200, or by writing to AFCI, 319 East 54<sup>th</sup> Street, Elmwood Park, New Jersey 07407-2712.

### **Third party links**

Occasionally, at our discretion, we may include or offer third party products or services on our website. These third party sites have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our site and welcome any feedback about these sites.

### **Children's Online Privacy Protection Act Compliance**

We are in compliance with the requirements of COPPA (Children's Online Privacy Protection Act), we do not collect any information from anyone under 13 years of age. Our website, products and services are all directed to people who are at least 13 years old or older.

AFCI services and benefits are not designed to appeal to minors and we do not knowingly attempt to solicit or receive any personal information from children. To the extent that minors under the age of 13 do use an AFCI website and AFCI is able to determine the age of website users by their submissions to, or communications with AFCI websites, AFCI will not knowingly collect personal information from such minors without their parent's or guardian's verifiable consent.

### **Lawful Bases for Collecting and Processing Personal Data**

Under certain laws, we are required to rely on one or more lawful grounds to collect and use the personal information that we have outlined above. We consider the grounds listed below to be relevant:

a. Legal obligation

Where the processing of your personal information is necessary for us to comply with a legal obligation to which we are subject e.g. because we have to provide information to tax authorities.

b. Contractual relationship

Where it is necessary for us to use your personal information in order to perform a contract to which you are a party (or to take steps at your request prior to entering a contract).

c. Legitimate interests

We rely on this basis where applicable law allows us to collect and use personal information for our legitimate interests and the use of your personal information is fair, balanced and does not unduly impact your rights. For instance, it is in our legitimate interest to use personal information about our members to provide membership services.

When we process your personal information to achieve such legitimate interests, we consider and balance any potential impact on you (both positive and negative), and your rights under data protection laws. We will not use your personal information for activities where our interests are overridden by the impact on you, for example where use would be excessively intrusive (unless, for instance, we are otherwise required or permitted to by law).

d. Consent

We may obtain your consent to use your personal information in certain circumstances e.g. to send you email marketing. We will ensure that when we obtain your consent you are free both to give it and to decline to give it. Additionally, you may always withdraw your consent at any time without any further detriment to you.

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## Contact

Inquiries regarding this privacy notice or other privacy concerns, or to modify, correct, change or update personal information, should be directed to:

[membership@afci.global](mailto:membership@afci.global)

201-835-1200

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Association For Creative Industries  
319 E 54<sup>th</sup> Street  
Elmwood Park, New Jersey 07407

Third Party Websites

**AFCI provides links to other websites, including social media websites, that are not controlled by or contracted to AFCI. A link from the AFCI website is not an endorsement of any company, organization, individual, or viewpoint. AFCI is not responsible for the privacy practices or the content of those sites. You should review third party privacy policies in connection with visiting other sites.**

### **Site of Processing Personal Data**

Personal data of individuals collected by AFCI may be stored and processed in the United States, Europe, or any other country in which AFCI, its vendors, or partners maintain facilities. AFCI generally collects and processes personal data in the US.

Where we collect personal information within the European Economic Area (EEA), we have taken steps to ensure that the personal information is handled in compliance with European data protection and privacy legislation.

If you are located in the EEA, you should be aware that your personal information will be transferred to the US. In such cases, where your personal information is transferred from the EEA to the US, we will take all reasonable steps necessary to ensure that appropriate safeguards designed to protect your personal information are implemented.

### **Data Retention**

Personal data may be retained by AFCI for so long as necessary or useful to pursue the legitimate interests of AFCI. Other factors may include: the duration of the business or contractual relationship between AFCI and an individual; archiving of historical information; and legal requirements, including limitations periods during which a legal claim might be brought.

### **Individual Rights Regarding Personal Data**

Individuals generally have the right to access their own personal data and to request that AFCI correct any errors or incompleteness in their own personal data. The contact information provided above should be used for these purposes. There is also a limited right to request deletion of personal data. Such requests also should be directed to the designated contact.

Please note that we will honor your requests to exercise your rights to the extent possible and required under applicable law. Certain of these rights may only be available to you if you are located in the UK or the EU when you access our website.

You have the right to:

- a. Ask us for confirmation of what personal information we hold about you, and to request a copy of that information. If we are satisfied that you have a legal entitlement to see this personal information, and we are able to confirm your identity, we will provide you with this personal information.
- b. Withdraw your consent at any time if we have relied on consent as the lawful ground to use your personal information.
- c. Request that we delete the personal information we hold about you, as far as we are legally required to do so.

d. **Object** to the processing of your personal information where we: (i) process on the basis of the legitimate interests ground; (ii) use the personal information for direct marketing; or (iii) use the personal information for statistical purposes.

f. Ask for the provision of your personal information in a machine-readable format to either yourself or a third party, provided that the personal information in question has been provided to us by you, and is being processed by us: (i) in reliance on your consent; or (ii) because it is necessary for the performance of a contract to which you are party; and in either instance, we are processing it using automated means.

g. Ask for processing of your personal information to be restricted if there is disagreement about its accuracy or legitimate use.

Please note that you also have the right to lodge a complaint with your local data protection authority (if applicable) about how we use your personal information. Please always consider raising your concern with us first by contacting us using the contact details above.

### **Change in Policy**

**AFCI reserves the right, at any time, to add to, change, update, or modify this Policy, simply by posting such addition, change, update, or modification on this Site. Any such addition, change, update, or modification will be effective immediately upon posting on the Site. When significant changes are made to the Policy that will directly impact how personal information is collected or used, AFCI will notify you by additional means where possible, such as posting a notice on the Site or sending you an e-mail, or some other prominent mechanism. Users should review the Policy regularly to learn about other changes.**