



## PRIVACY POLICY

### **Our Commitment to Privacy**

Ensuring your privacy is very important to us. To better protect your privacy, we provide this notice explaining our policy on information practices and the choices you can make about the way your information is collected and used.

You acknowledge that this Privacy Policy is designed to be read in connection with the Site Terms and Conditions of Use, which is available at our website, and that by accessing or using our Site, you agree to be bound by the Site's terms and conditions, as well as this Policy.

We reserve the right to change this Privacy Policy from time to time. We will notify you about significant changes in the way we treat personal information by sending a notice to the primary email address specified in your account, by placing a prominent notice on our site, and by updating any privacy information on this page. Your continued use of the Site and or Services available through this Site after such modifications will constitute your: (a) acknowledgment of the modified Policy; and (b) your agreement to abide and be bound by that Policy.

If you have any questions about this Policy, please feel free to contact us at: [info@leadingagepa.org](mailto:info@leadingagepa.org) or call 717-763-5724.

### **The Information We Collect**

Our policy applies to all information collected or submitted by LeadingAge PA. The personal information we collect depends on how you choose to use our website and our services. We collect two types of information about our users: Personally Identifiable Information ("PII") and Aggregate Information.

**Personally Identifiable Information:** This refers to information that lets us know the specifics of who you are. When you engage in certain activities on this Site, such as registering for an account, downloading or purchasing a product or service, submitting content and/or posting content in the user forums, or sending us feedback, we may ask you to provide certain information about yourself.

Examples of PII may include your first and last name, email address, mailing address (including zip code), employer, job title and department, telephone and facsimile numbers, [include other requested PII], and other identifying information. When purchasing products or services on the Site, you may be asked to provide a credit card number.

**Aggregate Information:** This refers to information that does not by itself identify a specific individual. We gather certain information about you based upon where you visit on our Site and what other sites may have directed you to us. This information, which is collected in a variety of different ways, is compiled and analyzed on both a personal and an aggregated basis. This information may include the Website's Uniform Resource Locator ("URL") that points to the site you just came from, which URL you go to after visiting our Site, what browser you are using, and your Internet Protocol ("IP") address.

## **How We Use Information**

### 1. General Website Usage

To monitor site usage and improve the quality of our website, LeadingAge PA gathers general information about the use of our website. We use web server logs and industry-standard website statistics software to count the number of visitors to our website, the number of views of particular pages, and to track other general statistics. We do not track individual users on our website. We may use non-identifying (anonymous) demographic and aggregate information to better design our website and share with advertisers. For example, we may tell an advertiser that X number of individuals visited a certain area on our website, or that Y number of men and Z number of women filled out our registration form, but we NEVER disclose any personal information that could be used to identify private individuals.

### 2. Information Collected to Process Payment Transactions

When users of our website or our internet services apply for or renew membership, order products, register for events or sign up for services, they will be required to create a user profile where we will acquire personal information necessary to process the transaction. This may include PII, such as your name, address, telephone and fax numbers, email address, and credit card number or other payment information. Payment information, such as credit card details, is only collected to process a transaction, using a secure transmission method, and it is stored in an encrypted format. Reasonable measures are taken while processing transactions to ensure that payment information is not vulnerable to theft or interception. LeadingAge PA will not store or distribute your payment information in any manner that is not necessary to process a transaction. We employ third parties to assist us in fulfilling orders and other transactions involving payment. Those third parties will have access to certain personal information to the extent necessary to perform those services for us. We limit the use of all such personal information by these third parties to the performance of such services. We take reasonable steps to obligate these third parties to handle information appropriately and confidentially. However, LeadingAge PA cannot give absolute assurance that information intended to be maintained as private, whether transmitted via the internet or otherwise, cannot be accessed inappropriately or unlawfully by third parties.

### 3. Email Addresses

We use return e-mail addresses solely to answer the e-mails we receive. These collected e-mail addresses are not used for any other purpose and are not shared with outside parties.

#### 4. Advertising

LeadingAge PA may also provide Aggregate Information about our customers' sales, traffic patterns, and related Site information to third party advertisers, but these statistics do not include any Personally Identifiable Information. You can check out more information about this practice and your choices about not having this information used by these companies by visiting the Network Advertising Consumer Opt-Out website at [www.networkadvertising.org/choices/](http://www.networkadvertising.org/choices/).

#### 5. Cookies and Other Tracking Devices

Cookies may be used on our site to help you navigate our website, facilitate the sign up and login process for our services, provide website features such as social sharing widgets, and measure advertising and promotional effectiveness. Cookies are small text files that are stored on your browser when you visit certain web pages, that uniquely identify your browser. Cookies may also include more personalized information, such as your IP address, browser type, the server your computer is logged onto, the area code and zip code associated with your server, and your first name to welcome you back to our Site.

Most Web browsers have a setting to turn off the automatic acceptance of cookies. If you do not want to accept cookies from our website, use the internet Options or Preferences menu items in your browser to turn cookies off or receive warnings when cookies are sent to your computer. Please be aware, however, that doing so may prevent you from viewing content on our website, or may cause some aspects of the site to not function properly.

#### 6. Community Discussion Forums and Electronic Publications

LeadingAge PA collects and uses the email addresses of users when they subscribe to our community discussion forums (email discussion groups) or our electronic publications for the purposes of sending the email messages that comprise these services. We may occasionally send email messages with surveys regarding these services or promoting other LeadingAge PA products or services to subscribers. LeadingAge PA will not share the email addresses with any third party not associated with the support or delivery of this service. Such activities are beyond our control and this Policy does not apply to such information. Subscribers to our community discussion forums must agree to applicable terms of use. LeadingAge PA counts the number of subscribers to our community discussion forums, and tracks the volume of messages sent to the community discussion forums.

#### 7. Opt-Out

Finally, we never use or share the personally identifiable information provided to us online in ways unrelated to the ones described above without also providing you an opportunity to opt-out or otherwise prohibit such unrelated uses. If you do not want to receive solicitations from us, you can "opt-out" by accessing your account online and editing your account information to no longer receive such offers and mailings or by contacting LeadingAge PA at its offices (see "How to Contact Us").

## **Choices**

Users can choose not to provide us personal information when you use our website. However if the information request is not identified as optional and a user chooses to not provide required personal information, then the user may not be able to use the features of the website, or purchase desired products/services from LeadingAge PA.

## **Our Commitment to Data Security**

To prevent unauthorized access, maintain data accuracy and ensure the correct use of information, we have put in place appropriate physical, electronic and managerial procedures to safeguard and secure the information we collect online. Unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. As a result, while we strive to protect your PII, you acknowledge that: (a) there are security and privacy limitations inherent to the Internet which are beyond our control; and (b) the security, integrity and privacy of any and all information and data exchanged between you and us through this Site cannot be guaranteed.

You must be at least 18 years old to have our permission to use this Site. Our policy is that we do not knowingly collect, use or disclose PII about minor visitors.

## **Copyright Infringement**

It is the policy of LeadingAge PA to expeditiously respond to clear notices of alleged copyright infringement that comply with the United States Digital Millennium Copyright Act (DMCA).

## **How to Contact Us**

At LeadingAge PA, we value your feedback. Should you have any questions or concerns about these privacy policies, please share them with us. You can reach us at 717-763-5724 or you can send us an email: [info@leadingagepa.org](mailto:info@leadingagepa.org).

*This policy is subject to change without notice.*