

# PRIVACY POLICY

Last updated August 20, 2020

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## INTRODUCTION

Thank you for choosing to be part of our community at National Fluid Power Association (“company”, “we”, “us”, or “our”). We are committed to protecting your personal information and your right to privacy. If you have any questions or concerns about our policy, or our practices with regards to your personal information, please contact us at [nfpa@nfpa.com](mailto:nfpa@nfpa.com).

When you visit our website at <https://www.nfpa.com/> or any of the [nfpahub.com/](https://www.nfpahub.com/) properties (“Site”) and use our services, you trust us with your personal information. We take your privacy very seriously. In this privacy policy, we seek to explain to you in the clearest way possible what information we collect, how we use it and what rights you have in relation to it. If there are any terms in this privacy policy that you do not agree with, please discontinue use of our site and our services.

This privacy policy applies to all information collected through our websites (such as [www.nfpa.com](https://www.nfpa.com) or any of the [nfpahub.com/](https://www.nfpahub.com/) properties), or the NFPA Events app (“App”), and/or any related services, sales, marketing or events (we refer to them collectively in this privacy policy as the “Sites”).

**Please read this privacy policy carefully as it will help you make informed decisions about sharing your personal information with us.**

## TABLE OF CONTENTS

1. [WHAT INFORMATION DO WE COLLECT?](#)
2. [HOW DO WE USE YOUR INFORMATION?](#)
3. [WILL YOUR INFORMATION BE SHARED WITH ANYONE?](#)
4. [DO WE USE COOKIES AND OTHER TRACKING TECHNOLOGIES?](#)
5. [HOW DO WE HANDLE YOUR SOCIAL LOGINS?](#)
6. [HOW LONG DO WE KEEP YOUR INFORMATION?](#)
7. [HOW DO WE KEEP YOUR INFORMATION SAFE?](#)
8. [WHAT ARE YOUR PRIVACY RIGHTS?](#)
9. [DO CALIFORNIA RESIDENTS HAVE SPECIFIC PRIVACY RIGHTS?](#)
10. [DO WE MAKE UPDATES TO THIS POLICY?](#)
11. [HOW CAN YOU CONTACT US ABOUT THIS POLICY?](#)

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## WHAT INFORMATION DO WE COLLECT?

### ***Personal information you disclose to us***

***In Short:*** We collect personal information that you provide to us such as name, address, contact information, passwords and security data, payment information, and social media login data.

We collect personal information that you voluntarily provide to us when creating accounts at the Sites or App, expressing an interest in obtaining information about us or our products and services, when participating in activities on the Sites, or otherwise contacting us.

The personal information that we collect depends on the context of your interactions with us and the Sites, the choices you make and the products and features you use. The personal information we collect can include the following:

**Name and Contact Data.** We collect your first and last name, email address, postal address, phone number, and other similar contact data.

**Credentials.** We collect passwords and similar security information used for authentication and account access.

**Payment Data.** We collect data necessary to process your payment if you make purchases, such as your payment instrument number (such as a credit card number), and the security code associated with your payment instrument. All payment data is stored by our payment processor and you should review its privacy policies and contact the payment processor directly to respond to your questions.

All personal information that you provide to us must be true, complete and accurate, and you must notify us of any changes to such personal information.

### **Information automatically collected**

***In Short:*** Some information – such as IP address and/or browser and device characteristics – is collected automatically when you visit our websites.

We automatically collect certain information when you visit, use or navigate the Sites. This information does not reveal your specific identity (like your name or contact information) but may include device and usage information, such as your IP address, browser and device characteristics, operating system, language preferences, referring URLs, device name, country, location, information about how and when

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you use our Site and other technical information. This information is primarily needed to maintain the security and operation of our Sites, and for our internal analytics and reporting purposes.

Like many businesses, we also collect information through cookies and similar technologies.

### **Information collected through our App**

***In Short:** We may collect information regarding your geo-location, mobile device, and push notifications.*

If you use our Apps, we may also collect the following information:

- *Geo-Location Information.* We may request access or permission to and track location-based information from your mobile device, either continuously or while you are using our mobile application, to provide location-based services. If you wish to change our access or permissions, you may do so in your device's settings.
- *Mobile Device Access.* We may request access or permission to certain features from your mobile device, including your mobile device's Bluetooth, calendar, camera, storage and other features. If you wish to change our access or permissions, you may do so in your device's settings.
- *Mobile Device Data.* We may automatically collect device information (such as your mobile device ID, model and manufacturer), operating system, version information and IP address.
- *Push Notifications.* We may request to send you push notifications regarding your account or the mobile application. If you wish to opt-out from receiving these types of communications, you may turn them off in your device's settings.

### **Information collected from other Sources**

***In Short:** We may collect limited data from public databases, marketing partners, social media platforms, and other outside sources.*

We may obtain information about you from other sources, such as public databases, joint marketing partners, social media platforms (such as Facebook or LinkedIn), as well as from other third parties. Examples of the information we receive from other sources include: social media profile information, marketing leads and search results and links, including paid listings (such as sponsored links).

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## HOW DO WE USE YOUR INFORMATION?

***In Short:** We process your information for purposes based on legitimate business interests, the fulfillment of our contract with you, compliance with our legal obligations, and/or your consent.*

We use personal information collected via our Sites for a variety of business purposes described below. We process your personal information for these purposes in reliance on our legitimate business interests ("Business Purposes"), in order to enter into or perform a contract with you ("Contractual"), with your consent ("Consent"), and/or for compliance with our legal obligations ("Legal Reasons"). We indicate the specific processing grounds we rely on next to each purpose listed below.

We use the information we collect or receive:

- **To facilitate account creation and logon process** with your Consent. If you choose to link your account with us to a third party account \*(such as your Google or Facebook account), we use the information you allowed us to collect from those third parties to facilitate account creation and logon process. See the section below headed "Social Logins" for further information.
- **To send you marketing and promotional communications** for Business. We and/or our third party marketing partners may use the personal information you send to us for our marketing purposes, if this is in accordance with your marketing preferences. You can opt-out of our marketing emails at any time (see the "Your Privacy Rights" below).
- **To send administrative information to you** for Business Purposes. We may use your personal information to send you product, service and new feature information and/or information about changes to our terms, conditions, and policies.
- **Fulfill and manage your purchases** for Contractual reasons. We may use your information to fulfill and manage your event registration and membership payments made through the Sites.
- **Administer prize draws and competitions** for our Business Purposes and/or with your Consent. We may use your information to administer prize draws and competitions when you elect to participate in competitions.
- **Request Feedback** for our Business Purposes. We may use your information to request feedback and to contact you about your use of our Sites.

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- **For other Business Purposes.** We may use your information for other Business Purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns and to evaluate and improve our Sites, products, services, marketing and your experience.

## WILL YOUR INFORMATION BE SHARED WITH ANYONE?

***In Short:** We only share information with your consent, to comply with laws, to protect your rights, or to fulfill business obligations.*

We only share and disclose your information in the following situations:

- **Compliance with Laws.** We may disclose your information where we are legally required to do so in order to comply with applicable law, governmental requests, a judicial proceeding, court order, or legal process, such as in response to a court order or a subpoena (including in response to public authorities to meet national security or law enforcement requirements).
- **Vital Interests and Legal Rights.** We may disclose your information where we believe it is necessary to investigate, prevent, or take action regarding potential violations of our policies, suspected fraud, situations involving potential threats to the safety of any person and illegal activities, or as evidence in litigation in which we are involved.
- **Vendors, Consultants and Other Third-Party Service Providers.** We may share your data with third party vendors, service providers, contractors or agents who perform services for us or on our behalf and require access to such information to do that work. Examples include: payment processing, data analysis, email delivery, hosting services, customer service and marketing efforts. We may allow selected third parties to use tracking technology on the Sites, which will enable them to collect data about how you interact with the Sites over time. This information may be used to, among other things, analyze and track data, determine the popularity of certain content and better understand online activity. Unless described in this Policy, we do not share, sell, rent or trade any of your information with third parties for their promotional purposes.
- **Business Transfers.** We may share or transfer your information in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.

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- **With your Consent.** We may disclose your personal information for any other purpose with your consent.

## **DO WE USE COOKIES AND OTHER TRACKING TECHNOLOGIES?**

***In Short:** We may use cookies and other tracking technologies to collect and store your information.*

We may use cookies and similar tracking technologies (like web beacons and pixels) to access or store information. Specific information about how we use such technologies and how you can refuse certain cookies is set out in our Cookie Policy.

## **HOW DO WE HANDLE YOUR SOCIAL LOGINS?**

***In Short:** If you choose to register or log in to our app using a social media account, we may have access to certain information about you.*

Our App offers you the ability to complete your profile using your third party social media account details (like your LinkedIn logins). Where you choose to do this, we will receive certain profile information about you from your social media provider. The profile Information we receive may vary depending on the social media provider concerned, but will often include your name, e-mail address, friends list, profile picture as well as other information you choose to make public.

We will use the information we receive only for the purposes that are described in this privacy policy or that are otherwise made clear to you on the Sites. Please note that we do not control, and are not responsible for, other uses of your personal information by your third party social media provider. We recommend that you review their privacy policy to understand how they collect, use and share your personal information, and how you can set your privacy preferences on their sites and apps.

## **HOW LONG DO WE KEEP YOUR INFORMATION?**

***In Short:** We collect and keep your personal information until you request that we delete it.*

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We collect and keep your personal information in our database unless you are an EU resident and you request that we delete it.

When we have no ongoing legitimate business need to process your personal information, or after two years of disuse, we will quarantine it in our database archives to prevent its use in communications and marketing lists.

## HOW DO WE KEEP YOUR INFORMATION SAFE?

***In Short:** We aim to protect your personal information through a system of organizational and technical security measures.*

We have implemented appropriate technical and organizational security measures designed to protect the security of any personal information we process. However, please also remember that we cannot guarantee that the internet itself is 100% secure. Although we will do our best to protect your personal information, transmission of personal information to and from our Sites is at your own risk. You should only access the services within a secure environment.

## WHAT ARE YOUR PRIVACY RIGHTS?

***In Short:** You may review, change, or terminate your account at any time.*

If you are resident in the European Economic Area and you believe we are unlawfully processing your personal information, you also have the right to complain to your local data protection supervisory authority. You can find their contact details here: [http://ec.europa.eu/justice/data-protection/bodies/authorities/index\\_en.htm](http://ec.europa.eu/justice/data-protection/bodies/authorities/index_en.htm)

### **Account Information**

You may at any time review or change the information in your account or terminate your account by:

- Contacting us using the contact information provided.

Upon your request to terminate your account, we will deactivate or delete your account and information from our active databases. However, some information may be retained in our files to prevent fraud, troubleshoot problems, assist with any investigations, enforce our Terms of Use and/or comply with legal requirements.

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**Cookies and similar technologies:** Most Web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove cookies and to reject cookies. If you choose to remove cookies or reject cookies, this could affect certain features or services of our Sites.

**Opting out of email marketing:** You can unsubscribe from our marketing email list at any time by clicking on the unsubscribe link in the emails that we send or by contacting us using the details provided. You will then be removed from the marketing email list – however, we will still need to send you service-related emails that are necessary for the administration and use of your account and membership. You can also opt-out by:

- Contacting us using the contact information provided below

## **DO CALIFORNIA RESIDENTS HAVE SPECIFIC PRIVACY RIGHTS?**

***In Short:** Yes, if you are a resident of California, you are granted specific rights regarding access to your personal information.*

California Civil Code Section 1798.83, also known as the “Shine The Light” law, permits our users who are California residents to request and obtain from us, once a year and free of charge, information about categories of personal information (if any) we disclosed to third parties for direct marketing purposes and the names and addresses of all third parties with which we shared personal information in the immediately preceding calendar year. If you are a California resident and would like to make such a request, please submit your request in writing to us using the contact information provided below.

If you are under 18 years of age, reside in California, and have a registered account with the Sites or Mobile Application, you have the right to request removal of unwanted data that you publicly post on the Sites or Mobile Application. To request removal of such data, please contact us using the contact information provided below, and include the email address associated with your account and a statement that you reside in California. We will make sure the data is not publicly displayed on the Sites or Mobile Application, but please be aware that the data may not be completely or comprehensively removed from our systems.

## **DO WE MAKE UPDATES TO THIS POLICY?**

***In Short:** Yes, we will update this policy as necessary to stay compliant with relevant laws.*



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We may update this privacy policy from time to time. The updated version will be indicated by an updated “Revised” date and the updated version will be effective as soon as it is accessible. If we make material changes to this privacy policy, we may notify you either by prominently posting a notice of such changes or by directly sending you a notification. We encourage you to review this privacy policy frequently to be informed of how we are protecting your information.

## **HOW CAN YOU CONTACT US ABOUT THIS POLICY?**

If you have questions or comments about this policy, email us at [nfpa@nfpa.com](mailto:nfpa@nfpa.com) or by post to:

National Fluid Power Association  
6737 W Washington St, Suite 2350  
Milwaukee, WI, 53214  
Phone: (414) 778-3344