

## **PRIVACY POLICY**

This Notice explains how the Executive MBA Council (EMBAC) collects and processes your Personal Data. Each time you use our site, the current version of this Notice will apply. Accordingly, whenever you use our site, you should check the date of this Notice (which appears at the top) and review any changes since the last version. This Notice is applicable to all site visitors, registered users, and all other users of our site.

“Personal Data” is any information that enables us to identify you, directly or indirectly, by reference to an identifier such as your name, identification number, location data, or online identifier.

By visiting [www.embac.org](http://www.embac.org) or related properties, (together the “site”), you acknowledge that you have read and understood the processes and policies referred to in this Notice.

How we collect personal data

### **Personal Data that you give us**

#### **We may collect and process the following Personal Data:**

- Contact information, which you provide when corresponding with us by phone, e-mail or otherwise. This includes information you provide when you participate in discussion forums or other social media functions on our site and when you report a problem with our site. The information you give us may include your name, address, e-mail address, phone number, financial information and/or credit card information.
- Membership information, about your membership including your name, contact details such as address, phone number and email address (business or personal), job title, and any other information related to your membership. Membership information may be provided by you during the registration process, or by your employer on your behalf.
- Dues payment information, including financial information such as credit/debit card and account numbers used to register or renew your membership.
- Purchase information, relating to purchases made by members and non-members of delegate passes and event participation, either in-person or via our Site. Purchase information will include financial information as well as information concerning the content and time of the purchase.

### **Personal data we collect from you**

With regard to each of your visits to the site we will automatically collect the following information:

- Technical information, including the Internet protocol (IP) address used to connect your computer or device to the Internet, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform;
- Information about your visit, including pages you viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), methods used to browse away from the page.

### **Non-Personal Data**

We collect information that is sent to us automatically by your web browser and we may use this information to generate aggregate statistics about visitors to our Site, including, without limitation:

- IP addresses
- Browser type and plug-in details
- Device type (e.g., desktop, laptop, tablet, phone, etc.)
- Operating system
- Local time zone

We may use non-Personal Data for various business purposes such as providing customer service, fraud prevention, market research, and improving our site. Please check your web browser if you want to learn what information your browser sends or how to change your settings.

### **How we use your Personal Data**

We will only process your Personal Data, where (1) you have provided your consent which can be withdrawn at any time, (2) the processing is necessary for the performance of a contract to which you are a party, (3) we are required by law, (4) processing is required to protect your vital interests or those of another person, or (5) processing is necessary for the purposes of our legitimate commercial interests, except where such interests are overridden by your rights and interests.

### **Personal Data that you give us**

We may use Personal Data that you provide directly to us for the following purposes:

- to carry out our obligations arising from your membership, or any other contract entered into between you and us and to provide you with the information, products and membership services that you request from us;
- to organize events that you have purchased or registered for, and to provide you with information, and other materials, relating to the content of the event, the speakers, sponsors and other attendees;
- to provide our newsletter and other publications
- to respond to your questions and provide related membership services;
- to provide you with information about other events, products and services we offer that are similar to those that you have already purchased, provided you have not opted-out of receiving that information;
- to transfer your information as part of a merger or sale of the business;
- to notify you about changes to our membership service; and
- to ensure that content from our Site is presented most effectively for you and your computer.
- Conference data use policy: Information collected is used by EMBAC to communicate with members, strategic partners, and conference attendees, and by these parties to communicate with each other. The data provided to these parties is: Name, Title, Organization, email address, and country

## **Information we collect about you**

We will use Personal Data that we have collected about your use of our site:

- to administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- to improve our site to ensure that content is presented most effectively for you and your computer;
- as part of our efforts to keep our site safe and secure;
- to measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you; and
- to make suggestions and recommendations to you and other users of our site about goods or services that may interest you or them.

## **Selling your Personal Data**

We will never sell your Personal Data to third parties.

### Security

Although we use security measures to help protect your Personal Data against loss, misuse or unauthorized disclosure, we cannot guarantee the security of information transmitted to us over the internet. All information you provide to us is stored on secure servers.

Any payment transactions will be encrypted using SSL technology.

### How Long we Store your Personal Data

We will store your Personal Data, in a form which permits us to identify you, for no longer than is necessary for the purpose for which the Personal Data is processed. We may retain and use your Personal Data as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements and rights, or if it is not technically reasonably feasible to remove it. Consistent with these requirements, we will try to delete your Personal Data quickly upon request.

### Retention

We will retain your information for as long as your account is active or as needed to provide you with our site. If you wish to cancel your account or request that we no longer use your information to provide you service, contact [info@embac.org](mailto:info@embac.org). We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. We maintain one or more databases to store your Personal Data and may keep such information indefinitely.

### Where we store your personal data

The Personal Data that you provide to us is generally stored on servers located in the United States. If you are located in another jurisdiction, you should be aware that once your Personal Data is submitted through our site, it will be transferred to our servers in the United States and that the United States currently does not have uniform data protection laws in place.

### Links to Third Party Sites and Services

Our Sites may contain links to third party websites, applications and services not operated by us.