

Privacy Notice

ASA of Baltimore, Inc. respects the privacy of its members and other visitors to its Web site. ASA of Baltimore, Inc. strongly believes that if electronic commerce and online activities are to flourish, consumers must be assured that information provided online is used responsibly and appropriately. To protect online privacy, ASA of Baltimore, Inc. has implemented the following policy.

What Information Does ASA of Baltimore Collect?

Most data ASA of Baltimore, Inc. collects are used only to help us better serve our members. It is our general policy to collect and store only personal information that our members and visitors knowingly provide. If our privacy policies change, we will notify all users by e-mail or a special announcement placed on the Web site.

From General Users. ASA of Baltimore, Inc. does not collect any personal information from users browsing its Web site. Only aggregate data -- such as the number of hits per page -- are collected. Aggregate data are only used for internal and marketing purposes and do not provide any personally identifying information.

From ASA of Baltimore, Inc., Members, Seminar Registrants, and Other Customers. To gain access to members-only resources and personalization features on asa-baltimore.com, members and other users are asked to register and provide some limited information. This information is submitted voluntarily. ASA of Baltimore, Inc. asks users to provide their name, password, organization name, business phone, and e-mail. Similar information may be submitted to ASA of Baltimore, Inc. through membership applications, conference or seminar registration, publication orders, subscriptions, and contest registrations. Additionally, for some e-mails sent in HTML format by ASA of Baltimore, Inc. to its members through its listservs and electronic newsletters, we will collect specific information regarding what the recipient does with that email. For those emails, ASA of Baltimore, Inc. will monitor whether a recipient subsequently clicks through to links provided in the message. Other information collected through this tracking feature includes: email address of a user, the date and time of the user's "click," a message number, name of the list from which the message was sent, tracking URL number and destination page. ASA of Baltimore, Inc. only uses this information to enhance its products and distribution of those products to its members. This information is not sold or distributed in any other manner.

How Does ASA of Baltimore, Inc. Use Data Collected?

ASA of Baltimore, Inc. use information voluntarily submitted by members and other customers in the following ways:

ASA Member Services and Products. Generally, ASA of Baltimore, Inc. uses data collected to improve its own web content; to respond to visitors' interests, needs and preferences; and to develop new products and services.

Disclosures to Third Parties. ASA of Baltimore, Inc. also makes member contact information available through the ASA of Baltimore, Inc. Membership Directory to other members using its Web site and to those who register for its events. In addition, ASA of Baltimore, Inc. incorporates information users provide into hard copies of the Membership Directory that it provides to members. On occasion, ASA of Baltimore, Inc. may also provide limited data to third parties that offer products and services. These limited data include names, job titles, companies and business addresses, but do not include business phone numbers, business fax numbers or e-mail addresses. Users may request ASA of Baltimore, Inc. refrain from disclosing the data it collects to third parties on the membership application form, seminar registration form or any other form on which they are providing information; an opt-out box will appear on each form on which a user provides information. Alternatively, users may contact ASA of Baltimore, Inc. at info@asa-baltimore.com or 410-636-9890 to express their preferences if they determine later that they do not wish to have the information shared.

Consent to Use Personal Information. For the purposes of the Data Protection Act(s) 1984 and 1998 (as applicable), ASA of Baltimore, Inc. or its agents must store, host and otherwise process the information (including personal data) supplied by the User when registering for this Web site. User supplies as defined above when registering for the Web site in order to allow ASA of Baltimore, Inc. (or its designated agents) to use the information to send the User unsolicited direct mail advertisements, promotions, and solicitations for third parties' products and services.

Credit Card Account Information. ASA of Baltimore, Inc. does not disclose credit card account information provided by its members and customers. When members and customers choose to pay using their credit cards, ASA of Baltimore, Inc. submits the information needed to obtain payment to the appropriate clearinghouse.

How ASA of Baltimore, Inc. Use Cookies?

Cookies are files that contain information created by a web server that can be stored on a User's hard disk for use either during a particular session ("per-session" cookie) or for future use ("persistent" cookie). ASA of Baltimore, Inc. uses cookies only to facilitate automated activity, store and track passwords, determine appropriate solicitations, and review navigation patterns. Cookies are not used to disseminate significant information about Users over the Internet or to analyze any information that Users have knowingly or unknowingly provided. When a user registers, the system will ask whether the user approves of the

attachment of a cookie. Users may instruct their Internet browsers to opt out of accepting a "persistent" cookie and rather accept only a "per-session" cookie, but will need to login each time they visit the site to enjoy the full benefits. If the user declines the attachment of any cookie, the user may not have access to the full benefits of the website. Registration enables the site to better determine members' interest areas and provide the most relevant information.

What Security Measures Are Employed On The Website?

On the ASA of Baltimore Website, all password protected pages, pages where you set-up your login information and e-commerce pages (all the NetForum hosted web pages) are SSL secured using 128 bit encryption and display a locked padlock symbol at the bottom of your browser window.

What Privacy Issues Arise With Links To Other Sites?

This Web site contains links to other web sites. ASA of Baltimore, Inc. has no control over and is not responsible for the privacy policies or content of such sites.

What Means Of Redress Are Available?

If any User suspects ASA of Baltimore, Inc. has handled its personal information in a manner that does not comply with this privacy statement, please contact us by e-mailing to info@asa-baltimore.com or by calling 410-636-9890.