

## ASEM Privacy Policy

Because everyone should be able to easily understand how and why their information is collected and used, we use common language instead of more formal terms throughout this Policy. To help ensure your understanding of some particular key terms, here is a table of translations:

When we say...	... we mean:
"ASEM" / "we" / "us" / "our"	The American Society for Engineering Management, the non-profit organization that operates the ASEM Sites.
"ASEM Sites" / "our services"	ASEM websites and services (regardless of language), including our main projects, such as ASEM, ASEM Store, and ASEM Conference, as well as emails, and notifications; excluding, however, sites and services listed in the "What This Privacy Policy Doesn't Cover" section below.
"you" / "your" / "me"	You, regardless of whether you are an individual, group, or organization, and regardless of whether you are using the ASEM Sites or our services on behalf of yourself or someone else.
"this Policy" / "this Privacy Policy"	This document, entitled the "ASEM Privacy Policy".
"contributions"	Content you add or changes you make to any ASEM Sites.
"personal information"	<p>Information you provide us or information we collect from you in the context of your use of the ASEM Sites that could be used to personally identify you. To be clear, while we do not necessarily collect all of the following types of information, we consider at least the following to be Personal Information if it can be used to identify you:</p> <p>(a) name, address, phone number, email address, username, password, identification number on government-issued ID, IP addresses, user-agent information, and credit card number; and;</p> <p>(b) when associated with an identifiable person, any sensitive data such as date of birth, gender, sexual orientation, racial or ethnic origins, marital or familial status, genetic and biometric data, medical conditions or disabilities, political affiliation, and religion.</p>
"third party" / "third parties"	Individuals, entities, websites, services, products, and applications that are not controlled, managed, or operated by ASEM. This includes other ASEM users and independent organizations or groups who help promote the ASEM movement such as ASEM chapters, and user groups as well as volunteers, employees, directors, officers, grant recipients, and contractors of those organizations or groups.

## **What This Privacy Policy Does & Doesn't Cover**

Except as explained below, this Privacy Policy applies to our collection and handling of information about you that we receive as a result of your use of any of the ASEM Sites. This Policy also applies to information that we receive from our partners or other third parties. To understand more about what this Privacy Policy covers, please see below.

This Privacy Policy, however, does not cover some situations where we may gather or process information. For example, some uses may be covered by separate privacy policies (like those of the ASEM Shop) or sites or services run by third parties (such as third-party developer projects on ASEM Third Party Conference Registration Web Services). To understand more about what this Privacy Policy does not cover, please see below.

## **More on what this Privacy Policy doesn't cover**

Where community policies govern information, the relevant community may add to the rules and obligations set out in this Policy. However, they are not permitted to create new exceptions or otherwise reduce the protections offered by this Policy.

## **Collection & Use of Info**

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### **Types of Information We Receive From You & How We Get It**

#### **Your Public Contributions**

Whatever you post on ASEM Sites can be seen and used by everyone. When you make a contribution to any ASEM Site, including on user or discussion pages, you are creating a permanent, public record of every piece of content added, removed, or altered by you. The page history will show when your contribution or deletion was made, as well as your username (if you are signed in) or your IP address (if you are not signed in). We may use your public contributions, either aggregated with the public contributions of others or individually, to create new features or data-related products for you or to learn more about how the ASEM Sites are used.

#### **Publicly Visible Information**

##### **Account Information & Registration**

You do not need to create an account to use any ASEM Site.

If you do create an account, you may need to give us your name or email address.

If you do not create an account, your contributions and actions will be publicly attributed to your IP address.

To gain a better understanding of the demographics of our users, to localize our services and to learn how we can improve our services, we may ask you for more demographic information about yourself, such as gender or age. We will tell you if such information is intended to be public or private, so that you can make an informed decision about whether you want to provide us with that information. Providing such information is always completely optional. If you don't want to, you don't have to—it's as simple as that.

#### **Location Information**

##### **GPS & Other Location Technologies**

Some features we offer work better if we know what area you are in.

If you consent, we can use GPS (and other technologies commonly used to determine location) to show you more relevant content. We keep information obtained by these technologies confidential, except as provided in this Policy.

#### **Metadata**

Sometimes we automatically receive location data from your device. For example, if you want to upload a photo on the ASEM site, we may receive metadata, such as the place and time you took the photo, automatically from your device. Please be aware that, unlike location information collected using GPS signals described above, the default setting on your mobile device typically includes the metadata in your

photo or video upload to the ASEM Sites. If you do not want metadata sent to us and made public at the time of your upload, please change your settings on your device.

### **IP Addresses**

Finally, when you visit any ASEM Site, we automatically receive the IP address of the device (or your proxy server) you are using to access the Internet, which could be used to infer your geographical location.

### **Information Related to Your Use of the ASEM Sites**

We use certain technologies to collect information about how you use ASEM Sites.

Like other websites, we receive some information about you automatically when you visit the ASEM Sites. We also use a variety of commonly-used technologies, like cookies, to collect information regarding how you use the ASEM Sites, make our services safer and easier to use, and to help create a better and more customizable experience for you.

We want to make the ASEM Sites better for you by learning more about how you use them. Examples of this might include how often you visit the ASEM Sites, what you like, what you find helpful, how you get to the ASEM Sites, and whether you would use a helpful feature more if we explained it differently. We also want this Policy and our practices to reflect our community's values. For this reason, we keep information related to your use of the ASEM Sites confidential, except as provided in this Policy.

### **Information We Receive Automatically**

Because of how browsers work, we receive some information automatically when you visit the ASEM Sites. This information includes the type of device you are using (possibly including unique device identification numbers, for some beta versions of our mobile applications), the type and version of your browser, your browser's language preference, the type and version of your device's operating system, in some cases the name of your internet service provider or mobile carrier, the website that referred you to the ASEM Sites, which pages you request and visit, and the date and time of each request you make to the ASEM Sites.

Put simply, we use this information to enhance your experience with ASEM Sites. For example, we use this information to administer the sites, provide greater security, and fight vandalism; optimize mobile applications, customize content and set language preferences, test features to see what works, and improve performance; understand how users interact with the ASEM Sites, track and study use of various features, gain understanding about the demographics of the different ASEM Sites, and analyze trends.

### **Information We Collect**

We use a variety of commonly-used technologies, like cookies, to understand how you use the ASEM Sites, make our services safer and easier to use, and to help create a better and more customizable experience for you.

We actively collect some types of information with a variety of commonly-used technologies. These generally include tracking pixels, JavaScript, and a variety of "locally stored data" technologies, such as cookies and local storage. We realize that some of these technologies do not have the best reputation in town and can be used for less-than-noble purposes. So, we want to be as clear as we can about why we use these methods and the type of information we collect with them.

Depending on which technology we use, locally stored data can be anything from text, pictures, and whole articles (as we explain further below) to Personal Information (like your IP address) and information about your use of the ASEM Sites (like your username or the time of your visit).

We use this information to make your experience with the ASEM Sites safer and better, to gain a greater understanding of user preferences and their interaction with the ASEM Sites, and to generally improve our services. We will never use third-party cookies, unless we get your permission to do so. If you ever come across a third-party data collection tool that has not been authorized by you (such as one that may

have been mistakenly placed by another user or administrator), please report it to us at [privacy@ASEM.org](mailto:privacy@ASEM.org).

### **More on Locally Stored Data**

We believe this data collection helps improve your user experience, but you may remove or disable some or all locally stored data through your browser settings, depending on your browser. While locally stored data may not be necessary to use our sites, some features will not function properly if you disable locally stored data.

While the examples above concerning information about you collected through the use of data collection tools are kept confidential in accordance with this Policy, please note that some information about the actions taken by your username is made publicly available through public logs alongside actions taken by other users. For example, a public log may include the date your account was created on an ASEM Site along with the dates that other accounts were created on a ASEM Site.

### **How We Use Information We Receive From You**

We and our service providers use your information for the legitimate purpose of pursuing our not-for-profit mission, including:

1. Operating the ASEM Sites, sharing your contributions and administering our Services.
2. Providing customized Services.
3. Sending emails with news updates, surveys and communications about items we believe may be of interest to you.
4. Sending optional surveys and requesting feedback.
5. Improving the ASEM Sites and making your user experience safer and better.

### **Other**

#### **GPS & Other Location Technologies**

As stated above, we may use commonly-used location technologies to show you more relevant content.

#### **Metadata**

As stated above, we may automatically receive location data from your device. For example, if you upload a photo using the ASEM Commons mobile app, please be aware that the default setting on your mobile device typically results in the metadata associated with your photo being included in the upload. As a reminder, if you do not want metadata sent to us and made public at the time of your upload, please change your settings on your device.

#### **IP Addresses**

When you visit any ASEM Site, we automatically receive the IP address of the device (or your proxy server) you are using to access the Internet, which could be used to infer your geographical location. We keep IP addresses confidential, except as provided in this Policy. If you are visiting ASEM Sites with your mobile device, we may use your IP address to provide anonymized or aggregated information to service providers regarding the volume of usage in certain areas.

We use this location information to make your experience with the ASEM Sites safer and better, to gain a greater understanding of user preferences and their interaction with the ASEM Sites, and to generally improve our services. For example, we use this information to provide greater security, optimize mobile applications, and learn how to expand and better support ASEM communities. We also use Personal Information in the manner described in the sections of this Policy titled "For Legal Reasons" and "To Protect You, Ourselves & Others."

## **Sharing**

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### **When May We Share Your Information?**

We may share your information when you give us specific permission to do so, for legal reasons, and in the other circumstances described below.

### **With Your Permission**

We share your information when you give us specific permission to do so.  
We share your information for a particular purpose, if you agree.

### **For Legal Reasons**

We will disclose your information in response to an official legal process only if we believe it to be legally valid. We will notify you of such requests when possible.

We will access, use, preserve, and/or disclose your Personal Information if we reasonably believe it necessary to satisfy a valid and legally enforceable warrant, subpoena, court order, law or regulation, or other judicial or administrative order. However, if we believe that a particular request for disclosure of a user's information is legally invalid or an abuse of the legal system and the affected user does not intend to oppose the disclosure themselves, we will try our best to fight it. We are committed to notifying you via email at least ten (10) calendar days, when possible, before we disclose your Personal Information in response to a legal demand. However, we may only provide notice if we are not legally restrained from contacting you, there is no credible threat to life or limb that is created or increased by disclosing the request, and you have provided us with an email address.

Nothing in this Privacy Policy is intended to limit any legal objections or defenses you may have to a third party's request (whether it be civil, criminal, or governmental) to disclose your information. We recommend seeking the advice of legal counsel immediately if such a request is made involving you.

### **If the Organization is Transferred (Really Unlikely!)**

In the unlikely event that the ownership of the changes, we will provide you 30 days' notice before any personal information is transferred to the new owners or becomes subject to a different privacy policy. In the extremely unlikely event that ownership of all or substantially all of the changes, or we go through a reorganization (such as a merger, consolidation, or acquisition), we will continue to keep your Personal Information confidential, except as provided in this Policy, and provide notice to you via the ASEM Sites or through a mailing list at least thirty (30) calendar days before any Personal Information is transferred or becomes subject to a different privacy policy.

### **To Protect You, Ourselves & Others**

We, or users with certain administrative rights, may disclose information that is reasonably necessary to:

- enforce or investigate potential violations of ASEM or community-based policies;
- protect our organization, infrastructure, employees, contractors, or the public; or
- prevent imminent or serious bodily harm or death to a person.

We, or particular users with certain administrative rights as described below, may need to share your Personal Information if it is reasonably believed to be necessary to enforce or investigate potential violations of our Terms of Use, this Privacy Policy, or any ASEM or user community-based policies. We may also need to access and share information to investigate and defend ourselves against legal threats or actions.

ASEM Sites are collaborative, with users writing most of the policies and selecting from amongst themselves people to hold certain administrative rights. These rights may include access to limited amounts of otherwise nonpublic information about recent contributions and activity by other users. They use this access to help protect against vandalism and abuse, fight harassment of other users, and generally try to minimize disruptive behavior on the ASEM Sites. These various user-selected administrative groups have their own privacy and confidentiality guidelines, but all such groups are supposed to agree to follow our Access to Nonpublic Information Policy. These user-selected administrative groups are accountable to other users through checks and balances: users are selected through a community-driven process and overseen by their peers through a logged history of their actions. However, the legal names of these users are not known to ASEM.

We hope that this never comes up, but we may disclose your Personal Information if we believe that it's reasonably necessary to prevent imminent and serious bodily harm or death to a person, or to protect our organization, employees, contractors, users, or the public. We may also disclose your Personal

Information if we reasonably believe it necessary to detect, prevent, or otherwise assess and address potential spam, malware, fraud, abuse, unlawful activity, and security or technical concerns.

### **To Our Service Providers**

We may disclose personal information to our third party service providers or contractors to help run or improve the ASEM Sites and provide services in support of our mission.

As hard as we may try, we can't do it all. So sometimes we use third-party service providers or contractors who help run or improve the ASEM Sites for you and other users. We give access to your Personal Information to these providers or contractors as needed to perform their services for us or to use their tools and services. We put requirements, such as confidentiality agreements, in place to help ensure that these service providers treat your information consistently with, and no less protective of your privacy than, the principles of this Policy.

If you are visiting ASEM Sites with your mobile device, we use your IP address to provide anonymized or aggregated information to service providers regarding the volume of usage in certain areas.

## **Protection**

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### **How Do We Protect Your Data?**

We use a variety of physical and technical measures, policies, and procedures to help protect your information from unauthorized access, use, or disclosure.

We strive to protect your information from unauthorized access, use, or disclosure. We use a variety of physical and technical measures, policies, and procedures (such as access control procedures, network firewalls, and physical security) designed to protect our systems and your Personal Information. Unfortunately, there's no such thing as completely secure data transmission or storage, so we can't guarantee that our security will not be breached (by technical measures or through violation of our policies and procedures).

We will never ask for your password by email (but may send you a temporary password via email if you have requested a password reset). If you ever receive an email that requests your password, please let us know by sending it to [privacy@ASEM.org](mailto:privacy@ASEM.org), so we can investigate the source of the email.

### **How Long Do We Keep Your Data?**

Except as otherwise stated in this policy, we only keep your Personal Information as long as necessary to maintain, understand and improve the ASEM Sites or to comply with U.S. law.

Once we receive Personal Information from you, we keep it for the shortest possible time that is consistent with the maintenance, understanding, and improvement of the ASEM Sites, and our obligations under applicable U.S. law. Non-personal information may be retained indefinitely. Please remember that certain information, such as your IP address (if you edit while not logged in) and any public contributions to the ASEM Sites, is archived and displayed indefinitely by design; the transparency of the projects' contribution and revision histories is critical to their efficacy and trustworthiness. To learn more about our data retention practices, see our data retention guidelines.

## **Important info**

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**For the protection of the ASEM and other users, if you do not agree with this Privacy Policy, you may not use the ASEM Sites.**

### **Where is ASEM & What Does That Mean for Me?**

The ASEM is a non-profit organization based in Huntsville, Alabama, with servers and data centers located in the U.S. If you decide to use ASEM Sites, whether from inside or outside of the U.S., you understand that your Personal Information will be collected, transferred, stored, processed, disclosed and

otherwise used in the U.S. as described in this Privacy Policy. You also understand that your information may be transferred by us from the U.S. to other countries, which may have different or less stringent data protection laws than your country, in connection with providing services to you.

### **Our Response to Do Not Track (DNT) signals**

We do not allow tracking by third-party websites you have not visited.

We do not share your data with third parties for marketing purposes.

We are strongly committed to not sharing nonpublic information and Personal Information with third parties. In particular, we do not allow tracking by third-party websites you have not visited (including analytics services, advertising networks, and social platforms), nor do we share your Personal Information with any third parties for marketing purposes. Under this Policy, we may share your information only under particular situations, which you can learn more about in the "When May We Share Your Information" section of this Privacy Policy.

Because we protect all users in this manner, we do not change our behavior in response to a web browser's "do not track" signal.

### **Changes to This Privacy Policy**

Substantial changes to this Policy will not be made until after a public comment period of at least 30 days. Because things naturally change over time and we want to ensure our Privacy Policy accurately reflects our practices and the law, it may be necessary to modify this Privacy Policy from time to time. We reserve the right to do so in the following manner:

- In the event of substantial changes, we will provide the proposed changes to our users in at least three (3) languages (selected at our discretion) for open comment period lasting at least thirty (30) calendar days. Prior to the start of any comment period, we will provide notice of such changes and the opportunity to comment via the ASEM Sites, and via a notification on ASEM website or a mailing list.
- For minor changes, such as grammatical fixes, administrative or legal changes, or corrections of inaccurate statements, we will post the changes and, when possible, provide at least three (3) calendar days' prior notice via ASEM website or a mailing list.

We ask that you please review the most up-to-date version of our Privacy Policy. Your continued use of the ASEM Sites after this Privacy Policy becomes effective constitutes acceptance of this Privacy Policy on your part. Your continued use of the ASEM Sites after any subsequent version of this Privacy Policy becomes effective, following notice as outlined above, constitutes acceptance of that version of the Privacy Policy on your part.

### **Contact Us**

If you have questions or suggestions about this Privacy Policy, or the information collected under this Privacy Policy, please email us at [privacy@ASEM.org](mailto:privacy@ASEM.org) or contact us directly.

### **Thank You!**

Thank you for reading our Privacy Policy. We hope you enjoy using the ASEM Sites.

**Please note that in the event of any differences in meaning or interpretation between the original English version of this Privacy Policy and a translation, the original English version takes precedence.**

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