

# SEGD PRIVACY AND SECURITY STATEMENT

Last Updated: **August 22, 2018**

SEGD, the Society for Experiential Graphic Design, values you and recognizes that privacy is important to you. We want to be transparent about how we collect, use and disclose data.

This Privacy Statement describes our privacy practices for the data we collect:

- through our website (the “**Website**”)
- through software applications made available by us for use on or through computers and mobile devices (the “**Apps**”)
- through social media pages (our “**Social Media Pages**”)
- through HTML-formatted email messages that we send you that link to this Privacy Statement and through your communications with us
- when you become a member of SEGD, register and attend one of our events, or purchase products or services on-line or through other offline interactions

Collectively, we refer to the Website, the Apps and our Social Media Pages, as the “**Online Services**” and, together with offline channels, as the “**Services.**” By using the Services, you agree to the terms and conditions of this Privacy Statement.

## Collection of Personal Data

“**Personal Data**” are data that identify you as an individual or relate to an identifiable individual.

At touchpoints throughout your interactions with SEGD, we collect Personal Data in accordance with law, such as:

- Name
- Job title
- Employer name and contact details
- Gender
- Address
- Telephone number
- Email address
- Credit and debit card number or other payment data (not held in any SEGD property; held only by our credit card processor)
- Financial history with SEGD
- Generation (e.g., Millennial)
- Ethnicity (where available)
- Membership history
- Profile photo and other data publicly available, or data publicly available on your social media

In more limited circumstances, we also may collect:

- Photographic, video or audio recordings of your likeness if you attended, presented at or spoken at an SEGD event, activity or function
- Spouse’s, children’s and pet’s names and birthdates

We collect available Personal Data to offer a more relevant and personal membership and event experience and help the profession understand itself better.

If you submit any Personal Data about other people to us or our service providers (e.g., if you make a registration payment for another individual), you represent that you have the authority to do so and you permit us to use the data in accordance with this Privacy Statement.

## How We Collect Personal Data

We collect Personal Data in a variety of ways:

- **Online Services.** We collect Personal Data when you make a purchase or registration from our Websites or Apps, communicate with us or otherwise connect with us, post to social media pages, sign up for a newsletter or participate in a survey, contest or promotional offer.
- **Offline Interactions.** We occasionally collect Personal Data when you participate in SEGD activities.
- **Contact Staff.** We collect Personal Data when you call a member of staff to make an offline registration or purchase from SEGD.
- **Volunteer Chapter Chairs.** Our volunteer Chapter Chairs collect data occasionally to update your contact details or add you to a mailing list for your Chapter.
- **Other Sources.** We collect Personal Data from other sources to complete your personal profiles; these sources include social media profiles, public databases and websites, joint marketing partners and other third parties.

## Collection of Other Data

“Other Data” are data that generally do not reveal your specific identity or do not relate directly to an individual. To the extent Other Data reveal your specific identity or relate to an individual, we will treat Other Data as Personal Data. Other Data include:

- Browser and device data
- Website visit data
- App usage data
- Data collected through cookies, pixel tags and other technologies
- Demographic data and other data
- Aggregated data

## How We Collect Other Data

We collect Other Data in a variety of ways:

- **Your browser or device.** We collect certain data through your browser or automatically through your device through third party services like Google Analytics. We use this data to ensure that the Online Services function properly.
- **Your use of the Apps.** When you download and use an App, we collect certain data such as App usage data, the date and time the App on your device accesses our servers and what data and files have been downloaded to the App based on your device number.
- **Cookies.** We collect certain data from cookies, which are pieces of data stored directly on the computer or mobile device you are using. Cookies allow us to collect data such as browser type, time spent on the Online Services, pages visited, referring URL, language preferences and other aggregated traffic data. We use the data for security purposes, to facilitate navigation, to display data more effectively, to collect statistical data, to personalize your experience while using the Online Services and to recognize

your computer to assist your use of the Online Services. We also gather statistical data about use of the Online Services to continually improve design and functionality, understand how they are used and assist us with resolving questions. We also use cookies to track responses to online advertisements and marketing emails. (If you do not want data collected with cookies, you can learn more about controlling [cookies](#) here. You can choose whether to accept cookies by changing the settings on your browser. You can also manage your tracking preferences by clicking on Tracking Preferences at the bottom of our home page.) If you do not accept cookies, you may experience some inconvenience in your use of the Online Services. For example, we will not be able to recognize your computer and you will need to log in every time you visit. We do not respond to browser Do-Not-Track signals.

- **Pixel Tags and other similar technologies.** We may collect data from pixel tags (also known as web beacons and clear GIFs) through our third-party service providers, to track the actions of users (including email recipients), measure the success of our marketing campaigns and compile statistics about usage of the Online Services.
- **Analytics.** We collect data through Google Analytics, which use cookies and technologies to collect and analyze data about use of the Services. These services collect data regarding the use of other websites, apps and online resources. You can learn about [Google's practices](#) here and opt out by downloading the Google Analytics opt out browser add-on, available [here](#).
- **Your IP Address.** We collect your IP address, a number that is automatically assigned to the computer you are using by your Internet Service Provider (ISP). An IP address is identified and logged automatically in our Web Hosting provider's server log files when a user accesses the Online Services, along with the time of the visit and the pages that were visited. We use IP addresses to calculate usage levels, diagnose server problems and administer the Online Services.
- **Aggregated Data.** We may aggregate data that we collect; this aggregated data will not personally identify you.

## Use of Personal Data and Other Data

We use Personal Data and Other Data to provide you with Services, to develop new offerings and to protect SEGD and our customers and members as detailed below. In some instances, we will request that you provide Personal Data or Other Data to us directly. If you do not provide the data that we request, or prohibit us from collecting such data, we may not be able to provide the requested Services.

We use Personal Data and Other Data to personalize our Services and improve your experience, to manage our contractual relationship with you, for our legitimate business interests, to comply with a legal obligation and/or because we have a legitimate interest to do so. In doing so, we:

### Provide the Services you request.

- Facilitate purchases and payments; send administrative information, confirmations or event participation messages; and provide you with information about event locations.
- Process your payment when you purchase a membership, registration or other offering.
- Support electronic receipts. We use the email address you provide when you make a purchase to send you a receipt. If you make a purchase for someone else using your email address, we send you that receipt as well; if you do not wish to receive this receipt,

use the email address of the person you are purchasing for. You can request that the email address be changed at any time.

#### **Personalize Services according to your Personal Preferences**

- Communicate with you about goods and services according to your practice areas.
- Send you targeted marketing communications, promotional offers, and customer satisfaction or market research surveys.
- Focus the placement of your Member Bio on the pages of our Website.

#### **Enable you to benefit from events and promotions and to administer these activities.**

- Provide some Personal Data (name, address, email, phone number, firm name) to participants and sponsors of our events

#### **Maintain business commitments.**

- Perform data analysis and audits; develop new goods and services; enhance, improve or modify our Services; identify usage trends determine the effectiveness of our promotional campaigns; and operate and expand our business activities.

### **Disclosure of Personal Data and Other Data**

- **Service Providers.** We disclose Personal Data and Other Data to third party service providers for the purposes described in this Privacy Statement. Examples of service providers include companies that provide website development and hosting, data analysis, payment processing, order fulfillment, information technology, customer service, email delivery, marketing and sponsorship, auditing and other services.

### **Choices, Access and Retention**

You have choices when it comes to how we use your data and we want to ensure you have the information to make choices that are right for you.

If you no longer want to receive marketing or Services-related emails, you may opt out by visiting the unsubscribe page at MailChimp (our email service provider) or by following the instructions in any such email you receive from us.

If you opt out of receiving marketing emails from us, we may still send you administrative (Services-related) messages from which you cannot opt out.

### **How You Can Access, Change or Suppress Your Personal Data**

If you would like to review, correct, update, suppress, restrict or delete Personal Data that you have previously provided to us, or if you would like to receive an electronic copy of your Personal Data for purposes of transmitting it to another company (to the extent this right to data portability is provided to you by law), you can contact us at [segd@segd.org](mailto:segd@segd.org) or by mail at:

SEGD  
1900 L Street NW  
Suite 710  
Washington, DC 20036  
USA

In your request, please make clear what Personal Data you would like to have changed, whether you would like to have your Personal Data suppressed from our database or other limitations you would like to put on our use of your Personal Data. For your protection, we only

fulfill requests for the Personal Data associated with the particular email address that you use to send us your request, and we may need to verify your identity before fulfilling your request. We will try to comply with your request as soon as reasonably practicable.

Please note that we often need to retain certain data for recordkeeping purposes and/or to complete any transactions that you began prior to requesting a change or deletion (e.g., when you make a purchase or reservation, or enter a promotion, you may not be able to change or delete the Personal Data provided until after the completion of such purchase, reservation or promotion). There may also be residual data that will remain within our databases and other records that will not be removed. In addition, there may be certain data that we may not allow you to review for legal, security or other reasons.

## **Retention**

We will retain your Personal Data for the period necessary to fulfill the purposes outlined in this Privacy Statement unless a longer retention period is required or permitted by law.

The criteria used to determine our retention periods include:

- The length of time we have an ongoing relationship or expected relationship with you and provide the Services to you.
- Whether there is a legal obligation to which we are subject, e.g. certain laws that require us to keep records of your transactions for a certain period of time before we can delete them.
- Whether retention is advisable considering our legal position, such as for statutes of limitations, litigation or regulatory investigations

## **Use of Services by Minors**

The Services are not directed to individuals under the age of sixteen (16), and we request that they not provide Personal Data through the Services.

## **Cross Border Transfer**

SEGD is a global organization with local chapters in many countries. We provide a global service. Sharing data cross-border is essential to the Services so that you receive the same high-quality service wherever you are in the world. As a result, we will, subject to law, transfer Personal Data and Other Data collected in connection with the Services to entities in countries where data protection standards may differ from those in the country where you reside. By using our Services, you understand that we transfer your Personal Data globally.

In certain circumstances, courts, law enforcement agencies, regulatory agencies or security authorities in those other countries will be entitled to access your Personal Data.

Some non-EEA countries are recognized by the European Commission as providing an adequate level of data protection according to EEA standards. The full list of these countries is available [here](#).

## **Updates to this Privacy Statement.**

The “Last Updated” legend at the top of this document indicates when this Privacy Statement was last revised. Any changes will become effective when we post the revised Privacy

Statement on the Online Services. Your use of the Services following these changes means that you accept the revised Privacy Statement. If you would like to review the version of the Privacy Statement that was effective immediately prior to this revision, please contact us at [segd@segd.org](mailto:segd@segd.org).

## Other Uses and Disclosures

We will use and disclose Personal Data as we believe to be necessary or appropriate to:

- comply with applicable law, including laws outside your country of residence
- comply with legal process
- respond to requests from public and government authorities, including authorities outside your country of residence, and meet national security or law enforcement requirements
- enforce our terms and conditions
- protect our operations
- protect the rights and privacy of SEGD, you or others
- allow us to pursue available remedies or limit damages we may sustain.

We may use and disclose Other Data for any purpose, except where we are not allowed to under applicable law. In some instances, we may combine Other Data with Personal Data (such as combining your name with your location). If we do, we will treat the combined data as Personal Data as long as it is combined.

## Non-SEGD Entities

This Privacy Statement does not address, and we are not responsible for, the privacy, data or other practices of any entities outside of SEGD, including strategic business partners (e.g., sponsors, awards services providers, jobs board providers, listserv providers, payment and credit card processing services providers) or any third party operating any site or service to which the Services link. The inclusion of a link on the Online Services does not imply endorsement of the linked site or service by us. We have no control over, and are not responsible for, any third party's collection, use or disclosure of your Personal Data.

In addition, we are not responsible for the data collection, use, disclosure or security policies or practices of other organizations such as Facebook, Apple, Google, Microsoft, Blackberry or any other app developer, app provider, social media platform provider, operating system provider, wireless service provider or device manufacturer, including with respect to any Personal Data you disclose to other organizations through or the Apps or our Social Media Pages.

## Security

We seek to use reasonable organizational, technical and administrative measures to protect Personal Data. Unfortunately, no data transmission or storage system can be guaranteed as 100% secure. If you have reason to believe that your interaction with us is no longer secure (for example, if you feel that the security of your account has been compromised), please notify us immediately.

## Contacting Us

If you have any questions about this Privacy Statement, please contact us at [segd@segd.org](mailto:segd@segd.org) or by mail:

SEGD  
1900 L Street NW  
Suite 710  
Washington, DC 20036  
USA

Because your email communications to us may not always be secure, please do not include credit card or Sensitive Data in your emails to us.