

# PRIVACY POLICY

Updated July 15, 2022

This website is operated by the Southern Association for Public Opinion Research (SAPOR), a chapter of the American Association for Public Opinion Research (AAPOR) which serves the southern United States, from Texas to Virginia. This privacy policy (“Policy”) explains how personal information is collected, used and disclosed by SAPOR with respect to your use of the of the SAPOR site (the “Site”) so you can make an informed decision about using the Site. This Policy also applies to personal information collected on other web sites on our behalf by third party vendors. We reserve the right to change the provisions of this Policy at any time. We will alert you that changes have been made by indicating on the Policy the date it was last updated. We encourage you to review this Policy from time to time to make sure that you understand how any personal information you provide will be used.

## Personal Information

As used herein, the term “personal information” means information that specifically identifies an individual (such as a name, address, telephone number, mobile number or email address) and information about that individual or his or her activities that is directly linked to personally identifiable information. Personal information does not include “aggregate” information, which is data we collect about the use of the Site or about a group or category of services or users, from which individual identities or other personal information has been removed. This Policy in no way restricts or limits our collection and use of aggregate information.

## Types of Collection

**Active Collection:** Personal information may be collected in a number of ways when you visit our Site. We collect certain information you voluntarily provide to us, such as when you send us an email or sign up to receive email updates, fill out a form, connect through a social feed, sign up to be a volunteer or host an event or request information. Such information may include personal information, such as your name, mailing address, email address, phone number and geographic location. We may also obtain information from other sources and combine that with information we collect on our Site.

**Passive Collection:** When you use the Site, some information is also automatically collected, such as your Internet Protocol (IP) address, your operating system, the browser type, the address of a referring web site and your activity on our Site. If you access the Site from a mobile device, we may also collect information about the type of mobile device you use, your device’s unique ID, the type of mobile Internet browsers you use and information about the location of your device (for information about how to opt-out of this data collection, please see “Opting Out” below). We treat this information as personal information if we combine it with or link it to any of the identifying information mentioned above. Otherwise, it is used in the aggregate only.

We may also automatically collect certain information through the use of “cookies” or web beacons. Cookies are small data files stored on your hard drive at the request of a website. Among other things, cookies help us improve our Site and your experience. Information obtained from cookies and linked to personally identifying information is treated as personal information.

If you wish to block, erase or be warned of cookies, please refer to your browser manufacturer to learn about these functions. When you view a video on our Site, a third party may also set a “flash cookie” on your computer. Removing and rejecting browser cookies does not necessarily affect third party flash cookies used in connection with our Site.

**Collection By Third Parties:** Third party vendors, such as Google, may use cookies or other technologies to serve ads or deliver content on this or other websites based on your visits to this site and other sites on the Internet and to provide analytics services. These third parties may automatically collect information about your visits to this and other websites, your IP address, your ISP, the browser you use to visit our Site, pages viewed, time spent on pages, links clicked and conversion information. They do these using cookies, clear gifs or other technologies. Information collected may be used by SAPOR and third parties, among other things, to analyze and track data, to deliver advertising or content on this or other websites based on your prior activities on this or other sites or targeted to your interests and to better understand the usage and visitation of our Site and the other sites tracked by these third parties. This Policy does not apply to and we are not responsible for, cookies or clear gifs used by the third parties and we encourage you to check the privacy policies of advertisers and/or ad services to learn about their use of cookies and other technology. In some cases, third party vendors may collect personal information from you, such as your name and email address, on other web sites and provide this information to us or SAPOR may collect personal information that you enter directly within an advertising unit. This Policy does apply to such personal information collected online in this manner and we will treat such information in the same manner as information collected on our Site.

## **Use of Collected Information**

We use personal information collected through our Site for the purposes described in this Policy or elsewhere on the Site. For example, we may use personal information we collect:

- to provide the services or information you request and to process and complete such requests.
- to send you confirmations, updates, alerts and support and administrative messages and otherwise facilitate your use of and our administration and operation of the Site.
- to notify you about important changes to the Site.
- to send you newsletters and otherwise provide you with information or services you request or that we think will be of interest to you, such as sending you information to keep you informed about various issues, events and resources.
- to connect you with other supporters and to solicit volunteers and support for SAPOR and organizations that we support.
- to request feedback and to otherwise contact you about your use of the Site.
- to respond to your emails, submissions, questions, comments and requests.
- to monitor and analyze site usage and trends and to personalize and improve the Site and our users’ experiences on the Site, such as providing content or features that match your profiles or interests and to increase the Site’ functionality and user friendliness; and
- for any other purpose for which the information was collected.

We may store and process personal information in the United States and other countries.

## **Sharing Information with Third Parties**

It is our policy not to share the personal information we collect from you through our Site with third parties, except as described in this Policy or as otherwise disclosed on the Site. For example, we may share personal information as follows:

- with vendors, consultants and other service providers or volunteers who are engaged by or working with us and who need access to such information to carry out their work for us.
- when you give us your consent to do so, including if we notify you on the Site, that the information you provide will be shared in a particular manner and you provide such information.
- when we believe in good faith that we are lawfully authorized or required to do so or that doing so is reasonably necessary or appropriate to comply with the law or legal processes or respond to lawful requests, claims or legal authorities, including responding to lawful subpoenas, warrants or court orders.
- when we believe in good faith that doing so is reasonably necessary or appropriate to respond to claims or to protect the rights, property or safety of SAPOR, our members, our volunteers, copyright owners, third parties or the public, including without limitation to protect such parties from fraudulent, abusive, inappropriate or unlawful activity or use of our Site; and
- to enforce or apply this Policy, our Terms of Service or our other policies or agreements.

We are not responsible for the actions of any service providers or other third parties, nor are we responsible for any additional information you provide directly to any third parties, and we encourage you to become familiar with their privacy practices before disclosing information directly to any such parties. Nothing herein restricts the sharing of aggregated or anonymized information, which may be shared with third parties without your consent.

## **Links to Other Websites**

Our Site may contain links to other websites. Any personal information you provide on the linked pages is provided directly to that third party and is subject to that third party's privacy policy. This Policy does not apply to such linked sites, and we are not responsible for the content or privacy and security practices and policies of these websites or any other sites that are linked to from our Site. We encourage you to learn about their privacy and security practices and policies before providing them with personal information.

## **Protecting Your Information**

We take reasonable measures to protect your personal information in an effort to prevent loss, misuse and unauthorized access, disclosure, alteration and destruction. Please be aware, however, that despite our efforts, no security measures are perfect or impenetrable and no method of data transmission that can be guaranteed against any interception or other type of misuse.

## **Opting Out**

You may “opt out” of receiving email updates and newsletters by following the instructions in those messages and emails. Please note that we may still send you other types of emails, such as emails about your use of our Site or use information as otherwise described in this Policy, even if you opt out of receiving email updates and newsletters. Changes to information in your account do not affect information provided to others as set forth in this Policy. You may also opt out of allowing SAPOR to collect your geographic location by changing the location settings on your mobile device at any time.