

# Defense Acquisition University Alumni Association

Privacy Policy (Updated 1/23/18)

This privacy policy has been compiled to better serve those who are concerned with how their 'Personally Identifiable Information' (PII) is being used online. PII, as described in US privacy law and information security, is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context.

The Defense Acquisition University Alumni Association (DAUAA) places a high priority on the privacy of member and user data, as well as the security of website transactions. Be assured that DAUAA has taken the precautionary steps to ensure your privacy and security while using any websites associated with navyDAUAA.org. The following describes what type of information DAUAA collects and how that information is used.

## Type of Information Collected

### **Financial Data**

DAUAA receives credit card payments from members and non-members through our websites using secure transactions pages. Our sites include a secure socket layer (SSL) technology which incorporates the 'https' protocol along with an addition 'SiteLock' for added security. All transaction data that is transmitted over the internet is encrypted using the protocols listed above.

### **Contact Data**

Members and Non-Members are sometimes required to submit contact information through the websites to register for events, obtain more information, apply for a membership, etc. The information we collect is only used for our purposes.

### **Site Usage Data**

DAUAA uses reporting software to collect information about site usage. Information collected is access date and time, IP address, location, etc. We do not use cookies for tracking purposes. You can choose to have your computer warn you each time a cookie is sent, or you can turn off all cookies. You can do this through your browser settings. Since every browser is different, look at your browser's Help Menu to learn the correct way to modify your cookies.

If you turn cookies off, some of the features that make your site experience more efficient may not function properly.

## Additional Requirements

### **Protecting your Information**

Our Events website is scanned daily for security holes and known vulnerabilities as well as Malware through 'SiteLock'. Your personal information is contained behind secured networks and are only accessible by a limited number of persons who have special access rights to such systems, and are required to keep the information confidential. In addition, our sites include a secure socket layer (SSL) technology, which incorporates the 'https' protocol along with the addition of 'SiteLock' for added security.

All transactions are processed through a gateway provider and are not stored or processed on our servers.

### **Third-Party Disclosure**

We will not trade, rent, or sell Personally Identifiable Information (PII) to other organizations and business'.

### **Third-Party Links**

Occasionally, at our discretion, we may include or offer third-party products or services on our website. These third-party sites have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our sites and welcome any feedback about these sites.

### **Google**

We use Google as a third-party vendor to track user traffic on our site. Google uses first-party cookies (such as the Google Analytics cookies) and third-party cookies (such as the DoubleClick cookie) or other third-party identifiers together to compile data regarding user interactions with ad impressions and other ad service functions as they relate to our site. Users can opt out by visiting the Google Ad Settings page, the Network Advertising Initiative Opt Out page, or by using the Google Analytics Opt Out Browser add on.

### **California Online Privacy Protection Act**

CalOPPA is the first state law in the nation to require commercial websites and online services to post a privacy policy. The law's reach stretches well beyond California to require any person or company in the United States (and conceivably the world) that operates websites collecting Personally Identifiable Information (PII) from California consumers to post a conspicuous privacy policy on its website stating exactly the information that is collected and those individuals or companies with whom it is being shared.

See more at: <https://consumeral.org/about-cfc/cfc-education-foundation/california-online-privacy-protection-act-caloppa-3/>

*According to CalOPPA, we agree to the following:*

Users can visit our site anonymously. Once this privacy policy is created we will add a link to it on our home page. Our Privacy Policy link includes the word 'Privacy' and can easily be found on the page specified above.

- You will be notified of any Privacy Policy changes by visiting the Privacy Policy page on our website.
- You can change your personal information by emailing, calling, mail, or by updating your information on our website.

### **Children Online Privacy Protection Act**

When it comes to the collection of personal information from children under the age of 13 years old, COPPA puts parents in control. The Federal Trade Commission, United States' Consumer Protection Agency, enforces the COPPA Rule, which spells out what operators of websites and online services must do to protect children's privacy and safety online.

*We do not market or do business with children under the age of 13 years old. Nor do we allow third-parties collect Personally Identifiable Information (PII) from children under the age of 13.*

### **Fair Information Practices**

The Fair Information Practices Principles form the backbone of privacy law in the United States and the concepts they include have played a significant role in the development of data protection laws around the globe. Understanding the Fair Information Privacy Practice Principles and how they should be implemented is critical to comply with the various privacy laws that protect personal information.

*In order to be in line with the Fair Information Practices we will notify you either via email or letter within 7 business days, should a data breach occur.*

We also agree to the Individual Redress Principle which requires that individuals have the right to legally pursue enforceable rights against data collectors and processors who fail to adhere to the law. This principle requires not only that individuals have the enforceable rights against data users, but also that individuals have recourse to courts or government agencies to investigate and/or prosecute non-compliance by data processors.

### **CAN-SPAM Act**

The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and spells out tough penalties for violations.

*We collect your email address in order to:*

- Send information, respond to inquiries, and/or other requests or questions
- Process orders and to send information/updates pertaining to orders
- Market to our mailing list or continue to send emails to our clients after the original transaction has occurred

*To be in accordance with CAN-SPAM, we agree to the following:*

- Not to use false or misleading subjects or email addresses
- Identify the message as an advertisement in some reasonable way
- Include the physical address of our business or site headquarters
- Monitor third-party email marketing services for compliance, if one is used
- Honor opt-out/unsubscribe requests quickly
- Allow users to unsubscribe by using the link at the bottom of each email, if available

*If at any time you would like to unsubscribe from receiving future emails, you can email us at [dauaa2@aol.com](mailto:dauaa2@aol.com) and we will promptly remove you from ALL correspondence.*

## Contacting Us

If there are any questions regarding this privacy policy, you may contact us using the information provided on our website.