

American Association for Public Opinion Research – Privacy Policy

Introduction

At AAPOR our mission is to advance the science and practice of public opinion research. One way we strive to achieve this mission is by connecting public opinion research professionals. Connecting colleagues and building networks through our programs, educational opportunities and social platforms involves sharing information. We know many people want to know what we do with their personal data, so we have created this document to help clarify what information we collect, why we collect it and how it is being used and protected. The most important use of your information is to connect people and continuously enhance AAPOR products and service offerings! Please spend some time learning about our current privacy practice and check back occasionally as updates will be posted here.

Preamble

The American Association for Public Opinion Research (“Association”) is committed to protecting your privacy and personal information at all times while utilizing the Association’s programs or services. This Privacy Policy applies to www.aapor.org (“Website”) and governs our data collection, processing and usage practices. By using our Website, you consent to the data practices described in this Privacy Policy. If you do not agree with the data practices described in this Privacy Policy, you should not use our Website. The materials contained on the Website are protected by applicable copyright and trade mark law.

Our Collection and Use of Your Personal Information

In general, The Association collects and uses information that identifies you (“Personal Information”) in order to deliver products and services, process applications to join programs, inform you of various opportunities, and provide support to members. The types of Personal Information collected on our Website will vary based on the services offered on the Website, but may include, among other things, your name, address, telephone number, company name, e-mail address, and other information that you voluntarily submit to us.

In addition, as you interact on our Website, we may also collect information about your computer and visits to our Website (“Navigational Information”) through the use of a variety of technologies, including, but not limited to, cookies, web beacons, Internet Protocol (IP) address tracking/URL tracking, and other tools (“Tracking Technologies”). The types of Navigational Information collected

on our Website through the use of these, and other tools that we may add from time to time, may include: the search terms you used, new or returning user, browser information, computer type, operating system, internet service providers, website usage, referring/exit pages, platform type, date/time stamp, number of clicks, and ads viewed.

We may collect information from you in various ways, including but not limited to the following:

Information You Provide to Us

The Association primarily collects information provided to us by individuals who interact with us about products, services, and customer service, and, in certain situations, utilizes a third party vendor to manage the storage of such information. For example, you may voluntarily provide us with your Personal Information when you sign up to participate in our listserv, sign up for an educational opportunity, download a white paper, download a brochure, apply to join a program, submit a web form, call or email us directly, request information on any of our products or services, or submit your business card. We also may obtain your contact information from conference attendee lists provided by affiliated organizations when the Association participates at the event. We use this information to facilitate the level of engagement with us that you desire and enhance your experience on the Website. We also may use this information to send you information that we think may be of interest to you. In certain circumstances, after obtaining permission, we use information you provide to us as a testimonial posted on the Website. If you do not wish to receive marketing materials, brochures, or emails from The Association, you may inform us of your preference by sending a letter or calling The Association at the [contact information below](#). You can also find a list of AAPOR staff by using the [Contact Us](#) link on the Website.

Correspondence

If you correspond with the Association via e-mail, the postal service, our web form, or other form of communication, we may retain the correspondence and the information it contains. We may use the information for business purposes, including responding to your inquiry, notifying you of Association-related opportunities, and other marketing purposes. Importantly, e-mail and postal address information is never sold, given, or otherwise shared or disclosed to third parties except as described in this Privacy Policy. If you do not wish to receive notifications about Association-related opportunities, or otherwise want to restrict our use of information you provide to us, you may inform us of your preference by sending a letter or calling us at the [contact information below](#). You can also find a list of AAPOR staff by using the [Contact Us](#) link on the Website.

URL and IP Address

The Association collects information about users' IP addresses, including users' utilization of our Website, to help us design our Website to better suit our Website users' needs. We may use information about your IP address to help diagnose problems with our server, administer our

Website, analyze trends, track visitor movements, and gather information that assists us in identifying visitor preferences. We also may use your IP address to enhance our security and investigate an actual or potential security incident.

Cookies and Web Beacons

Cookies are pieces of data that a website transfers to a user's hard drive for record-keeping purposes. Web beacons are transparent pixel images that are used in collecting information about website usage, e-mail response and tracking.

The Association uses cookies and web beacons to provide enhanced functionality on the Website (e.g., user ID and password prompts and registration), aggregate traffic data (e.g., what pages are the most popular), and for other business reasons. These cookies may be delivered by us or by a third party. We also may use Navigational Information alone or in combination with Personal Information to personalize your experience on the Website, and provide you with information that may be of interest to you. Our Website also captures limited information (user-agent, HTTP referrer, last URL requested by the user, client-side and server-side clickstream) about visits to our Website. We may use this information to analyze general traffic patterns and to perform routine system maintenance.

You have many choices with regard to the management of cookies on your computer. [All major browsers allow you to block or delete cookies from your system.](#) To learn more about your ability to manage cookies and web beacons, please consult the privacy features in your browser.

The Website also uses Google Analytics, a web analytics service, provided by Google, Inc. ("Google"). Google Analytics uses cookies to help us analyze how users use the Website by evaluating your use of the Website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. The information generated by the cookie about your use of the Website (including your IP address) maybe transmitted to and stored by Google. Google also may transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this Website. By using this Website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

Mobile Device Information

The Association uses tools, including third party analytical software to automatically collect certain anonymous data about your device that does not directly identify you, such as: (1) device properties, including but not limited to unique or other device identifiers; (2) device software platform and

firmware; (3) mobile phone carrier (4) geographical data such as country or region; (5) other similar data as reasonably required by the Association to enhance the products or services or personalize your experience.

Restrictions on Disclosing Information to Third Parties

The Association may disclose all of the information (described above) that we collect, as stated above, and in accordance with the terms set forth in this section. We do not reveal Personal Information about you to third-parties for their independent use unless: (1) you request or authorize it; (2) the information is provided to comply with the law (for example, to comply with a search warrant, subpoena or court order), enforce an agreement we have with you, or to protect our rights, property or safety, or the rights, property or safety of our employees or others; (3) the information is provided to our agents, vendors or service providers who perform functions on our behalf; (4) to address emergencies or acts of God; or (5) to address disputes, claims, or to persons holding a legal or beneficial interest. We may also gather aggregated data about Website visitors and disclose the results of such aggregation (but not Personal Information) to our service providers, advertisers and/or other third parties for marketing or promotional purposes.

Social Networks

The Website uses interfaces with social media websites such as Facebook, LinkedIn, Twitter and others. If you choose to “like” or share information from the Website through any social media platform or website, you should review the privacy policy of that platform or website. If you are a member of a social media platform or website, the interfaces may allow the social media platform or website to connect your website visit to your Personal Information.

Mailing List Rental

The Association occasionally rents, to external supporters, postal mailing lists electronically or in the form of labels for one-time use for each approved request. The Association does not sell any email addresses we have collected. Labels may be provided with or without a fee to institutions, organizations, publishers and businesses wishing to promote relevant products and services to the Association's members. The Association requires pre-approval of all items to be mailed and is the sole judge of the suitability of materials for mailing. The Association reserves the right to deny requests where the purpose or use may not be considered in the best interests of the Association or the intended recipients. For additional information on mailing lists please consult the section on the [Website](#). If you do not wish to be included in these lists, you may inform us of your preference by sending a letter or calling us at the [contact information below](#). You can also find a list of AAPOR staff by using the [Contact Us](#) link on the Website.

3rd Party Sharing Agreements

From time to time we may partner or enter into arrangements to provide specific benefits and/or services to our members. We will provide the information that we believe is reasonably necessary for them to provide benefits or services to you. If you do not wish to receive marketing communications from our partners or us, you may inform us of your preference by sending a letter or calling us at the contact information below. You can also find a list of AAPOR staff by using the [Contact Us](#) link on the Website.

Opting Out

The Association's marketing and communication lists include emails about programs offered by the Association (conferences, short courses, chapter events, or webinars), announcements or press releases, and AAPORNet – the members' only listserv.

You may unsubscribe from our marketing and communication messages individually by clicking on the "unsubscribe" link located on the bottom of the email messages. At times we use more than one list in order to deliver the most relevant content to your inbox – if you prefer to opt-out of all AAPOR communication please send a letter, call, or e-mail the AAPOR Staff by using the [contact information below](#).

For California residents, please consult the "[Your Privacy Rights](#)" section below for additional considerations.

You may block or disable cookies on your computer which will restrict the collection of Navigational Information enabled through the use of cookies but doing so may prevent you from accessing certain functionalities on the Website.

Our Security Measures to Protect Information

We are committed to taking reasonable efforts to secure the information that you choose to provide us, and we use a variety of security technologies and procedures to help protect against unauthorized access to or alteration, disclosure, or destruction of data. We restrict access to Personal Information to certain individuals and organizations who may need to know the information in order to operate, develop, or improve our services. These individuals and organizations are bound by confidentiality obligations and may be subject to discipline if they fail to meet these obligations.

Inapplicability of Privacy Policies of Any Linked Websites or Other Third Parties

This Privacy Policy only addresses the Association's use and disclosure of your Personal Information. This Website may contain links to other websites, so please be aware that we are not responsible for the privacy practices of other websites, and we are not liable for their misuse of Personal Information. We encourage you to be aware that when you go to another website you should carefully read their privacy policy.

California Privacy Rights

In addition to the information provided in this Privacy Policy, under California's "Shine the Light" law, California residents who provide personal information (as defined in the statute) in obtaining products or services for personal, family, or household use are entitled to request and obtain from us, once a calendar year, information about the personal information we shared, if any, with other businesses for marketing uses. If applicable, this information would include the categories of personal information and the names and addresses of those businesses with which we shared such personal information for the immediately prior calendar year. To obtain this information, please contact us by sending a letter or calling us at the contact information below. You can also find a list of AAPOR staff by using the [Contact Us](#) link on the Website.

Children

The Website is not intended for use by or targeted at children under 13, and we do not knowingly or intentionally collect information about children under 13.

Data Retention

We retain Personal Information that you provide to us as long as we consider it potentially useful for business purposes. We may retain the information for use in contacting you about our products and services. However, we will delete this information from our system upon your request. To request that we delete your Personal Information from our system, please contact us by sending a letter or calling us at the contact information below. You can also find a list of AAPOR staff by using the [Contact Us](#) link on the Website.

How You Can Access and Change Information

You can update or correct your Personal Information or remove it from our system by making a request to us at the contact information provided below. Requests typically receive a response within thirty (30) days. If access cannot be provided within that time frame, we will provide the requesting

party with an estimated date by which the information will be provided. If for some reason access is denied, we will provide an explanation of why access has been denied.

Conditions of Use

By using this Website, you agree to the terms and conditions contained in this Privacy Policy and Conditions of Use and/or any other agreement that we might have with you. If you do not agree to any of these terms and conditions, you should not use this Website or any of the Association benefits or services. You agree that any dispute over privacy or the terms contained in this Privacy Policy and Conditions of Use and any other agreement we have with you will be governed by the laws of Delaware. You also agree to arbitrate any such dispute in Delaware, and to abide by any limitation on damages contained in any agreement we may have with you.

Changes to the Privacy Policy

As the Association, its products, and its services change from time to time, this Privacy Policy is expected to change as well. We reserve the right to amend the Privacy Policy at any time, for any reason, and may do so by posting a new version online. Your continued use of the Website and/or continued provision of Personal Information to us will be subject to the terms of the then-current Privacy Policy.

No Guarantee

Unfortunately, no data transmission over the Internet can be guaranteed to be 100% secure. Accordingly, and despite our efforts, the Association cannot guarantee or warrant the security of any information you transmit to us, or to or from our online products or services. If you have questions about this Privacy Policy, please contact us.

Contact Us

If you have any questions about this Privacy Policy or our treatment of the information you provide, please contact us at:

Mail: 1 Parkview Plaza, Suite 800, Oakbrook Terrace, IL 60181

Phone: 202-207-1117 or 847-686-2260

You can also find a list of AAPOR staff by using the [Contact Us](#) link on the Website.

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