

# AQUATIC RESOURCES EDUCATION ASSOCIATION PRIVACY, DATA POLICY AND ACCESS TO MEMBERS OF AREA

Approved by AREA Board  
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## ***Disclosure and Terms of Service***

### **Introduction**

The Aquatic Resources Education Association (AREA) respects each individual's right to privacy. We will collect and use information in the ways disclosed through this statement. This applies to AREA applications for membership, AREA's bulk email service AREATalk, registration for training, and to items AREA may offer requiring collecting and maintaining information (data) on you.

### **PRIVACY**

One of the benefits of membership in AREA is the member directory which contains contact information on members, supporters and donors. In addition to the Directory available online to members in a password protected section, AREA may, at its discretion, share your contact information with AREA industry representatives when, in the opinion of the Board, that disclosure furthers AREA's mission or will offer members a service or benefit which may be useful in their work. AREA will fully disclose your information when ordered by a court of competent jurisdiction to do so.

AREA will not use your contact information to solicit you commercially, request contributions for individuals/groups/organizations or forward queries from outside parties, or for similar activities that are not directly related to AREA or are not specifically approved by the President or the Board of Directors for distribution/publication to members. The web pages may be programmed to collect general statistical information involuntarily from website visitors to determine statistics (page hits) but no personal information is collected. In its database development (details below), AREA adheres to the principles of Privacy by Design, Right to be Forgotten, and Data Erasure.

### **Third party links**

At our discretion, we may include or offer outside 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 site and welcome any feedback about these sites.

### **DATABASE**

Personal data is defined as any information to a natural person or ~~data subject~~ that can be used to directly or indirectly identify a person. Covered items include a name, photo, email address, bank details, posting on social networking websites, medical information and a computer IP address. AREA collects and maintains your name, email and mailing addresses, telephone, and work information which is stored in the online membership database. We collect information from you when you respond to a survey or fill out a form. Data we request that is not required will be specified as voluntary or optional.

### **What do we use your information for?**

Information we collect from you may be used to improve our website by learning which pages are visited most often; to improve service to more effectively respond to your requests; to process monetary and financial transactions; to send periodic emails; to administer a contest, promotion, voting, poll, survey; or, utilize other site features. Occasionally, we may pass on to you a request to voluntarily provide information or participate in a survey not initiated by AREA when we determine the project is likely to further the interest of our community and AREA members. The response is voluntary on your part and you determine the appropriateness of providing personal details and information on your organization in accordance with your personal or agency guidelines. We may make the requests under our Member Broadcast Service, through AREATalk, or through a special link on a webpage. AREA always reserves its right to refuse participation entirely; there is no appeal to our decision.

Your AREA member information, whether public or private, will not be sold, exchanged, transferred, or given to any other company outside of the guidelines of this notice. The email address you provide may be used to send you information and updates pertaining to the organization, its conferences and training, membership news, organization news, member promotions, product or service information, for examples. Note: If at any time you want to unsubscribe from receiving future emails, we include an unsubscribe link at the bottom of each email and you may also make a request to AREA to unsubscribe you from emails.

### **Who has access to member data?**

A ~~data controller~~ means the AREA organization with ~~control~~ over membership data. A ~~data processor~~ means the AREA official(s) who has access to and processes member data on behalf of AREA. There are two officials who are data processors for AREA membership: The AREA Treasurer and the Database Administrator. AREA may also give limited access to data processors to manage registrations for conferences.

### **What is the AREA process in case of a data breach?**

If a data breach occurs, the service provider, Wild Apricot, will notify AREA (data controller) which will notify AREA members within 72 hours of first having become aware of the breach. AREA will provide as much detail as is authorized for release to impacted members. The data processor(s) will respond to requests from individual members for information and assistance which can be provided under the circumstances.

### **What is the Minimum amount of data required by AREA for membership**

The minimum data with AREA for a membership is full name, organization, title, mailing address, telephone and email address. The minimum data requirement is also known as the Privacy by Design concept. AREA adheres to this concept.

### **Can I request that my data be deleted?**

Members have the right to have their data deleted entirely from AREA's database when forfeiting their membership. A forfeiture occurs automatically upon non-renewal of dues or at any time upon the request of a member. A non-renewed membership record is stored in AREA's archived records section in the database. A request for deletion can be given to any AREA Official who will arrange for the record deletion. This right is known as Right to be Forgotten and Data Erasure.

### **How do we protect your data?**

We implement a variety of security measures to maintain the safety of your data. These security measures include: restricting access to member records; password protecting pages, directories and databases to safeguard your information from outside view; and adding SSL (Secure Sockets Layered) technology to encrypt web page information sent across the Internet.

We offer the use of a third-party providers such as PayPal for financial transaction processing. All supplied sensitive/credit information is transmitted via financial encryption technology as required by U.S. banking regulations. No one in our organization can access your card details. Third-party providers maintain their own set of privacy policies; we encourage you to check them for information.

### **Do we disclose data to outside parties?**

We do not sell, trade, or otherwise transfer to outside parties your membership status, email, address, or any personally identifiable information. This does not include AREA authorized individuals managing member records or trusted third parties who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. (An example would be the company who provides the bulk mail service, AREATalk, which has access to your name and email address.) We may release your information when we believe release is appropriate to comply with the law, enforce site policies, or protect ours or others' rights, property, or safety.

### **COPYRIGHT AND TRADEMARK NOTICE**

All AREA (Aquatic Resources Education Association) trademarks, logos, service marks, trade dress, slogans, copyrighted designs or other brand features (collectively "Brand Features") will be used only as explicitly licensed by the Aquatic Resources Education Association (AREA), and only under the terms and conditions and for the specific purposes described when such License is issued to outside parties. No reproduction or duplication, in whole or in part, of any section, item, text or graphics found on the Website is authorized unless a grant of License or Copyright Permission is specifically issued in writing. The AREA Website is copyrighted and protected in full by international law as is the material and content therein protected by AREA. If there is a question on our Licensing Guidelines or Copyrights, or if you have a Permission Request, you may email the AREA President (see areanet.org for email address) providing specific details for your request.

### **MEMBERSHIP DIRECTORY AND MEMBER PRIVACY GUIDELINES**

The IAWP Member Privacy Guidelines for the Member Directory protects IAWP Member contact details from disclosure without the member's consent.

The guideline is simple: Outside of this policy authorizing AREA release, no member may make available for personal, bulk or public use the details on any other member without the member's consent for the disclosure. This also prohibits members from soliciting other members using the contact details found in the Directory. *Background: The Members Only system contains a web-based directory of members intended for AREA Member's use in networking with colleagues. The directory offers information which may include email, telephone and postal addresses. Misuse of AREA Member information may cause a suspension/ban on membership with the organization and may also serve as legal ground if the violation of a Member's right against disclosure is pursued through a court.*

At the heart of the guideline is that Members shall not reveal information in AREA records to outside or unauthorized individuals. Out of fairness to all Members, information is protected information under United States and other country

privacy and spam regulations prohibiting disclosure of member details to outside parties, unless authorized by a court. AREA does not authorize disclosure of its member directory data.

### **YOUR AUTOMATIC CONSENT**

By using our website and membership tools, applying to our organization, or accessing links we provide, you consent to this policy.

### **FUTURE CHANGES**

We will post changes on this page, and/or update the modification date below. Changes will apply only to information collected after the date of the change.

### **CONTACTING US**

If there are any questions you may contact us using the information below.

Board information at <https://areanet.org/>

Mailing information

Aquatic Resources Education Association

President

Barbara Gigar, Aquatic Education and Outreach Coordinator

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USA

### **Pledge**

We pledge to you that we have made a dedicated effort to be in line with important laws and initiatives.

This policy is consistent with the US Federal Trade Commission Fair Information Practices.

This policy is consistent with the California US Online Privacy Protection Act.

This policy is consistent with the US Children's Online Privacy Protection Act

This policy is consistent with the International Digital Privacy Alliance guidelines.

This policy is consistent with the CAN-SPAM Act. (Controlling the Assault of Non-Solicited Pornography And Marketing Act of 2003).

This policy is consistent with the European Union General Data Protection Regulation (GDPR).

This policy is consistent with guidelines and best practices for website disclosure to its site visitors.

Respectfully,

Carol Paterick

Webmaster for AREA

October 2020

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