

# Privacy Policy



This Privacy Policy explains how the ACMI collects, uses, shares and safeguards Personal Data and Non-Personal Data on [www.ACMIart.org](http://www.ACMIart.org), mobile websites, microsites, mobile applications, ACMI profiles on ACMI social media sites and any other digital services and platforms officially operated or used by the ACMI from time to time (“Sites”), as well as by phone or by paper

## I. Changes to the Privacy Policy

As the ACMI, its membership, products and 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. The date of the last revision to the Privacy Policy will be indicated by the "Effective Date" on the last page of this policy.

## II. Types of Data We Collect

### Personal Data

We collect information (whether online, by phone, or by paper) that enables the ACMI to identify or contact you (“Personal Data”) to carry out its business purposes. ACMI Sites collect this information for a variety of business reasons, including but not limited to, applying for membership, issuing authorizations for the ACMI Seals, registering for an ACMI meeting, or otherwise interacting with the ACMI.

The types of Personal Data we collect include, but are not limited to:

- General data (e.g., names, business addresses, email addresses, Internet protocol addresses and mobile/landline business/personal telephone numbers that are provided by our members/customers)
- Government-issued identification numbers (e.g., tax identification numbers)
- Other identification information (e.g., photographs)
- Financial information (e.g., sales for computation of dues, wire information, credit and debit card numbers, checks, etc.)

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## **Non-Personal Data**

We collect information (whether online, by phone, or by paper) that does not directly identify you as you interact with our Sites ("Non-Personal Data"). The types of Non-Personal Data we collect includes, but is not limited to:

- Site usage (e.g., browsing history, search terms, number of clicks, referring/exit pages, date/time stamp, time on Site)
- Products and services viewed
- Computer type, operating system and platform type
- Internet service provider
- Your industry and business (e.g., company size and location, job functions and seniority levels)

## **III. How We Use Your Data**

In addition to the uses described above, we use your Personal Data, sometimes combined with Non-Personal Data, in a variety of ways including, but not limited to the below, in order to:

### **Personal Data**

- Identify you when you visit our Sites
- Provide service communications such as bill reminders, order confirmations, program registrations and customer service messages
- Respond to your emails or online requests for products, services, or information
- Deliver and process surveys
- Personalize and improve the usability of the Sites
- Fulfill and/or deliver ACMI products and services
- Tailor content and marketing to you
- Publish membership directories, membership lists and registration lists on the Sites and in print and digital media to allow other members and the public to find you; such directories and lists will not include credit card information or personal identification numbers such as tax identification numbers, as set forth below.

### **Non-Personal Data**

We use Non-Personal Data to improve the usability of our Sites and for other business reasons.

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#### IV. How We Share Your Data

We share your Personal Data, sometimes combined with Non-Personal Data, in a variety of ways including, but not limited to the below:

- Share data with third parties to fulfill service requests and to perform business functions (e.g., the ACMI contracts with third parties to provide services on our behalf such as billing, data hosting services; packaging, mailing and delivering services; customer support and consulting services; and meeting services).
- Share data with third parties as required by law or to protect the ACMI in the good-faith belief that such action is necessary to: (a) conform to legal requirements or comply with legal process served on the ACMI; (b) protect and defend the ACMI's rights or property; or (c) protect the personal safety of ACMI personnel or members of the public in appropriate circumstances.
- Share data with third parties if the ACMI and/or its assets (or a portion of its assets) are sold, assigned, transferred, or merged, or if the ACMI undergoes some other change including a change to its corporate form as part of a bankruptcy proceeding or otherwise; information may be transferred as part of that transaction or change.
- Share data with third parties under other unanticipated situations, but only with your consent.
- Share your email address, but only as permitted by the *ACMI Email Policy*, as follows:

Your email address will be used only by the ACMI, its entities and ACMI vendors performing member services, or offering products on ACMI's behalf. ACMI does not sell or rent email addresses to anyone outside the ACMI, nor does the ACMI share email addresses to unrelated third-parties, affiliates, or ACMI members. Please understand, however, that in such cases, your email address may be visible to other members, others who have interest in the art materials industry and ACMI events, as well as the public through ACMI membership directories, membership lists and registration lists. The ACMI also shares your email address with third parties to enable the ACMI to take security measures to help protect against unauthorized access to or unauthorized alteration, disclosure, or destruction of data. Finally, the ACMI shares email addresses with third parties as necessary for the ACMI to perform certain services on our behalf, such as packaging, mailing and delivering products and processing meeting registrations and to respond to your service requests.

#### V. How You Can Manage the Processing of Your Data

You can manage your profile and email preferences, including "opting out" of email by contacting us using the information in the "Contact Information" section below. Our processing of your data is based upon your consent, contract performance (e.g., your purchase of products or membership subscription/renewal), legitimate business interest, or compliance with law. You have the right to object to our processing of your data or to restrict our processing of your data. In addition, if you have consented to the processing of your Personal Data, you have the right to withdraw your consent at any time.

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## **VI. Canada Anti-Spam Law**

ACMI complies with the Canada Anti-Spam Law. Non-ACMI members or associates who provide us a Canadian mailing address will not receive unauthorized Commercial Electronic Messages (as defined under the Canada Anti-Spam Law) unless these individuals have “opted-in” to receive Commercial Electronic Messages.

## **VII. Children**

We do not knowingly collect Personal Data from or market to children under the age of 13.

## **VIII. How We Protect Personal Data**

ACMI implements commercially reasonable security measures to help protect against unauthorized access to or unauthorized alteration, disclosure, or destruction of data. Except for membership directories, membership lists and registration lists, and the sharing of information as set forth in this Privacy Policy, we restrict access to Personal Data to certain companies who need the data to operate, develop, or improve our services. These individuals or partner organizations are bound by confidentiality obligations and may be subject to discipline, including termination and criminal prosecution, if they fail to meet these obligations.

Unfortunately, no data transmission over the Internet or electronic storage is fully secure. Accordingly, and despite our reasonable efforts to protect your Personal Data from unauthorized access, use, or disclosure, ACMI cannot guarantee or warrant the security of the Personal Data you transmit to us, or to or from our online Sites. If you have questions about this Privacy Policy, please [contact us](#).

## **IX. User ID and Password**

Certain areas of the Sites require the use of a user ID, email address, or password as an additional security measure that helps protect your Personal Data. To help you protect your privacy, these Sites have tools to help you log in and log out.

## **X. Linking to Other Internet Sites**

You should be aware that other Internet sites that are linked from the Sites or from an ACMI email message may contain privacy provisions that differ from the provisions of this Privacy Policy. To ensure your privacy is protected, we recommend that you review the privacy statements of these other linked sites, applications, or other digital platforms.

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## **XI. How You Can Access, Change and Delete Your Personal Data**

We rely on you to update and correct your Personal Data. If you are a user of our Sites, or an ACMI member or licensee, you can review, update and correct your information directly on ACMI's website or by contacting us using the information in the "Contact Information" section below. Typically, we retain your Personal Data for the period necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law. This may include retaining your Personal Data indefinitely, even after you are no longer an ACMI member, in order to comply with our legal obligations, resolve disputes, or enforce any of our agreements. Please note that you can request, at any time, that we delete your Personal Data. All requests must be directed to the contact in the "Contact Information" section below. We can decide to delete your Personal Data if we believe that the data is incomplete, inaccurate, or that our continued use and storage are contrary to our obligations to other members, individuals, or third parties. When we delete your Personal Data, it will be removed from our Sites, but the data may remain in our archives if the ACMI determines that it is not practical or possible to delete it.

## **XII. Cookies and Other Web Devices**

Our website sends cookies (e.g., pieces of code or text placed on your computer by us or third-parties when you browse our Sites) to your web browser (if your browser's preferences allow it) to collect data when you browse our Sites. Cookie settings can be controlled in your Internet browser to automatically reject some forms of cookies. If you view our website without changing your cookie settings, you are indicating your consent to receive all cookies from our Sites. If you do not allow cookies, some features and functionality of our Sites may not operate as expected. In addition to cookies, we place technological tools (and allow certain third parties to place technological tools) such as tags and beacons (e.g., code scripts that are primarily used to track visitors' activities on our Sites by web analytics software), Internet Protocol (IP) addresses, and other tools, to collect your data for the purposes listed in this Privacy Policy.

## **XIII. Transmission of Data to Other Countries**

Your Personal Data is processed in the United States, where privacy laws may be less stringent than the laws in your country and where the government, courts, or law enforcement may be able to access your data. By submitting your Personal Data to us, you agree to the transfer, storage and processing of your Personal Data in the United States.

## **XIV. Right to Complain to Supervisory Authority**

You, as the data subject, have the right to lodge a complaint with a supervisory authority, in particular in the Member State of your habitual residence, place of work, or place of the alleged infringement, if you believe that the processing of your personal data does not comply with legal requirements.

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## **XV. Breach Notification**

In the event we determine the occurrence of a data security incident, we will notify you by email, US mail, telephone, or other means as permitted by law.

## **XVI. Contact Information**

David H. Baker  
Executive Director  
The Art and Creative Materials Institute, Inc.  
99 Derby Street  
Suite 200  
Hingham, MA 02043  
[dbaker@ACMIart.org](mailto:dbaker@ACMIart.org)