



## PRIVACY POLICY

### ***The AFEA Commitment to Privacy***

Our Privacy Policy was developed as an extension of our commitment to combine the highest-quality charitable and educational services with the highest level of integrity in dealing with our clients and members. The Policy is designed to assist you in understanding how we collect, use and safeguard the personal information you provide to us and to assist you in making informed decisions when using our site and our products and services. This statement will be continuously assessed against new technologies, business practices and our customers' and members' needs.

### ***Information Collected By AFEA***

When you visit our website, you may provide us with two types of information: (i) “*personal information*” you knowingly choose to disclose that is collected on an individual basis and (ii) “*website use*” information collected on an aggregate basis as you and others browse our website.

#### 1. Personal Information You Choose to Provide.

(a) *Credit Card Information.* If you choose to join our organization as a member, you may need to give personal information and authorization to obtain information from various credit services. For example, you may need to provide the following information: (i) name; (ii) mailing address; (iii) credit card number; (iv) home and business phone number; (v) other personal information (i.e., mother's maiden name).

(b) *Email Information.* In addition to providing the foregoing information to our Company, if you choose to correspond further with us through email, we may retain the content of your email messages together with your email address and our responses. We provide the same protections for these electronic communications that we employ in the maintenance of information received by mail and telephone.

#### 2. Website Use Information.

Similar to other commercial websites, our website utilizes a standard technology called “cookies” (see explanation below, “Cookies Explained”) and webserver logs to collect information about how our website is used. Information gathered through cookies and webserver logs may include the date and time of visits, the pages viewed, time spent at our website, and the websites visited just before and just after our Web site. This information is collected on an aggregate basis. None of this information is associated with you as an individual.

### ***Use of the Information Collected by AFEA***

We use personal information for purposes of administering our business activities, providing customer service, member recruitment and making available other products and services to our



customers and prospective members. Occasionally, we may also use the information we collect to notify you about important changes to our website, policies, new services, and special offers we think you will find valuable. The lists used to send you service offers are developed and managed under our traditional corporate standards designed to safeguard the security and privacy of our customers' and members' personal information. As a customer or member, you will be given the opportunity, at least once annually, to notify us of your desire not to receive these offers.

### ***Cookies Explained***

Cookies are a feature of browser software that allows web servers to recognize the computer used to access a website. Cookies are small pieces of data that are stored by a user's browser on the user's hard drive. Cookies can remember what information a user accesses on one webpage to simplify subsequent interactions with that website by the same user or to use the information to streamline the user's transactions on related webpages. This makes it easier for a user to move from webpage to webpage and to complete commercial transactions over the Internet. Cookies should make your online experience easier and more personalized.

### ***Use of Information Collected from Cookies***

We use website browser software tools such as cookies and webserver logs to gather information about our website users' browsing activities, to constantly improve our website and better serve our members and customers. This information assists us to design and arrange our webpages in the most user-friendly manner and to continually improve our website to better meet the needs of our customers, members and prospective members.

Cookies help us collect important business and technical statistics. The information in the cookies lets us trace the paths followed by users to our website as they move from one page to another. Webserver logs allow us to count how many people visit our website and evaluate our website's visitor capacity. We do not use these technologies to capture your individual email address or any personally identifying information about you although they do permit us to send focused online banner advertisements or other such responses to you.

### ***Information Shared with AFEA Strategic Partners***

We may enter into strategic marketing alliances or partnerships with third parties who may be given access to personal information including your name, address, telephone number and email for the purpose of providing you information regarding products and services that we think will be of interest to you. In connection with strategic marketing alliances or partnerships, we will retain all ownership rights to the information, and we will not share information regarding your social security number or other personal financial data.

### ***Administrative Uses of the Information Provided***

Occasionally, we may also use the information we collect to notify you about important changes to our website, policies, new services, and special offers we think you will find valuable. As



a member of our Company, you will be given the opportunity to notify us of your desire not to receive these offers by clicking on a response box when you receive such an offer or by sending us an email request at [info@myafea.org](mailto:info@myafea.org)

### ***Secure Servers and Sensitive Information***

When you send confidential personal credit card information to us through our website, a secure server software which we have licensed, encrypts all information you input before it is sent to us. The information is scrambled en route and decoded once it reaches our website.

Other emails that you may send to us may not be secure unless we advise you that security measures will be in place prior to your transmitting the information. For that reason, we ask that you do not send confidential information such as Social Security or account numbers to us through an unsecured email.

### ***AFEAA Commitment to Protection of Your Information***

1. Information Security. We utilize encryption/security software to safeguard the confidentiality of personal information we collect from unauthorized access or disclosure and accidental loss, alteration or destruction.
2. Evaluation of Information Protection Practices. Periodically, our operations and business practices are reviewed for compliance with corporate policies and procedures governing the security, confidentiality and quality of our information.
3. Employee Access, Training and Expectations. Our corporate values, ethical standards, policies and practices are committed to the protection of member information. In general, our business practices limit employee access to confidential information, and limit the use and disclosure of such information to authorized persons, processes and transactions.

### ***Access to and Correction of Information by Member***

You may request access to all your personally identifiable information that we collect online and maintain in our database by emailing [info@myafea.org](mailto:info@myafea.org)

### ***Disclosure of Information to Third Parties***

We may provide aggregate information about our customers, members, sales, website traffic patterns and related website information to our affiliates or reputable third parties, but this information will not include personally identifying data, except as otherwise provided in this Privacy Policy.

### ***Legally Compelled Disclosure of Information***

We may disclose information when legally compelled to do so. In other words, when we, in



good faith, believe that the law requires it or for the protection of our legal rights.

#### ***Websites Linked to the AFEA Website***

AFEA is not responsible for the practices employed by websites linked to or from our website nor the information or content contained therein. Often links to other Web sites are provided solely as pointers to information on topics that may be useful to the users of our Web site.

Please remember that when you use a link to go from our website to another website, our Privacy Policy is no longer in effect. Your browsing and interaction on any other website, including websites which have a link on our website, is subject to that website's own rules and policies. Please read over those rules and policies before proceeding.

#### ***User Consent***

By using our website, you consent to our collection and use of your personal information as described in this Privacy Policy. We may modify this Privacy Policy, and if we make material changes to it, we will provide notice through our Services, or by other means, to provide you the opportunity to review the changes before they become effective. If you object to any changes, you may leave the website. Your continued use of our Services after we publish or send a notice about our changes to this Privacy Policy means that you are consenting to the updated Privacy Policy.