

# NCHRA.ORG PRIVACY POLICY

## Overview

Welcome to NCHRA.org, owned and produced by the Northern California Human Resources Association (NCHRA). NCHRA is the leading membership association for the human resource profession. Our Web sites is available to all visitors, although some content and features are restricted to NCHRA members.

Throughout NCHRA.org, there are forms for visitors to request information, products, and services. These forms may ask for contact information (such as your phone number or e-mail address), unique identifiers (usually your NCHRA membership number, if one is available), financial information (such as your credit card number), or demographic information (for example, your experience level, location, PHR/SPHR designation, etc.). Contact information from these forms is used to provide our members with information on NCHRA member services that we believe will be of interest to you. Forms on our site that request financial information do so in order to bill you for products or services ordered. Unique identifiers (such as a member's NCHRA member number) are collected from Web site visitors to verify the user's identity for access to restricted content or features on the site.

This Online Privacy Policy discloses NCHRA's privacy practices and contains detailed information on the following:

1. What information of yours does NCHRA.org collect?
2. What are "cookies" and how does NCHRA use them?
3. What organization collects the information and who has access to it?
4. How does NCHRA use the information it collects?
5. How can NCHRA members and registered users modify their personal information?
6. What types of security procedures are in place to protect against the loss, misuse or alteration of your information?
7. What can you do to better protect yourself on the Internet?
8. Other Questions?

All products and services on NCHRA.org are made available subject to this Privacy Policy. By using the products and services, you agree, without limitation or qualification, to be bound by this Privacy Policy.

## Frequently Asked Questions

### 1. What information of yours does NCHRA.org collect?

Our goal is to become your destination for HR-related information by providing information, services, and product offerings that are most relevant to you in the most convenient way. To achieve this goal, NCHRA.org collects information about site visitors. Information collected online is usually defined as being either anonymous or personally identifiable.

Anonymous information refers to data that cannot be tied back to a specific individual and that helps us determine what sections of NCHRA.org are most popular with visitors that come to our site. You do not have to register with NCHRA.org before we can collect this anonymous information.

Personally identifiable information refers to data that tells us specifically who you are (e.g., your name and postal address). You are only required to provide such information if you want to take advantage of member discounts, products and services provided through our Web site.

NCHRA collects personal information in the following ways from different parts of its Web site:

- a. **NCHRA Membership:** You are sharing personally identifiable information, (including your name and contact information) with us when you join NCHRA or renew your NCHRA membership. NCHRA members are given an NCHRA membership number, and member login and password capabilities to enable members to take advantage of restricted content and features on NCHRA.org.
- b. **Web Registration and Online Purchases:** We also ask for personal information when you make a purchase using the NCHRA Store or when you register for events through our Web site.

## 2. What are "cookies" and how does NCHRA use them?

A cookie is a small text file containing a unique identification number that is transferred from a Web site to the hard drive of your computer. This unique number identifies your web browser—but not you—to NCHRA computers whenever you visit NCHRA.org. A cookie will not provide personally identifiable information about you, such as your name and address. The use of cookies is now an industry standard, and cookies are currently used on most major Web sites. Most web browsers are initially set up to accept cookies. If you prefer, you can reset your browser to notify you when you have received a cookie. You can also set your browser to refuse to accept cookies altogether. While NCHRA does not require you to use cookies, keep in mind that certain services will not function properly if you set your browser to refuse all cookies.

To help serve you better, NCHRA generally uses cookies to:

- Identify return visitors. Cookies let us remember your web browser so we can provide personalized member services such retention of your password. Cookies also allow us to identify NCHRA members who are returning to the site, so you will not have to re-enter a member ID and password the next time you visit.

## 3. What organization collects the information and who has access to it?

Data collected through NCHRA's Web site is generally collected and maintained solely by NCHRA. More specifically:

- a. **Personally identifiable information.** When you provide personally identifiable information on NCHRA.org to register for a service, buy a product, or take advantage of a promotion, that information is collected and maintained solely by NCHRA, unless specifically stated otherwise at the point of collection. If you purchase a product or service that is shipped or performed by an outside company and you do not wish to share this information, you are electing to share this information with that third party.

If you join NCHRA or renew your membership through our Web site, you provide personally identifiable information as you purchase or renew your membership. NCHRA does not, and will never, sell member e-mail addresses or fax numbers to third parties.

When participating in NCHRA-related activities, individuals may choose to distribute business cards with personally identifiable information. NCHRA's privacy policy does not cover this practice and does not assume responsibility for any actions as a result of this practice.

- **Membership information.** NCHRA members can access and update their records and contact information, view current registrations and view past history via NCHRA.org by using their unique login and password. Some of this information, such as dues payments, fees or purchases, is financial in nature. Using a unique login and password, users have the ability to view and change their individual records. A login and password should never be shared with others. NCHRA's Privacy Policy does not cover the use of your login and password by third parties, and NCHRA assumes no responsibility for any actions of such third parties.
- **On-line Membership Directory.** In order to enhance communication among HR colleagues, NCHRA provides an on-line directory to allow members to access the following information of other members: name, company address and work phone number. If you do not want to appear in the Member Directory to other NCHRA members, you may click the "Exclude from Directory" checkbox in your member record when you go in to your record and click the "Edit" button.

- b. **Anonymous Information.** NCHRA does disclose to third-party sponsors/advertisers aggregate statistics (i.e., impressions and click-throughs) for some of the pages of our Web site. Also, we may share aggregate Web site statistics with the media or other third parties. No personally identifiable information is disclosed to these sponsors/advertisers or other third parties as part of this process—information is only in an aggregate form.

Be aware that some of NCHRA's sponsors, advertisers, and third-party content providers have links on our site that take you to other Web sites. Please note also that links to other Web sites are provided throughout NCHRA.org for users' information and convenience. NCHRA hopes that all third parties involved adhere to our policies regarding the privacy of our users. However, NCHRA's Online Privacy Policy does not cover third-party data collection practices, and NCHRA.org does not assume any responsibility for any actions of third parties.

- **Display advertisements.** From time to time, NCHRA.org posts NCHRA-approved display ads on our Web site. When clicked, some display ads take the Web site visitor to other Web sites that NCHRA does not manage. For more information about our third party advertisers please contact us at [marketing@nchra.org](mailto:marketing@nchra.org).

#### **4. How does NCHRA use the information it collects?**

NCHRA collects information to provide you with the services you request and to improve our Web site.

If you join NCHRA or renew your NCHRA membership through our Web site, we use the personally identifiable information you provide in the membership purchase process to send you NCHRA publications, information about member benefits and special offers, and other information that NCHRA believes is relevant and useful to its members. NCHRA does not sell member e-mail addresses or fax numbers to third parties. On a limited basis, third parties contract with NCHRA to distribute pre-approved HR-related information that may be of value to your professional work. All mailings are processed by NCHRA's mailhouse and the third party does not have access to names or mailing information.

As mentioned above, NCHRA uses the aggregate, anonymous data collected to let our sponsors/advertisers know the number of impressions or views and the number of "click throughs" on their advertisement(s). NCHRA also uses this aggregate, anonymous data to perform statistical analyses of the collective characteristics and behavior of our site visitors; to measure user interests regarding specific areas of the NCHRA.org; and to analyze how and where best to use our resources. Without such data, we would not know which parts of NCHRA.org are the most popular, and we would not be able to change and update the content and services appropriately.

NCHRA may be required by law enforcement or judicial authorities to provide information on individual users to the appropriate governmental authorities. In matters involving a danger to personal or public safety, NCHRA may voluntarily provide information to appropriate governmental authorities.

#### **5. How can NCHRA members and registered users modify their personal information?**

NCHRA members and registered users have the following options for changing and modifying information previously provided.

- Visit: [www.nchra.org](http://www.nchra.org), and login with your NCHRA login and password. Click the black profile box on the left where your name appears. By clicking the "Edit" button, you may edit your contact information.
- Contact NCHRA by phone at: 415-291-1992.
- Send mail to the following postal address: NCHRA, 425 California Street #500, San Francisco, CA 94194, ATTN: Member Services

#### **6. What kinds of security procedures are in place to protect against the loss, misuse or alteration of your information?**

NCHRA.org has security measures, such as firewalls, in place to attempt to protect against the loss, misuse and alteration of your user data under our control. While we cannot guarantee that loss, misuse or alteration to data will not occur, we take many precautions to prevent such unfortunate occurrences. Any other particularly sensitive information, such as your credit card number, collected for a commerce transaction is encrypted prior to transmission.

You are ultimately responsible for the security of your NCHRA member ID and password. You may not share your NCHRA member ID and password with colleagues or friends so they can access content or features on NCHRA.org that are restricted to NCHRA members only. You should log out of both your member account (by clicking the "Logout" button) and your browser at the end of each computer session to ensure that others cannot access your personal information and correspondence. This is especially if you share a computer with someone else or are using a computer in a public place like a library or Internet cafe.

#### **7. What you can do to better protect yourself on the Internet?**

**Know the risks.** The opportunity to network in an online community is one of the best things about the Internet, but you should always be careful about disclosing personal information such as an actual name, member name, e-mail address, and so on. This site makes bulletin boards, discussion lists, and/or moderated chats available to its members and invited nonmembers. Any information that is disclosed in these areas becomes public information, and you should exercise caution when deciding to disclose your personal information. The information posted in

these areas should not be construed as legal advice and NCHRA is not responsible for the information that is openly exchanged in these areas of the site.

**Educate yourself.** Look for a privacy policy on the Web sites you visit. Search the Web for as much information as you can about how to protect your privacy not only in using websites but for all activities that reveal personal information.

## **8. Other Questions?**

Questions regarding this statement should be directed to:

Northern California Human Resources Association  
Attn: Member Services Manager  
425 California Street, Suite 500  
San Francisco, CA 94104  
415-291-1992  
[membership@NCHRA.org](mailto:membership@NCHRA.org)

NCHRA.org will update this policy from time to time, so please check back periodically. When such changes occur, you will see the word "updated" next to the Privacy Policy link on each page on NCHRA.org.