

# Virtual Training Institute Privacy Policy

## Introduction

This privacy policy has been compiled to better serve those who are concerned with how their 'Personally Identifiable Information' (PII) is being used online. PII, as used in US privacy law and information security, is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context. Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your PII in accordance with APPA's virtual event.

## Non-Personal Data

We collect information that is sent to us automatically by your web browser, and we may use this information to generate aggregate statistics about visitors to our site including, without limitation:

- IP addresses
- Browser type and plug-in details
- Device type (e.g., desktop, laptop, tablet, phone, etc.)
- Operating system
- Local time zone

## How do we collect personal information?

### Event Registration

We may collect personally identifiable information about you, such as your full name, agency, title, email address, or similar, when you register for an APPA online event.

### Virtual Event Profile

Any additional information you choose to add to your profile within (including photo, bio, and other demographic) within the virtual event platform.

### Virtual Event Engagement

We may collect data about how you engage within the virtual event platform. Ex. Which sessions you attend, booths you visit, views, downloads, etc.

### Website Cookies

Cookies are small files that a site or its service provider transfers to your computer's hard drive through your web browser (if you allow) that enables the site's or service provider's systems to recognize your browser and capture and remember certain information. They are also used to help us understand your preferences based on previous or current site activity, which enables us to provide you with improved services. Technologies such as cookies are used by Accelevents, the online event platform. We use cookies to remember users' settings & preferences as well as for authentication to enhance the overall user experience. Users can control the use of cookies at the individual browser level. If you reject cookies, you may still use the website, but your ability to use some features or areas of may be limited. Some features will be disabled which may make your site experience less efficient and some of our services will not function properly.

## How do we use your information?

We may use the information we collect from you:

- To further inform, update, and enhance you about the event you registered for.
- To send periodic emails regarding other products and services from APPA.

- To share personal and event engagement data with exhibitors and sponsors of APPA's virtual event.

## **Storage and processing**

Your information collected through the Guidebooks service may be stored and processed in the United States, Europe, or any other country in which Guidebooks or its affiliates or service providers maintain facilities. Guidebooks adheres to the data processing standards and privacy shield policies as provided by Amazon Web Services.

## **Links to third party sites and services**

APPA's virtual event may contain links to third party websites, applications and services not operated by APPA. These links are provided as a service and do not imply any endorsement by APPA of the activities or content of these sites, applications or services nor any association with their operators. APPA is not responsible for the privacy policies or practices of any third-party including websites or services directly linked to our virtual event. We encourage you to review the privacy policies of any third-party site.

## **Your rights**

Subject to applicable law (ex. EU Data Subjects), you have the following rights in relation to your Personal Data.

### **Correction and removal**

You may request that APPA correct or remove your Personal Data, provided no other applicable law or court order prevents APPA from doing so. Deletion of your data may limit your ability to participate with APPA in the future., you may do so by contacting us at [dwebb@csg.org](mailto:dwebb@csg.org).

### **Right to data portability**

You have the right to obtain your Personal Data from APPA that you consented to give us or that is necessary to perform a contract with you. APPA will give you your Personal Data in a structured, commonly used and machine-readable format. You may reuse it elsewhere.

### **Right to object**

You may request at any time that APPA stop processing your Personal Data, and APPA will do so unless applicable law or a court order prevents us from doing so.

### **Rights in relation to automated decision-making and profiling**

You have the right to be free from decisions based solely on automated processing of your Personal Data, including profiling, that affect you, unless such processing is necessary for entering into, or the performance of, a contract between you and APPA or you provide your explicit consent to such processing.

### **Right to withdraw consent**

If APPA relies on your consent to process your Personal Data, you have the right to withdraw that consent at any time. This will not affect the lawfulness of processing based on your prior consent.

### **Right to lodge a complaint with the data protection authority**

If you have a concern about APPA's privacy practices, including the way APPA has handled your Personal Data, you can report it to [dwebb@csg.org](mailto:dwebb@csg.org) as the individual authorized to hear those concerns.