

## Privacy Policy

### What information do we collect?

The Association will collect information from you when you initially register or make a payment. While making a payment or registering, as appropriate, you may be asked to enter your: name, e-mail address and/or credit card information.

### What do we use your information for?

Any of the information we collect from you may be used in one of the following ways:

#### To personalize your experience

Your information helps us to better respond to your individual needs.

#### To improve our website

We continually strive to improve our website offerings based on the information and feedback we receive from you.

#### To improve customer service

Your information helps us to more effectively respond to your customer service requests and support needs.

#### To process transactions

Your information, will not be sold, exchanged, transferred, or given to any other company for any reason whatsoever, without your consent, other than for the express purpose of delivering the purchased product or service requested.

#### To send periodic emails

The email address you provide for order processing, may be used to send you information and updates pertaining to your account, in addition to receiving occasional association news, updates, or service information, etc.

### How do we protect your information?

We implement a variety of security measures to maintain the safety of your personal information when you make a payment or enter, submit, or access your personal information.

We offer the use of a secure server. All supplied sensitive/banking information is transmitted via Secure Socket Layer (SSL) technology and encrypted into our payment gateway provider's database. The database is only accessible by those authorized with special access rights to such systems; authorized individuals are required to keep the information confidential.

After a transaction, your private information (credit cards, social security numbers, financials, etc.) will not be stored on our servers.

### Do we use cookies?

We do not use tracking cookies.

### Do we disclose any information to outside parties?

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information. This does not include 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. We may also release your information when we believe release is appropriate to comply with the law, enforce our site policies, or protect our or others' rights, property, or safety. However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

#### **Third party links**

occasionally, at our discretion, we may include or offer third party 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.

#### **Online Privacy Protection Act Compliance**

because we value your privacy we have taken the necessary precautions to be in compliance with the Online Privacy Protection Act. We therefore will not distribute your personal information to outside parties without your consent.

As part of the Online Privacy Protection Act, all users of our site may make any changes to their information at any time by logging into their control panel and going to the 'Edit Profile' page.

#### **Terms and Conditions**

Please also visit our Terms and Conditions section establishing the use, disclaimers, and limitations of liability governing the use of our website.

#### **Your Consent**

By using our site, you consent to our web site privacy policy.

#### **Changes to our Privacy Policy**

If we decide to change our privacy policy, we will post those changes on this page, and/or update the Privacy Policy modification date below.

**South Carolina Association of School Business Officials**  
PO Box 6563  
Columbia, SC  
29260  
803-608-7124