

## **Privacy Policy**

Electronic Security Association, Inc. ("ESA," "we," "us," "our") respects your right to privacy. We are committed to protecting your privacy. Your use of this GetIntoSecurity.com web site ("ESA Web Site") and/or your submission of any information to us indicates that you have read, understand and agree to our Privacy Policy.

We have detailed our Privacy Policy so that you know how we collect and protect the information you decide to provide us. This Privacy Policy will tell you:

- What information is collected by the ESA through this ESA Web Site
- How we may share information.
- How you can contact us.

### **WHAT INFORMATION DO WE COLLECT?**

As a visitor to the ESA website, you can engage in many activities without providing any personal information, but please note that website usage information is automatically collected as defined in the Automatic Information section below.

Depending upon your use of the website, some of the information that we ask you to provide will be mandatory and some will be voluntary. If you do not provide the mandatory data with respect to a particular activity, you will not be able to engage in that activity.

### **Customer Information**

We receive and may keep information you gave us because you decided to register on our website, or because you decided to fill out any other form or otherwise engage in a transaction on our website. This information may include:

- **Your legal name**
- **Your e-mail address**
- **Your username and password**
- **Your organization/company/entity information**
- **Your mailing address**
- **Your month and year of birth**
- **Demographic information such as your job title, job description, company name, number of employees, company revenue data and company type**
- **Other information requested on a form by form basis**

Information may also include any other personal information or unique preference information you choose to provide us. Generally, we use the information you provide us to provide you with requested information, or, in some circumstances with products and/or services. Accordingly, your information may be used for the following purposes including but not limited to the following:

- To contact you regarding releases of our products or services
- For service administration purposes, which means that we may contact you for reasons related to any service (e.g. to notify you regarding a particular service).
- To contact you about a submission you have made to the Web Site, including any content you provide.
- To send you e-mails, e-newsletters, personalized offers or other communications about our products and services.

- To identify the number of visits (including via IP address logging) from different locations and also to block disruptive use.
- To analyze and improve the services we offer
- To stop disruptive or abusive behavior by our users (e.g. the posting or transmission of offensive, inappropriate or objectionable content).
- On rare occasions, to disclose specific information upon when required by law, to enforce our Web Site policies, or to protect our or others' rights, property, or safety.

### **Automatic Information**

We want you to be aware that certain tools exist to help us service and recognize you. For your convenience, to help us personalize your experience or better serve your needs, we may receive and store certain types of information when you visit one of our websites. You may be familiar with the term “cookies”, which are unique alphanumeric identifiers. These cookies are placed on your computer when your web browser accesses our websites. In addition to cookies, we may use log files, transparent images, and/or third party sources to collect information and analytics used to educate us on things such as how you navigate to and around our websites, product browsing, content accessing, and, if applicable, purchasing data. We may also use this information to send you more targeted marketing or promotional materials. If you choose, there are utilities available for purchase from independent software providers to install on your computer as well as tools/preferences you can choose through most web browsers to make website visits anonymous. Of course, cookies let you have a more satisfying website experience, so we recommend that you leave them turned on.

### **Commitment to Children's Privacy**

To protect children's personal information and to meet the standards of the Children's Online Privacy Protection Act (COPPA), we do not knowingly collect any personal information from children under the age of 13. The website and service is a general audience service for users 18 and older and is not geared toward children. If you are under the age of 18, you should not use this service or website and should not submit any personal information to us.

### **ONCE INFORMATION IS RECEIVED, HOW IS IT SHARED?**

#### **Within the ESA, Related Organizations and with our Service Providers**

We share information we collect from all points of contact within the ESA organization (including with companies that are corporate affiliates of ESA) as well as with other ESA related organizations (including member companies, event and Web Site sponsors and other industry associations). The information you give us may be combined with other personally identifiable information available from our records and other sources in order to help facilitate communication, delivery of services, and optimization of services. We may share information with our service providers (including third party content providers) operating on our behalf to provide services to our customers and users.

We store the information that we collect through cookies, log files, transparent images, and/or third party sources to create a summary of website usage and preferences. We then tie your personally identifiable information, and/or your usage history, to information in the summary, in order to provide tailored promotions and marketing offers, to improve the content of the website for you and others, and/or to determine your preferences.

#### **Governmental Agencies or Other Companies**

We may share information with governmental agencies or other companies assisting us in fraud prevention or investigation. We may do so when (1) permitted or required by law, or (2) trying to protect against or prevent actual or potential fraud or unauthorized transactions, or (3)

investigating fraud that has already taken place. In all cases, this information is not provided to these entities for marketing purposes.

### **Right to Transfer**

Should the ESA choose to sell or transfer business assets, or to engage in a transaction where it is required to share or transfer your information, it is possible that the information we possess may be transferred as part of that transaction. The ESA may decide to retain a copy of the information post sale or transfer.

### **Use of Third Party Connected Services**

As more fully detailed on the ESA Web Site, the ESA may allow users to connect or utilize third party services. Each service has its own terms of use, privacy and security policies and your use of any such services is subject to all such third party terms. Certain third party services require premium accounts for enhanced features and it is the user's sole responsibility with respect to the third party services to meet any third party service requirements. **THE ESA IS NOT AND SHALL NOT BE RESPONSIBLE FOR ANY OF THE ACTS OR OMISSIONS OF USERS OR THIRD PARTIES CONCERNING THE THIRD PARTY CONNECTED SERVICES OR FOR THE AVAILABILITY OR NON-AVAILABILITY OF ANY THIRD PARTY CONNECTED SERVICES.**

### **WHAT HAPPENS IF I HIT A LINK TO ANOTHER SITE FROM THE ESA SITE?**

Our website may offer links to other sites. Other sites have their own terms of use and privacy and security policies. If you choose to visit one of these sites, you should review the policies that govern that particular site.

### **Application of This Privacy Policy**

This Privacy Policy applies to all information collected or submitted to the ESA Web Site. Other affiliated entities of the ESA may obtain information independently from transactions and experiences with you or from other sources. This Privacy Policy does not pertain to that information.

### **Security**

The ESA uses commercially reasonable security technology to comply with the provisions of this Privacy Policy. Although we make reasonable efforts to protect information from unauthorized use or alteration, the ESA cannot and does not guarantee the security of your information and there is always a risk inherent in the electronic communication of information (including without limitation from unauthorized entry or use, telecommunication issues, hardware or software failure, and other factors).

### **Your California Privacy Rights**

Under California's "Shine the Light" law, California residents who provide personal information in obtaining products or services for personal, family or household use are entitled to request and obtain from us, once per calendar year, information about the customer information we shared, if any, with other businesses for their own direct marketing uses. If applicable, this information would include the categories of customer information and the names and addresses of those businesses with which we shared customer information for the immediately prior calendar year (e.g. requests made in 2016 will receive information regarding 2015 sharing activities). To obtain this information from us, please send an email message to **Communications@ESAweb.org** with "Request for California Privacy Information" on the subject line and in the body of your message. We will provide the requested information to you at your e-mail address in response. Not all

information sharing is covered by the "Shine the Light" requirements and only information on covered sharing (if any) will be included in our response.

This ESA Web Site does not respond to "do not track" requests.

### **Your Consent**

By sharing information with us, you consent that the ESA can use the information collected or submitted as described in this Privacy Policy. We may change or add to this Privacy Policy so we encourage you to review it periodically.

### **Contacting Us:**

If you have any questions about this Privacy Policy or your dealings with this ESA Web Site, you can contact:

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Irving, TX 75038  
[Communications@ESAweb.org](mailto:Communications@ESAweb.org)

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