

## YPO Privacy Policy

This Privacy Policy applies only to the information collected through the website YPO Exchange located at [www.ypowpo.org](http://www.ypowpo.org) (the "Exchange"). By visiting the Exchange, you accept the practices described in this Privacy Policy for any information you provide and have provided in the past through the Exchange. If you are uncomfortable with our policies and practices, please do not provide any personal information to us through [the site](#). As used in this Privacy Policy, the terms "you" and "your" refer to each visitor to [the site](#), and the terms "we," "our," "us," and "YPO" refer to Young Presidents' Organization, Inc. or YPO.

**YPO understands how important privacy is to our members.** We are committed to protecting your privacy and want to make sure that you understand how your personal information is used.

**What We Collect.** When you apply for membership, we ask for basic information such as your name, contact information and company information. We keep track of your participation in YPO activities and member services so we can understand our members' interests and evaluate the effectiveness of our offerings. We also collect demographic information from other sources to help us learn more about member characteristics and needs. When you register with the Exchange, we collect your name, email address, physical address and other autobiographical information, and you can also provide additional information in your profile, such as your phone number, instant message identifier, birthday, marital status, professional experience, education background, family members' names and similar autobiographical information, photos, hobbies, and other interests. When you visit the Exchange, we receive data about your interaction with various functionalities on the Exchange, such as when you join a group and share information with other members. We also receive information about you from other members, such as when they add you to a group or "tag" you. As explained in the Questions and Answers below, we may ask for additional information in your visits to [the Exchange](#). All of this information helps us better serve our members and improve our programs.

**Please note that by registering at [www.ypowpo.org](http://www.ypowpo.org), or by otherwise providing information on the site, you have given us your express and informed consent to transfer the data that you provide to us to the United States and to process it in the United States.**

**Information Sharing.** We share your personal information only with companies we have selected to provide official YPO member services or support YPO operations. Our contracts with these companies require them to keep the member information confidential, and allow them to use the information only to offer the contracted services to YPO and YPO members. We may release personal member information on the rare occasions when we are required to do so by law, or when necessary or appropriate to comply with legal process or to protect or defend YPO and its members. We do not sell or rent member information to telemarketers, mailing list brokers or any other companies.

For more detailed information about our privacy practices, and about privacy on the Exchange, please review the frequently asked questions below. To ask questions about your personal or other membership information, please contact us at:

**Phone, Mail or email:**

YPO Member Services  
600 East Las Colinas Boulevard, Suite 1100  
Irving, Texas 75039  
USA  
[membership@YPO.org](mailto:membership@YPO.org)  
1.800.773.7976 ext.1441 or +1.972.587.1441

## **YPO Exchange Privacy: Questions and Answers**

The following Questions and Answers address YPO Exchange privacy issues in more detail. We want to make sure that you understand the types of information that are collected at YPO and through the Exchange and the ways in which that information is used and protected. Specifically, this privacy policy answers the following frequently asked questions:

1. Do I have to submit any personal information in order to use the Exchange?
  2. Does the Exchange collect non-personal information, using "cookies" or otherwise?
  3. How is this information used, and can I control its use?
  4. Is any information shared with other companies or organizations?
  5. What privacy rules apply when I "click" over to other web sites?
  6. How does the Exchange protect security and confidentiality?
  7. Will this privacy policy ever change?
  8. Who can I contact with questions or comments about privacy issues?
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### **1. Do I have to submit any personal information in order to use the Exchange?**

If you want to take advantage of being a member of YPO or use of the member services available on the Exchange, we will sometimes request information that allows us to identify you. If you use the online form or paper application to join YPO or renew your membership, for example, we will ask for certain information to process your application (name, company information, phone number, mailing address, email address, family information, credit card number and other various pieces of information). You will receive email newsletters and we may also ask for personal information when you participate in other activities or services on the Exchange, such as surveys and event registration.

We also have relationships with certain providers and vendors that we have selected and approved to offer services and benefits on linked sites. On some of these sites, you may be asked to enter personal information in order to take advantage of their services or programs. If you decide to purchase services on the website of one of our member benefits service providers, the contracted member benefit provider offering the services may ask for your name, member number, address, and email in order to contact you about the services.

On the Exchange, you can create an autobiographical profile that will be visible to YPO members and their spouse or partner or other family members who have been granted access to members-only portions of the Exchange. The Exchange also provides forums, applications, and functionalities that allow you to communicate and share information with other members, their spouses or partners, and other family members. The information that you share with others can then be copied or re-shared by them. When you use these social networking tools, you control what information and how much information you share. You can also choose not to use these social networking tools. The information you provide to YPO may reveal, or allow others to identify, your nationality, ethnic origin, gender, age, religion and other aspects of your life. Supplying information to YPO, including any information deemed "sensitive" by applicable law, is entirely voluntary on your part.

Again, regardless of whether you are visiting the Exchange or an affiliated site, you do not have to disclose any personal information if you do not want to. We are only interested in offering you convenient services that match your interests and needs.

### **2. Does the Exchange collect non-personal information, using "cookies" or otherwise?**

We also collect other types of information that do not allow us to identify your name, email address, or other personal characteristics. This "non-personal information" includes the number assigned to your computer whenever you access the Internet ("IP address"), and the type of browser you use. None of this non-personal information allows us to identify or contact you. We use this information to help us evaluate how the site is being used. By gathering this information, we can learn, among other things,

how many people visit the site, which pages are the most and least popular, and which other web sites are the most frequent referral sources for YPO.

We may also assign a "cookie" to your computer in some situations. Like an IP address, a "cookie" is a kind of online identification tag that allows us to recognize your computer each time you visit the Exchange.

We currently use Google Analytics to capture the GUID (Globally Unique Identifier) for each user, region or chapter, age range, gender and user type, although we may use other similar tools in the future. The GUID is personally identifiable by YPO but not by Google. The information is stored in the cookie Google places on the computer for web analytics. In addition, we use a cookie to store the user login name when he or she chooses the "Remember Me" option on the login page. We also use an authentication cookie that lets the site know the user has a valid login.

If a user disables session cookies, the site may not work. Users can only disable first party and third party cookies.

### **3. How is this information used?**

Our primary purpose in collecting this information is to provide you with the services you request, provide you with customized content, allow you to interact with other members, and to evaluate and improve other services that we offer now and in the future, both on the site and offline. As explained above, for example, we ask for information so that we can process your membership application, send you the email newsletters, and allow your use of the functionality on the site. We may also use this information for other purposes. For example, we may review demographic information, survey results, and statistical analyses regarding site usage in order to help us evaluate, modify, and develop services that are likely to be of interest to our members.

On occasion, we will also use your membership information to send you information about special member benefits and offers, and new features and groups on the Exchange. If you initiate communications with other members through the Exchange, those communications will include your name, email address or other communication identifier, and, if applicable, group information.

### **4. Is any information shared with other companies or organizations?**

YPO takes seriously its responsibility to keep your personal information confidential and private. We do not sell or rent any of our members' personal information to telemarketers, mailing list brokers, or any other companies that are not offering YPO-endorsed services or benefits. As explained above, we share member information with the limited number of companies that we have selected to provide YPO member services. Like most organizations, we also hire companies to provide certain administrative services that require access to member information, such as processing address labels, managing databases, and sending mailings ("approved vendors").

We require all of these YPO service providers and approved vendors to hold member information in confidence. These providers and vendors are contractually required to maintain the security and confidentiality of all member information, and are prohibited from using that information for any purpose other than providing the services specified in their contracts with YPO. We may, at our discretion, audit and monitor these companies to ensure that the member information is protected.

We may also disclose personal information when required to do so by law or when such action is necessary or appropriate to comply with legal process served on YPO, to protect and defend the rights or property of YPO, or to protect the personal safety of users of the site. We reserve the right to contact the appropriate authorities in our discretion when visitors' activities appear to be illegal or inconsistent with our policies.

### **5. What privacy rules apply when I "click" over to other web sites?**

The site includes links to other web sites, some of which are operated by YPO service providers or approved vendors, and some of which are not. Sites operated by YPO service providers and approved vendors may also collect personal information, and may have their own privacy policies that differ from, and are not covered by, this privacy policy. It is important that you review any privacy policies on these sites carefully before you use any services or programs offered.

When you click to unaffiliated third-party sites, YPO is not responsible for, and has no control over, the information collection or privacy practices of that site. It is important that you review and understand the privacy policies posted on any linked sites you visit before volunteering any of your personal information. These sites may also collect cookies, or allow third-party advertisers on their sites to collect cookies. You can often find information regarding a site and its privacy policy on the site's home page. If you cannot find or do not like a site's privacy policy, you may prefer not to do business with, or offer information to, that site.

## **6. How does the site protect security and confidentiality?**

In order to protect your personal information, we use technologies and processes such as encryption, access control procedures, network firewalls, physical security and other measures. These measures increase, but do not guarantee, the security and privacy of information traveling to, from, and within the Site. Only our authorized employees, agents or independent contractors carrying out permitted business functions are allowed to access personal information. Employees who violate our privacy access policies may be subject to disciplinary actions, including termination when appropriate.

In order to receive some services, we may require you to use a password to protect your membership account from unauthorized access by others. You are responsible for maintaining the secrecy of your unique password and account information, and for controlling access to your communications on the site at all times. If you do allow others, including family or household members, to access YPO members-only services through your personal password or to use your membership account number, please understand that you are responsible for the actions of those individuals. Please note that emails, instant messaging and similar means of communication with other members are not encrypted, and we advise you not to communicate any confidential information through these means.

## **7. Will this privacy policy ever change?**

This privacy policy describes the types of information we currently collect, and the ways we use and protect that information. If you are uncomfortable with our policies and practices, please do not provide any personal information to us through the site. This Privacy Policy was last updated 13 August 2013.

From time to time, we may collect different types of information and use that information in different ways - for example, when we add features or services to the Exchange. In these cases, we may edit this policy to explain the new practices. Because protecting members' privacy is very important to us, we do not expect major changes in policy. However, if we do make significant changes in our practices, we will include announcements on the Exchange home page so that you will know to review the revised policy. If you object to any changes, you may delete your account by contacting us. By continuing to use the Exchange after notice of changes has been sent to you or published on the site, you are consenting to the changes.

## **8. Who can I contact with privacy questions?**

If you have any questions or comments about your member information or this privacy policy, please send an email to [exchangesupport@ypo.org](mailto:exchangesupport@ypo.org). We will do our best to investigate any question you may have and respond promptly to your concerns.