

YPO PRIVACY POLICY

Last amended: 25 May 2018

This Privacy Policy applies only to the information collected through the website YPO Exchange located at 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, or those collected from your usage of the Exchange. If you are uncomfortable with our policies and practices, please do not provide any personal information to us through the Exchange and amend your browser setting. As used in this Privacy Policy, the terms “you” and “your” refer to each visitor to the Exchange, and the terms “we,” “our,” “us,” and “YPO” refer to Young Presidents’ Organization, Inc, as well as the relevant YPO local chapter.

YPO understands how important privacy is to our members. We need to collect your personal information in order to administer and provide you with those of our services you subscribed to, to customize our services and contents to your interests, and otherwise conduct our business operations and activities, including improving and marketing our services, in accordance with this Privacy Policy. In that regard, we are committed to protecting your privacy and want to make sure that you understand how your personal information is used.

What personal information do we collect. When you apply for membership, we ask for basic information such as your name, contact information, email address, physical address (optional), birthdate and company information. When you register with the Exchange, we collect the necessary information to proceed with registration to the Exchange, namely your name, email address, physical address, payment information, business scope and valuation, 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 in a publication or other content on the Exchange. As explained in the Questions and Answers below, we may ask for additional information in your visits to the Exchange. 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. Where permitted by applicable law, we also collect demographic information from other sources to help us learn more about member characteristics and needs. All of this information helps us better serve our members and improve our programs.

Why and when we collect personal information. YPO collects your personal information in order to conduct its business operations and activities, market and sell our services and provide you with our services.

We collect your personal information when you visit and otherwise use the Exchange (e.g. to publish content or information), when you register with the Exchange, provide us with such information using electronic or paper form, buy our services, contact us by telephone, fax, email, post, the Exchange or any other mean, contact our care service or provide feedback on our services.

Please note that by registering at www.ypowpo.org, or by otherwise providing information on the Exchange, you understand that the data that you provide to us will be transferred to and processed in the United States.

Information Sharing. We share your personal information only with YPO parent companies, such as YPO “Chapters” located within and outside of the European Union, as well as companies we

have selected to provide official YPO member services or support YPO operations, located within and outside of the European Union. Our contracts with these companies require them to maintain an adequate level of protection of the personal data, and to keep the member information confidential and secure, and allow them to use the information only under YPO's instructions and in order 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 in compliance with applicable law. We do not sell or rent member information to telemarketers, mailing list brokers or any other companies except as specified explicitly in this Privacy Policy.

Information Retention. We store your personal information for as long as necessary to provide the services you have requested, or for other business purposes such as but not limited to: complying with our legal obligations, resolving disputes and enforcing the agreements to which YPO is a party. YPO is required by law to keep some types of information for certain periods of time (e.g. Federal Internal Revenue Service (IRS) requires a period of seven (7) years after a customer terminates their relationship.). If your personal information is no longer necessary with respect to purposes for which it is processed and YPO has no legal obligation to retain that personal information, we will anonymize the data by following YPO's data destruction process.

What rights do I have with respect to my personal information?

Under applicable law, you may be entitled to access the personal information that we hold about you. If you request access to your personal information, in ordinary circumstances we will give you access to your personal information. However, there may be some legal or administrative reasons allowing us to deny such access. If we refuse your request to access your personal information, we will provide you with reasons for the refusal where we are required by law to give those reasons.

You can access and correct some of your personal information through the Exchange by logging into your account and updating or editing your profile at any time. Alternatively, a request for access can be made by contacting us using the details provided below.

YPO uses its best efforts to ensure that any personal information we collect and use is accurate, complete and up-to-date. To assist us in this, you need to provide true, accurate, current and complete information about yourself as requested, and properly update the information provided to us to keep it true, accurate, current and complete. Please tell us if any change occurs regarding the personal information you provided us with, notably by updating or editing your profile or contacting us in any of the ways specified below if you believe that the personal information is inaccurate or incomplete, and we will correct the information.

If you reside within the European Union, you have the right to ask for a copy of your personal information and/or ask for it to be ported to another provider of your choice. Please note that such a request may be limited to the sole personal information you provided us with or that we hold at that given time and subject to any relevant legal requirements and exemptions, including identity verification procedures.

For more detailed information about our privacy practices, and about privacy on the Exchange, please review the frequently asked questions below, which form part of this Privacy Policy. 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
1.800.773.7976 ext.1441 or +1.972.587.1441

Your Privacy at a Glance

Category	Purpose, Lawful Basis, and Relevant Personal Information	Retention Period
Website and Information Application Traffic	When you visit our website or information applications, we will record your IP address together with the date, time and duration of your visit. An IP address is an assigned number, similar to a telephone number, which allows your computer to communicate over the Internet. In addition to your IP address the following technical information will also be collected: your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform, information about your visit including the full Uniform Resource Locators (URL), clickstream to, through and from the website (including date and time), pages viewed, download errors, page interaction information (such as scrolling clicks) and methods used to browse away from the website. The basis is that such data is necessary for our legitimate interests in running and promoting our business.	Retention period is one (1) year for such logging information.
Business Contacts	If you have had contact with us, for example through emailing us or meeting a representative, we collect, use and store limited amounts of personal information relating to you, such as your name, job title, employer organization and contact details. We also use publicly available information about you or	Retention period is seven (7) years after you notify and terminate your relationship with us.

	<p>information you have provided us.</p> <p>The basis is that such data is necessary to maintain a record of contacts, facilitate business communication, and organizing meetings.</p>	
Vendors, Suppliers, and Consultants	<p>We will collect, use and store vendor information for the purposes of administering and maintaining records of services or advice we have procured, and commissioning further services.</p> <p>The basis is that such data is necessary for maintaining these business services & legal contracts and for facilitating audits.</p>	Retention period is determined by the legal contracts, regulators, and laws applicable.
Membership Profile (Required)	<p>When you apply and join YPO as member, you are required to enter data to determine if you meet membership requirements such as birthdate and company information. You are also required to enter personal information such as email address and phone numbers and payment information so that we can communicate with you and perform transactions on your behalf.</p> <p>The basis is that such data is necessary for our legitimate interests in running and promoting our membership organization.</p> <p>Data Elements include: Contact information Email Address Physical Address Emergency Contacts Company information Birthdate URL to social media e.g. LinkedIn Payment Information Membership History Events Attended Membership volunteer history Your communication with us</p>	Retention period is seven (7) years after you notify and terminate your relationship with us.

Membership Profile (Optional)	<p>When you apply and join YPO as member, you may enter additional data about yourself, spouse, and children. Such data includes your skills & autobiographical information; contact and payment information for spouse & children. The data is to facilitate your communication with other members and/or to purchase optional benefits & services on the behalf of your spouse and children. The basis is that such data is necessary for our legitimate interests in running and promoting our membership organization</p> <p>Data Elements include: Spouse and Children contact information Your skills, expertise, & interests. Your autobiography Business contact information Business scope Business valuation</p>	<p>Retention period is seven (7) years after you notify and terminate your relationship with us.</p>
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If you are not satisfied with our answer or the way YPO processes your personal information pursuant to this Privacy Policy, you may also have the right to lodge a complaint with a data protection authority. If you reside within the European Union, a list of national data protection authorities can be found here:

http://ec.europa.eu/justice/data-protection/bodies/authorities/index_en.htm

YPO Exchange Privacy Questions and Answers<

The following Questions and Answers address YPO Exchange privacy issues in more detail and form part of YPO Privacy Policy. 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) in accordance with our Privacy Policy. You will receive email newsletters and we may also ask for personal information necessary when you participate in other activities or services on the Exchange, such as surveys and event registration.

We also have relationships with certain contractors, providers and vendors that we have selected and approved to offer services and benefits, whether directly or on linked sites (together, "Approved Vendors"). On some of these linked 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 Approved Vendors, the contracted member benefit Approved Vendor offering the services may ask for your name, member number, address, and email in order to contact you about the services, under its own privacy policy and privacy practices, save its contractual privacy and confidentiality obligations pursuant to the contract it entered with YPO.

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 choose to 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 and under your sole responsibility.

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 directly. 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.

COOKIES

Below are additional details about how YPO collects and processes information collected via the Exchange using cookies, as well as additional details about the choices and rights you have

regarding our collection and processing of such information.

YPO use of Cookies

We use cookies and similar technologies on the Exchange, which YPO or our partners or service providers may place on your device. A "cookie" is a small text-file stored on your device (desktop, laptop, smartphone) that allows us to recognize your computer each time you visit the Exchange as well as to collect information in order to customize your experience on the Exchange and for analytics purposes, e.g. how many people visit the site, which pages are the most and least popular. We may receive reports based on the information collected using cookies from our partners or service providers on an aggregated level.

YPO also partners with third-parties advertising networks providers to either display advertising on the Exchange or manage and administer YPO's advertising on third-party websites. Our partners use cookies and other tracking technologies to collect information relating to your activities on the Exchange for the purpose of providing you with advertising tailored to your centers of interest. You may refuse to have your information used for the purpose of serving you with advertising relevant to you and tailored to your interests using [opt-out tool, e.g. network advertising initiative online opt-out tool]. Please note that you will still see advertising if you opt-out.

Cookies sent on the Exchange

Cookie type	Cookie origin & expiration	Cookie function	How you may parameter or reject
<p>Technical cookies These cookies are required to provide you with the Exchange and services available therefrom. Such include, e.g. cookies that enable to adapt the display of the Exchange.</p>	<p>YPO When browsing session ends</p>		<p>You may disable these cookies using your browser settings. However, we may not be able to provide you with all or part of the Exchange or services available therefrom, or the Exchange may not function as intended.</p>
<p>Functionality cookies These cookies allow YPO to deliver contents, remember choices you made so as to personalize your experience.</p>	<p>YPO < 3 days</p>		<p>You may disable these cookies using your browser settings. However, the Exchange or services available therefrom may not function as intended.</p>
<p>Security cookies Cookies that are used to ensure that YPO receives uncorrupted, verified data.</p>	<p>YPO When browsing session ends</p>		<p>You may disable these cookies using your browser settings. However, the Exchange or services available therefrom may not function as intended.</p>

<p>Advertising cookies These cookies are used for the delivery of advertising to your device, on the Exchange or on other websites, notably in order to avoid serving you with an advertisement you would have already seen.</p>	<p>n/a YPO does not use cookies for advertising at this time.</p>		<p>You may disable these cookies using your browser settings. However, the Exchange or services available therefrom may not function as intended.</p>
<p>Analytics cookies These cookies help YPO understand how web users use the Exchange as well as in analyzing trends, administering the Exchange, following a user's browsing on the Exchange. We also use analytics cookies to capture each user, region or chapter, age range, gender and user type.</p>	<p>Google Analytics 12 months</p>	<p>We currently use Google Analytics to capture the GUID (Globally Unique Identifier) for each user, region or chapter, age range, gender and user type. 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.</p> <p>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.</p>	

Your choices regarding cookies

You may parameter your web browser settings to limit or block all or certain types of cookies, if you do not wish the Exchange to install cookies on your web browser for the purposes described above.

If you disable certain cookies, notably first party technical cookies, the Exchange may not function as intended.

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 Exchange 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

Exchange. We may also use this information for other purposes. For example, we may review demographic information, survey results, and statistical analyses regarding Exchange usage in order to help us evaluate, modify, and develop services that are likely to be of interest to our members, pursuant to the principles described in our Privacy Policy.

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 (see Question 6 below). 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 - or otherwise providing on behalf of YPO - YPO-endorsed services or benefits. As explained above, we share member information with the limited number of Approved Vendors 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.

We require all of these YPO service providers and Approved Vendors to hold member information in confidence. These providers and Approved Vendors are contractually required to maintain the security and confidentiality of all member information using appropriate technical and organizational means to protect personal information against accidental or unlawful destruction, loss, alteration, unauthorized disclosure or access, and they are prohibited from using that information for any purpose other than providing the services specified in their contracts with YPO and following YPO's instructions. We may, at our discretion, audit and monitor these companies and Approved Vendors to ensure that members' personal information they hold is protected.

We may also disclose personal information when required to do so by applicable 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 on and off the Exchange. We reserve the right to contact the appropriate authorities in our discretion when visitors' activities appear to be illegal or inconsistent with our policies.

Your personal information may also be transferred, stored, processed or used outside of the United States and/or outside of the European Union by us or by third party Approved Vendors for purposes described in this Privacy Policy. This may happen if our related entities or venture partners or Approved Vendors are overseas, if we outsource certain activities overseas or if transactions, information, services or products have an overseas connection (such as when you attend an activity or event outside of your country of residence).

In any event, should a transfer of your personal information occur, you will be informed of the collection, use, storage and processing of your personal information in those countries and the other countries referred to in this section. Where required by applicable privacy and data protection laws, we take steps in order to ensure any overseas transfer of personal information is performed in compliance with the appropriate organizational and technical means (including e.g. EU Commission's model clauses for data transfers or European Commission's adequacy decision). Where such parties are located overseas, you may have rights to enforce such parties' compliance with applicable data protection laws, but you may not have recourse against those parties under the privacy laws of your country of residence, in relation to how those parties treat your personal information.

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

The Exchange 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 sites operated by third parties not affiliated or related to YPO may have their own privacy policies that differ from, and are not covered by or governed 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 third-party 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 YPO protect security and confidentiality?

In order to protect your personal information against accidental or unlawful destruction, loss, alteration, unauthorized disclosure or access, we use appropriate technologies and processes such as encryption, access control procedures, network firewalls, physical security and other measures. Only our authorized employees, agents or independent contractors carrying out permitted business functions are allowed to access personal information to which access is rendered necessary. Employees, agents and independent contractors who violate our privacy access policies may be subject to disciplinary actions, including termination when appropriate.

In order to provide you with some services, we may require you to use a confidential password to protect your membership account from unauthorized access by others. You are responsible for maintaining the secrecy of your confidential password and account information, and for controlling access to your communications on the Exchange 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 regarding personal information, please do not provide any personal information to us through the Exchange. This Privacy Policy was last updated 25 May 2018.

From time to time, were permitted or required by applicable law, 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 or to reflect a change in our legal obligations. In these cases, we will provide you with appropriate information, either via the Exchange or our Privacy Policy.

Consequently, we may edit this Privacy Policy to explain our new practices or changes thereto. If we do make significant changes in our practices or to this Privacy Policy, we will include announcements on the Exchange home page, so that you will know to review the revised Privacy Policy. If you object to any changes, you may delete your account by contacting us. By continuing to use the Exchange thirty (30) days after notice of changes has been sent to you or published on the site, you will provide implied consent to the changes and agree to be bound by them.

8. Who can I contact with privacy questions?

If you have any questions or comments about your personal information or this Privacy Policy, please send an email to dataprivacy@ypo.org. We will do our best to investigate any question you may have and respond promptly to your concerns. dataprivacy@ypo.org. We will do our best to investigate any question you may have and respond promptly to your concerns.

If you are not satisfied with our answer or the way YPO processes your personal information pursuant to this Privacy Policy, you may also have the right to lodge a complaint with a data protection authority. If you reside within the European Union, a list of national data protection authorities can be found here:

http://ec.europa.eu/justice/data-protection/bodies/authorities/index_en.htm