

## **SOUTHWEST NEIGHBORHOOD ASSOCIATION PRIVACY POLICY**

Southwest Neighborhood Association ("SWNA") is committed to maintaining robust privacy protections for its users. Our Privacy Policy ("Privacy Policy") is designed to help you understand how we collect, use and safeguard the information you provide to us and to assist you in making informed decisions when using our Service.

For purposes of this Agreement, "Service" refers to the SWNA's service which can be accessed via our website at <http://southwestna.org>. The terms "we," "us," and "our" refer to the SWNA. "You" refers to you, as a user of Service. By accepting our Privacy Policy and Terms of Use, you consent to our collection, storage, use and disclosure of your personal information as described in this Privacy Policy.

### **I. INFORMATION WE COLLECT**

We collect "Non-Personal Information" and "Personal Information." Non-Personal Information includes information that cannot be used to personally identify you, such as anonymous usage data, general demographic information we may collect, referring/exit pages and URLs, platform types, preferences you submit and preferences that are generated based on the data you submit and number of clicks. Personal Information includes only your name, address, and email, which you submit to us through the registration process at the Site.

In addition to the information provided automatically by your browser when you visit the Site, to become a subscriber to the SWNA newsletter you will need to create a personal profile. You can create a profile by registering with the Service and entering your name, address, and email. By registering, you are authorizing us to collect, store and use your email address in accordance with this Privacy Policy.

### **II. HOW WE USE AND SHARE INFORMATION**

Except as otherwise stated in this Privacy Policy, we do not sell, trade, rent or otherwise share for marketing purposes your Personal Information with third parties without your consent. We do share Personal Information with vendors who are performing services for the Company, such as the servers for our email communications who are provided

access to user's email address for purposes of sending emails from us. Those vendors use your Personal Information only at our direction and in accordance with our Privacy Policy.

In general, the Personal Information you provide to us is used to help us communicate with you. For example, we use Personal Information to contact users in response to questions and solicit feedback from users.

### **III. HOW WE PROTECT INFORMATION**

We implement security measures designed to protect your information from unauthorized access. We protect your information from potential security breaches by implementing certain technological security measures including encryption, firewalls and secure socket layer technology. However, these measures do not guarantee that your information will not be accessed, disclosed, altered or destroyed by breach of such firewalls and secure server software. By using our Service, you acknowledge that you understand and agree to assume these risks.

### **IV. YOUR RIGHTS REGARDING THE USE OF YOUR PERSONAL INFORMATION**

You have the right at any time to prevent us from contacting you for marketing purposes. When we send a promotional communication to a user, the user can opt out of further promotional communications by following the unsubscribe instructions provided in each promotional e-mail.

### **V. LINKS TO OTHER WEBSITES**

As part of the Service, we may provide links to or compatibility with other websites or applications. However, we are not responsible for the privacy practices employed by those websites or the information or content they contain. This Privacy Policy applies solely to information collected by us through the Site and the Service. Therefore, this Privacy Policy does not apply to your use of a third party website accessed by selecting a link on our Site or via our Service. To the extent that you access or use the Service through or on another website or application, then the privacy policy of that other

website or application will apply to your access or use of that site or application. We encourage our users to read the privacy statements of other websites before proceeding to use them.

## **VI. CHANGES TO OUR PRIVACY POLICY**

The Company reserves the right to change this policy and our Terms of Service at any time. We will notify you of significant changes to our Privacy Policy by sending a notice to the primary email address specified in your account or by placing a prominent notice on our site. Significant changes will go into effect 30 days following such notification. Non-material changes or clarifications will take effect immediately. You should periodically check the Site and this privacy page for updates.

## **VII. CONTACT US**

If you have any questions regarding this Privacy Policy or the practices of this Site, please contact us by sending an email to [SouthwestNeighborhood@Outlook.com](mailto:SouthwestNeighborhood@Outlook.com).

**Last Updated:** This Privacy Policy was last updated on 30 October 2014.