

## NFMA

### PRIVACY POLICY

Last updated: January 24, 2024

National Federation of Municipal Analysts (“NFMA”, “we”, “us” or “our”) is committed to respecting your privacy. This Privacy Policy explains our practices regarding the collection, use, and disclosure of information that you (“you” or “user”) may provide to us through your use of our website at <https://www.nfma.org> and all of its sub-domains (collectively, the “Site”), the member portal we make available through the Site (the “Member Portal”), and our social media accounts, pages, and other applications, including, without limitation, any content, functionality, products, services or communications offered or occurring on or through any of the foregoing (collectively, the “Services”).

By visiting, registering for, accessing and/or using our Services you agree to be bound by this Privacy Policy and our [Terms of Service](#). IF YOU DO NOT AGREE TO THE TERMS OF THIS PRIVACY POLICY AND OUR TERMS OF SERVICE, PLEASE DO NOT VISIT, REGISTER FOR, ACCESS AND/OR USE THE SERVICES. EACH TIME YOU USE THE SERVICES, THE CURRENT VERSIONS OF THIS PRIVACY POLICY AND OUR TERMS OF SERVICE WILL APPLY.

#### INFORMATION WE COLLECT

We collect two types of information from users of our Services: “Personal Information,” which is information that can be used to identify you (such as your name or your email address), and “Aggregate Information,” which is information that cannot be used to identify you (such as frequency of visits to the Site or your browser type).

#### INFORMATION YOU PROVIDE TO US

We collect Personal Information that you voluntarily provide to us when you use our Services, such as when you submit an application for membership (as described in more detail below), when you register for and/or attend an event, or when you submit an online form through our Site or send us an email. You may provide us Personal Information such as your name, e-mail address, physical address, phone number, and fax number. We may also collect information from you about your job / organization, and education.

If you subscribe to our mailing list by providing your email on the membership application page, we collect the information you submit and you are signing up to receive communications from us about our organization and opportunities to attend upcoming events.

#### MEMBERSHIP APPLICATION

In order to use the Member Portal and resources available to NFMA’s members, such as webinar recordings, meeting materials, and a membership directory, you must first complete an application with NFMA and an affiliated society group of municipal analysts in your geographical area, if any (each, a “Society,” and collectively, the “Societies,” [listed here](#)). Any Personal Information you share with NFMA as part of the membership application process may be shared with the Society you designate (if applicable) in your application. Once approved, you will become a member of the NFMA and the Society selected by you. If there are no Societies in your geographical area, you may still become a member of the NFMA.

During the membership application and onboarding process you will be issued a username (your email address) and you are required to create a password (as described in our Terms of Service) and provide first and last name, address, college / university affiliation, and email. If you provide it to us, we may also collect your phone number, fax number, additional educational information, and professional qualifications.

## **PAYMENT PROCESSING**

We work with a third party payment processor called Payroc (“Payroc”) to process payments for member dues made to NFMA through the Site. Your bank account and/or credit or debit card information is never shared with us, and at no point in any transaction do we have access to that information. You should consult Payroc’s policies to learn more about how it processes bank account and credit and debit card transactions for us: [Payroc Terms and Conditions](#) and [Payroc Privacy Policy](#).

## **YOUR COMMUNICATION WITH US**

We collect information when you communicate with us. The specific types of information we collect will depend on the forum in which you communicate with us. For example, if you send us an email, we will collect your email address and the content of your email.

## **INFORMATION WE AUTOMATICALLY COLLECT**

When you use our Site and Member Portal, we automatically receive and collect information from your device. This information includes the following:

- The specific actions that you take when you use our Site and/or Member Portal, including how you interact with our Site and/or Member Portal.
- The time, frequency, connection type, and duration of your use of our Site and/or Member Portal.
- Information regarding your interaction with email messages, for example, whether you opened, clicked on, or forwarded the email message.

## **AGGREGATE INFORMATION COLLECTED**

Aggregate information is information that does not identify you. Aggregate information may be collected when you use our Services, independent of any information you voluntarily enter. Additionally, we may use one or more processes to de-identify information that contains Personal Information, such that only aggregate information remains. We may collect, use, store, and transfer aggregate information without restriction (subject to applicable law).

## **COOKIES AND ANALYTICS**

We are currently not using recognition cookies on our Site or Member Portal.

We may use cookies, pixels, beacons, or other web tracking technologies to track the amount of time spent on our Site and/or Member Portal and whether or not certain content was viewed. We may work with a third party to collect and process this information for us, based on our instructions and in compliance with this Privacy Policy.

Although we do our best to honor the privacy preferences of our visitors and users, we are not able to respond to Do Not Track signals from your browser.

## **HOW WE USE YOUR INFORMATION**

Our use of your information (including any Personal Information) is subject to applicable laws regarding information use, disclosure, and retention. In general, however, we use information to provide our Services, operate NFMA, partner with Societies, communicate with you, and provide products, services, and information that you request from us. This includes but is not limited to the following:

- Providing, operating, improving, maintaining, and protecting our Services, including the safety and security thereof.
- Creating your NFMA account if you choose to register with us, and we use registration information to verify your identity, to set up your account, and to communicate with you.
- Registering you for an event with NFMA or a Society.
- Sharing information with affiliates, third party service providers and Societies in accordance with the terms of this Privacy Policy.
- Maintaining our Member Directory (as described below) and verifying for third parties your membership with NFMA and/or a Society.
- Providing personalized products and services to you.
- Enhancing or improving your user experience.
- Providing you with technical and other support.
- Sending you updates, communications, and other information about NFMA, our Services, and about products and services of third parties that we think you may be interested in.
- Sending you notices and alerts.
- Conducting analytics, and monitoring and analyzing trends and usage for our Services.
- Contacting you and responding to your inquiries.
- As necessary to comply with any applicable law, regulation, subpoena, legal process, or governmental request.
- Enforcing contracts, including investigation of potential violations thereof.
- Detecting, preventing, or otherwise addressing fraud, security, or technical issues.
- Protecting against harm to the rights, property or safety of NFMA, our users, or the public as required or permitted by law.

## **HOW WE SHARE YOUR INFORMATION**

***We do not rent or sell your Personal Information.***

We share information, including Personal Information, in certain circumstances with third parties through operation of our Services. Below we explain when that happens. We also disclose information and Personal Information when required by applicable law.

## **SERVICE PROVIDERS**

We may transfer Personal Information to third parties for the purpose of providing the Services or operating our business. For example, we may transfer your Personal Information to non-affiliated third-party service providers to assist with event registration and support.

## **MEMBER DIRECTORY & SOCIETIES**

We share your information (including Personal Information) with the Society you select during the membership application process to administer and maintain your membership with that Society.

We also make a directory of NFMA's members publicly available in the Member Portal (the "Member Directory"). If you register for an NFMA account and become a member of NFMA, we will publish information about you in the Member Directory, including Personal Information such as your name, company/organization, and general location. Please note that the information published in our Member Directory is available to all NFMA members in good standing.

By creating an NFMA account and registering as a member, you hereby consent to our disclosure of such information in our Member Directory.

### **EVENT SPONSORS**

NFMA partners with a number of third party sponsors (collectively, "Sponsors," [listed here](#)) in connection with hosting and delivering events to our members. If you attend one of our events, we may make our attendee list available to Sponsors of that event and Sponsors may contact you to share information about products and services you may be interested in.

### **REQUIRED TRANSFERS**

We may also transfer your Personal Information to third parties under the following circumstances: (i) to comply with a legal requirement, law, subpoena, judicial proceeding, court order, governmental request, or legal process; (ii) to investigate a possible crime, such as fraud or identity theft; (iii) when we believe it is necessary to protect the rights, property, or safety of NFMA or other persons, or (iv) as otherwise required or permitted by law, including any contractual obligations of NFMA.

### **AS DIRECTED BY YOU AND WITH YOUR CONSENT**

We also share Personal Information with companies, agencies, organizations or individuals outside of NFMA at your direction or when we have your consent to do so.

### **HOW DO WE PROTECT YOUR INFORMATION**

We take the security of your Personal Information very seriously. We use reasonable administrative, physical, and technical safeguards to secure the Personal Information you share with us. Despite these safeguards and our additional efforts to secure your information, we cannot promise or guarantee that hackers, cybercriminals, or other unauthorized third parties will not be able to defeat our security and improperly collect, access, steal, or modify your Personal Information.

### **THIRD-PARTY WEBSITES**

The Services may contain hyperlinks to websites operated by third parties, which may include social media features, such as social media buttons or links. We provide such hyperlinks for your reference and convenience only. We do not control such websites and are not responsible for their content or the privacy or other practices of such websites. It is up to you to read and fully understand their privacy policies. Our inclusion of hyperlinks to such websites does not imply any endorsement of the material on such websites. If you are submitting information to any such third party, you should review and understand that party's applicable policies, including their privacy policies, before providing your information to the third-party.

## **CALIFORNIA VISITORS**

If you are a California resident, you can request a notice disclosing the categories of personal information we have shared with third parties, for the third parties' direct marketing purposes, during the preceding calendar year. To request a notice, please submit your request to [Information@nfma.org](mailto:Information@nfma.org) or other contact information provided below.

## **INTERNATIONAL VISITORS**

Our Services are hosted and operated in the United States. If you use our Services from other regions of the world with laws governing data collection and use that may differ from the laws of the United States, then please note that by sending an email or other communication containing Personal Information or by providing Personal Information through our Services, you are assuming the risk of doing so and are voluntarily transferring your Personal Information outside of those regions to the United States and other countries.

## **OPT OUT**

If you no longer wish to receive our marketing and promotional communications, you may opt out by following the instructions included in each communication.

## **CHILDREN'S PRIVACY**

Our Services are not intended for use by persons under the age of 18 and we do not knowingly collect Personal Information from children under the age of 18 in connection with the Services.

## **CHANGES TO OUR PRIVACY POLICY**

We reserve the right to amend this Privacy Policy at any time without any prior notice to you. Each time you use our Services the current version of this Privacy Policy will apply. When you use our Services, we encourage you to check the dates of the Privacy Policy and review any changes since the last version.

## **CONTACT US**

If you have any questions about this Privacy Policy, or our privacy practices, please contact us at [Information@nfma.org](mailto:Information@nfma.org), by phone at 412-341-4898, or by mail directed to:

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