

HR People + Strategy Privacy Policy

Welcome to HR People + Strategy. HR People + Strategy is the premier network of executives and thought leaders in the field of human resources.

Your privacy is important to us. This data Privacy Policy explains the type of information we collect both online through www.hrps.org (the "HR People + Strategy Website") and through other channels, how we use that information, and the choices you have with regard to the information collected.

In Part I, we set forth HR People + Strategy's Privacy Policy as to the data and information which we collect online through the HR People + Strategy Website. In Part II, we set forth HR People + Strategy's Privacy Policy as to the data and information which we collect from sources other than the HR People + Strategy Website. **Your use of the HR People + Strategy Website; your use of the HR People + Strategy products and services; and/or the provision of your personally identifiable information, sensitive personal information or demographic information to HR People + Strategy constitutes your consent to the use, storage, processing, and transfer of that information in accordance with this Privacy Policy.**

HR People + Strategy is an organization that is based in the United States. We comply with U.S. laws governing the privacy of personal information, which may not provide the same level of data protection as provided under the laws of other countries.

Part I – HR People + Strategy Website Privacy Policy

This HR People + Strategy Privacy Policy discloses HR People + Strategy's privacy practices and contains detailed information about the following:

1. What information does the HR People + Strategy Website collect, and how is it collected?
2. How does HR People + Strategy use and share the information it collects?
3. What are "cookies," and how does HR People + Strategy use them?
4. How can you review and modify your personal information or demographic information?
5. What is the opt-out policy for HR People + Strategy?
6. What are the privacy rights applicable to the state of California?
7. How does HR People + Strategy protect against the loss, misuse or alteration of your information?
8. How does the HR People + Strategy Website use bulletin boards, discussion lists and moderated chats?

HR People + Strategy will update this policy from time to time, so please check back periodically. If at any point we decide to use personally identifiable information in a manner

that is materially different from that stated at the time it was collected, we will endeavor to notify you of such changes (e.g., we may post a revised privacy policy with a new effective date or display the word “updated” next to the privacy policy link on each page of the HR People + Strategy Website) prior to implementing them.

1. What information does the HR People + Strategy Website collect, and how is it collected?

Information collected online is usually defined as being either anonymous or personally identifiable. Data collected through the HR People + Strategy Website is generally collected and maintained solely by HR People + Strategy; the Society for Human Resource Management (SHRM), HR People + Strategy’s parent company, and its affiliates; or its contracted vendors.

(a) Anonymous Information

Anonymous information refers to data that cannot be tied back to a specific individual (e.g., IP address, Internet browser and platform type). HR People + Strategy collects certain information each time a visitor comes to the HR People + Strategy Website so we can improve the overall quality of visitors’ online experiences. For example, gathering this data helps us to learn what browsers we need to support, to determine what sections of the HR People + Strategy Website are most popular and to discover how many visitors come to our site. You do not have to register with the HR People + Strategy Website before we can collect this anonymous information.

(b) Personally Identifiable Information

Personally identifiable information refers to data that tells us specifically who you are (e.g., your name, home and/or work e-mail address, postal address, phone number and/or fax number, employer and job title, and if you are making a purchase, credit card information). You are only required to provide such information if you want to take advantage of optional products and services provided through our website. We may also collect demographic information about you (e.g., birth year).

HR People + Strategy collects personal information in the following ways from different parts of its website:

- i. HR People + Strategy Membership Applications.** You are sharing personally identifiable information (e.g., your name, home and/or work e-mail address, postal address, phone number and/or fax number, employer and job title, and if you are marking a purchase, credit card information) and demographic information about you (e.g., birth year) with us when you join HR People + Strategy or renew your HR People + Strategy membership through our website. Please note that as part of your HR People + Strategy membership, you will also receive a complimentary SHRM membership. Your SHRM membership is governed by the [SHRM Privacy Policy](#).

- ii. **Other Registration.** When registering for specific services, you may be asked for the same type of personally identifiable information (e.g., your name, home and/or work e-mail address, postal address, phone number and/or fax number, employer and job title, and if you are making a purchase, credit card information) and demographic information about you (e.g., birth year). For example, if you subscribe to an e-mail newsletter, you will be asked to provide your e-mail address.

- iii. **Online Purchases.** When you make a purchase using the HR People + Strategy Website or when you subscribe to an HR People + Strategy publication through our website we may also ask for the same type of personally identifiable information (e.g., name, home and/or work e-mail address, postal address, phone number and/or fax number, employer and job title, and if you are making a purchase, credit card information) and demographic information about you (e.g., birth year). The number and variety of useful services on the HR People + Strategy Websites that may require the collection of personally identifiable information and demographic information about you will continue to grow in the future.

2. How does HR People + Strategy use and share the information it collects?

HR People + Strategy collects information to provide you with the services you request and to improve our website. We retain this information for as long as we anticipate that we still have a reasonable need for the information.

(a) Personally Identifiable Information

- i. **Online Purchases and Other Registration.** If you register for a service, buy a product or take advantage of a promotion, you provide personally identifiable information or demographic information about you during the purchase. We may use this information to send you information that HR People + Strategy believes is relevant and useful to you. HR People + Strategy reserves the right to sell or otherwise provide to selected third parties, mailing/information lists (e.g., name, home and/or work e-mail address, postal address, phone number and/or fax number, employer and job title, and demographic information about you such as birth year) derived from such registrations. **If you wish to opt out of such list sales/distribution at any time, you may do so by following the directions in Section 5 below.**

- ii. **HR People + Strategy Membership.** If you join HR People + Strategy or renew your membership through our website, you provide personally identifiable information and demographic information about you on the membership application. We use this information to send you HR People + Strategy publications, information about member benefits and special offers, and other information that HR People + Strategy believes is relevant and useful to its members. HR People + Strategy reserves the right to sell or otherwise provide mailing/information lists (e.g., name, home and/or work e-mail address, postal address, phone number and/or fax number, employer and job title, and demographic information about you such as birth year) concerning members to

selected third parties. If you wish to opt out of such list sales/distributions at any time during your HR People + Strategy membership, you may do so by following the directions in Section 5 below. **HR People + Strategy does not sell member e-mail addresses to third parties** (except that HR People + Strategy will (a) share member e-mail addresses with SHRM [HR People + Strategy's parent company] and its affiliates, and (b) rent member e-mail addresses if a member has expressly opted in to allow such rentals).

- iii. **Sensitive Personal Information.** HR People + Strategy does not share with third parties sensitive personal information such as passcodes, Social Security numbers, credit card numbers, felony conviction information, or health information except as necessary to complete transactions requested by you and under strict confidentiality and security protections; nor does HR People + Strategy publish such sensitive personal information.

(b) Anonymous Information

HR People + Strategy may use the aggregate, anonymous data collected to perform statistical analyses of the collective characteristics and behavior of our site visitors, to measure user interests regarding specific areas of the HR People + Strategy Website, and to analyze how and where best to use our resources. Without such data, we would not know which parts of the HR People + Strategy Website are the most popular, and we would not be able to change and update the content and services appropriately.

HR People + Strategy shares the aggregate, anonymous data with our sponsors/advertisers to let them know the number of impressions or views and the number of "click-throughs" on their advertisement(s). We may also share aggregate website statistics with the media or other third parties. Information is only provided to these sponsors/advertisers in aggregate form, and no personally identifiable information is disclosed.

Be aware that HR People + Strategy's sponsors, advertisers and third-party content providers have links on our site that take you to other websites. For example, when you click on an ad displayed on the HR People + Strategy Website, you are linked to another site. Please note that links to other websites are provided throughout the HR People + Strategy Website for users' information and convenience. HR People + Strategy hopes that all third parties involved adhere to our policies regarding the privacy of our users. However, the HR People + Strategy Privacy Policy does not cover third-party data collection practices, and HR People + Strategy does not assume any responsibility for any actions of third parties.

The HR People + Strategy Website uses several tools and tracking services to collect information about use of the site, such as the following:

- + Google Analytics
- + Web-tracking pixels from:
 - DoubleClick by Google

- Turn
- Pingdom

These tools and services collect information such as how often users visit this site, what pages or screens they visit on the HR People + Strategy Website, mouse clicks, mouse movements, and scrolling activity, as well as any text you type into the website. We use the information we collect to improve the site, offer better services and to provide you a more personalized experience, including personalized ads on the HR People + Strategy Website and other websites. We do not use these tools to collect any personal information nor do we combine the collected information with personally identifiable information. The information may be collected by planting a permanent cookie on your web browser to identify you as a unique user whenever you visit the site. These cookies can only be used by the tools planting them and cannot be shared across tools. In addition, the data collected cannot be altered or retrieved by services from other domains.

You can choose to opt out of these tools and tracking services by going to the URL <http://www.networkadvertising.org/choices/>. You can also disable cookies on your browser to prevent these tools from recognizing you on return visits to the site <http://www.usa.gov/optout-instructions.shtml>.

These tools and services do not apply to personal information and demographic information gathered through channels other than the HR People + Strategy Website.

(c) HR People + Strategy Affiliates

We also allow our affiliates, the Society for Human Resource Management (SHRM), Strategic Human Resource Management India Pvt. Ltd. (SHRM India), SHRM China, SHRM MEA FZ (Dubai), the SHRM Foundation, SHRM Corporation, and the Council for Global Immigration (CFGII), to use the information which you may provide when you register for services or products or when you join or renew your membership in HR People + Strategy, to the same extent as HR People + Strategy may use such information under this Privacy Policy, and fully subject to the same limits as HR People + Strategy is subject to on the use of such information under this Privacy Policy.

HR People + Strategy may also be required by law enforcement or judicial authorities to provide information on individual users to the appropriate governmental authorities. In matters involving a danger to personal or public safety, HR People + Strategy may voluntarily provide information to appropriate governmental authorities.

(d) Exceptions

On occasion, HR People + Strategy may collect personal information or demographic information through the HR People + Strategy Website or other means with the intent to afford a greater degree of privacy for such information than is otherwise set forth in this Privacy Policy. In those relatively rare situations, HR People + Strategy will clearly disclose to you at the

time it collects such information what degree of privacy will be afforded to the personal information and demographic information collected at such time; and HR People + Strategy will follow a process to assure that the specifically disclosed degree of privacy is in fact afforded to such information.

3. What are "cookies," and how does HR People + Strategy use them?

A cookie is a small text file containing a unique identification number that is transferred from a website to the hard drive of your computer. This unique number identifies your web browser, not you, to HR People + Strategy servers whenever you visit the HR People + Strategy Website. A cookie does not provide personally identifiable information about you, such as your name and address. The use of cookies is an industry standard, and cookies are currently used on most major websites. Most web browsers are initially set up to accept cookies. If you prefer, you can reset your browser to notify you when you have received a cookie. You can also set your browser to refuse to accept cookies altogether. HR People + Strategy does not require you to use cookies, but keep in mind that certain services will not function properly if you set your browser to refuse all cookies. To help serve you better, HR People + Strategy generally uses cookies to:

- Identify returning visitors. Cookies let us remember your web browser so we can provide personalized member services and HR People + Strategy search agents. Cookies also allow us to identify HR People + Strategy members who are returning to the site.
- Display advertisements. HR People + Strategy uses an outside ad company to display HR People + Strategy-approved ads on our website. While we use cookies on other parts of our website, the cookies received with banner ads are collected by our ad company. These cookies allow HR People + Strategy to manage the delivery of ads and do not collect personally identifiable information.

4. How can you review and modify your personal information or demographic information?

You have the following options for modifying or causing to be deleted your personal information or demographic information that you previously provided to HR People + Strategy.

a.) You can send an e-mail to: info@hrps.org

If you are an HR People + Strategy member, you may also visit: <http://www.hrps.org/login.aspx>

b.) You can send mail to the following postal address: HR People + Strategy, 1800 Duke Street, Alexandria, Virginia, 22314, ATTN: Member Care Department

c.) You can call the following telephone numbers +1-800-602-3270 or 703-548-3440

5. What is the opt-out policy for HR People + Strategy?

HR People + Strategy provides members and customers the opportunity to opt out of receiving most communications from us and our partners. If you no longer wish to receive specific communications or services, you have the following options:

- a.) You can send an e-mail to: info@hrps.org
- b.) You can send mail to the following postal address: HR People + Strategy, 1800 Duke Street, Alexandria, Virginia, 22314, ATTN: Member Care Department
- c.) You can call the following telephone numbers: +1-800-602-3270 or 703-548-3440

Instructions for opting out of any HR People + Strategy e-mail newsletter you receive are included with each e-mail.

6. Your California privacy rights.

(For California Residents Only). HR People + Strategy may disclose your personal information to our parent company and its affiliates, or other third parties who may use that information to market directly to you. As a California resident, you have the right to opt out of having your personal information licensed to such third parties. We will not share your information after we have received your notification that you are opting out. If you wish to opt out you have the following options:

- a.) You can send an e-mail to: info@hrps.org
- b.) You can send mail to the following postal address: HR People + Strategy, 1800 Duke Street, Alexandria, Virginia, 22314, ATTN: Member Care Department
- c.) You can call the following telephone numbers: +1-800-602-3270 or 703-548-3440

7. How does HR People + Strategy protect against the loss, misuse or alteration of your information?

The HR People + Strategy Website has security measures equal to or better than those reasonably expected in the industry, such as firewalls, in place to protect against the loss, misuse and alteration of your user data under our control. While we cannot guarantee that loss, misuse or alteration to data will not occur, we take reasonable precautions to prevent such unfortunate occurrences. Certain particularly sensitive information, such as your credit card number collected for a commercial transaction, is encrypted prior to transmission.

You are ultimately responsible for the security of your HR People + Strategy login credentials. You may not share your HR People + Strategy login credentials with colleagues or friends so they can access content or features that are restricted to HR People + Strategy members only. You should log out of your browser at the end of each computer session to ensure that others cannot access your personal information and correspondence, especially if you share a computer with someone else or are using a computer in a public place like a library or Internet cafe.

8. How does the HR People + Strategy Website use bulletin boards, discussion lists and moderated chats?

The HR People + Strategy Website makes online discussion, messaging and moderated chats available to its members. Any information that is disclosed in these areas becomes public information, and you should exercise caution when deciding to disclose your personal information. Although users may post messages that will appear on the message boards anonymously, HR People + Strategy does retain a record of who posts each message.

Part II – HR People + Strategy Privacy Policy for Information Collected from Sources Other than the HR People + Strategy Website

If you submit personal information or demographic information to HR People + Strategy through any channel other than the HR People + Strategy Website, the same privacy rules set forth in Part I above, for the HR People + Strategy Website will apply (including, without limitation, your opt-out rights in Part I, Section 5 above, except as follows:

1. The cookies and other tracking devices used by the HR People + Strategy Website, and as described in Part I above, do not apply to personal information and demographic information gathered through channels other than the HR People + Strategy Website.
2. Hard copy personal information and demographic information provided to HR People + Strategy which is not converted to electronic media and hosted by HR People + Strategy will be subject to different security procedures than will stored electronic personal information and demographic information. However, HR People + Strategy does have security measures equal to or better than those reasonably expected in the industry in place to protect against the loss, misuse and alteration of your hard copy personal information and demographic information under our control.

Questions or complaints regarding this Privacy Policy should be directed to:

HR People + Strategy
1800 Duke Street
Alexandria, Virginia, 22314
+1-800-602-3270 or 703-548-3440
info@hrps.org

Privacy Policy Effective March 13, 2017.