



## **CASE Online Privacy Policy**

Protecting your private information is our priority. This Statement of Privacy applies to the [www.co-case.org](http://www.co-case.org), the Center for Excellence in Educational Leadership and the Colorado Association of School Executives and governs data collection and usage. For the purposes of this Privacy Policy, unless otherwise noted, all references to Colorado Association of School Executives include [www.co-case.org](http://www.co-case.org), the Center for Excellence in Educational Leadership and CASE. The CASE website is a News and information site. By using the CASE website, you consent to the data practices described in this statement.

### **Collection of your Personal Information**

CASE may collect personally identifiable information, such as your name. If you purchase CASE's products and services, we collect billing and credit card information. This information is used to complete the purchase transaction. CASE may also collect anonymous demographic information, which is not unique to you, such as your age, gender, position and education. We may gather additional personal or non-personal information in the future.

Information about your computer hardware and software may be automatically collected by CASE. This information can include: your IP address, browser type, domain names, access times and referring website addresses. This information is used for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the CASE website.

Please keep in mind that if you directly disclose personally identifiable information or personally sensitive data through CASE's public message boards, this information may be collected and used by others.

CASE encourages you to review the privacy statements of websites you choose to link to from CASE so that you can understand how those websites collect, use and share your information. CASE is not responsible for the privacy statements or other content on websites outside of the CASE website.

### **Use of your Personal Information**

CASE collects and uses your personal information to operate its website(s) and deliver the services you have requested.

CASE may also use your personally identifiable information to inform you of other products or services available from CASE and its affiliates. CASE may also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be

offered. CASE members receive regular updates via email as part of their membership benefit and agreement.

CASE provides a list of physical addresses and names to our sponsors and exhibitors in conjunction with our events and allow them to contact our event attendees with one physical mailer per event.

CASE may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (e-mail, name, address, telephone number) is transferred to the third party. CASE may share data with trusted partners to help perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to CASE, and they are required to maintain the confidentiality of your information.

CASE may keep track of the websites and pages our users visit within CASE, in order to determine what CASE services are the most popular. This data is used to deliver customized content and advertising within CASE to customers whose behavior indicates that they are interested in a particular subject area.

CASE will disclose your personal information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on CASE or the site; (b) protect and defend the rights or property of CASE; and, (c) act under exigent circumstances to protect the personal safety of users of CASE, or the public.

### **Security of your Personal Information**

CASE secures your personal information from unauthorized access, use or disclosure.

### **Children Under Thirteen**

CASE does not knowingly collect personally identifiable information from children under the age of thirteen. If you are under the age of thirteen, you must ask your parent or guardian for permission to use this website.

### **Opt-Out & Unsubscribe**

We respect your privacy and give you an opportunity to opt-out of receiving announcements of certain information. Users may opt-out of receiving any or all communications from CASE by contacting us here:

- Web page: \_\_\_\_\_
- Email: case@co-case.org
- Phone: \_\_\_\_\_

**Changes to this Statement**

CASE will occasionally update this Statement of Privacy to reflect company and customer feedback. CASE encourages you to periodically review this Statement to be informed of how CASE is protecting your information.

**Contact Information**

CASE welcomes your questions or comments regarding this Statement of Privacy. If you believe that CASE has not adhered to this Statement, please contact CASE at:

Colorado Association of School Executives  
4101 S. Bannock St.  
Englewood, Colorado 80110

Email Address:  
[case@co-case.org](mailto:case@co-case.org)

Telephone number:  
303-762-8762

Effective as of June 21, 2013