

## **Privacy Policy**

### **Purpose:**

The GVCA office is staffed by professionals, who strive to promote, advance, protect and represent the interests of the members of the GVCA. The GVCA attempts to serve its members in a manner that will effectively and fairly promote the Aims and Objectives of the association while maintaining the privacy and integrity of all members. The GVCA is committed to protecting the privacy of its members as well as the privacy of visitors to the GVCA.org website.

### **Protecting Your Personal Information:**

As part of the Aims and Objectives of the GVCA, it is within the discretion of the officers of the association to disseminate information to the public to express the viewpoint of the association, and the explanation or promotion of goodwill towards the construction industry as a whole.

As part of the overall objectives of the GVCA, information may be given to or provided to independent third parties in furtherance of the Aims and Objectives of the association. Specific notice will be provided TO MEMBERS prior to the collecting and disseminating of any personal member information, particularly with respect to any details that may identify a member as an individual, such as a member's name and address.

We shall make all reasonable efforts to ensure that each member is advised of the purposes for which the information will be collected and used. Members have the right to decline to have this information collected and/or transferred for marketing purposes. Should your consent be provided, you have the right to withdraw consent at a later date, subject to legal or contractual restrictions, upon providing to the GVCA written notification of such withdrawal. Such withdrawal of consent will be effective on the 15th business day after receipt by the association of the notice of withdrawal.

Should a member consent, the GVCA agrees that the collection of personal information shall be limited to that which is necessary for the purposes identified by the organization. Information shall be collected by fair and lawful means.

We collect no personal information about members without the member's express consent. We do not use methods to obtain such information without a member's knowledge. Any personally identifiable data and information that members provide is at all times stored securely.

### **How We Use Personal Information:**

The GVCA uses the information it collects in two ways: (1) some information is used internally and for GVCA marketing purposes; and (2) some information is used in the sale of mailing lists. Each of these uses is discussed below.

(1) Information Used Internally and for GVCA Marketing Purposes: Name, address, fax, e-mail, affiliation, industry, job title and other similar information is used by the association to understand its audiences and to offer members services who are likely to be interested in them.

(2) Information Used in the Sale of Mailing Lists: GVCA members' addresses collected from members and non-members.

Prior to acquiring a mailing list or other similar information, the requesting party must, for example, provide the GVCA with its exact intended use of the address and a sample of the mailing that will be sent out. The GVCA's decision on whether or not to sell a mailing list is based on the nature of the mailing piece and whether it furthers the overall interests of the association or the interests of its members. The GVCA and its agents use "dummy" addresses in lists to detect and prevent third party abuse or multiple use of lists.

#### **Opting Out:**

The GVCA recognizes that members may wish to limit the association's use of personal information, and that this decision may occur after information is provided. If desired, the GVCA will mark a member's records in its central database to exclude that address in sold mailing lists.

#### **How We Use Non-Personal Information:**

GVCA.org's operating system may automatically record some general information about and individual's visit to the website. This information is used for statistical analysis, to assist the GVCA in making its website more useful and user friendly to visitors. This non-personal information may be disclosed to third parties such as existing or potential clients, sponsors, advertisers and/or for auditing purposes.

The tracking system does not record any personal information about individuals, names or addresses or link this information to any personal data that may be collected.

In addition, the GVCA may use 'cookies' that will identify individuals as a return visitor to the GVCA website. A cookie is a piece of data that a website can send to your web-browser, which can then store the cookie on your hard drive. A 'cookie' essentially records and recalls the preferences you have with respect to our website. When you visit our website again, we can customize information to suit your individual requirements. The purpose of this is to save a visitor time and provide visitors with a more meaningful visit to our site and to measure website activity.

#### **When You Leave This Site:**

This policy discloses the privacy practices for the GVCA website only. Please be aware that the GVCA site also contains links to other sites, which are not covered by the GVCA privacy practices. If a visitor links to another site, such visitor is subject to the privacy and security policies of that other particular website (if any). The GVCA encourages visitors to read the privacy policies of all websites, especially if a visitor shares any personal information.

#### **For more information, please contact us at:**

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