

Privacy Policy

LAST UPDATED: July 19, 2017

The Mobile Air Conditioning Society (MACS) Worldwide®, a Pennsylvania non-profit corporation (called “MACS”, “we”, “our”, or “us”) is concerned about online privacy and respects and protects the privacy of its members and visitors. By this Privacy Policy, MACS sets out how MACS collects, uses and discloses your personally identifiable information in connection with its online business. Personally identifiable information (“PII”) is any information about an individual that, individually or in combination with other information, can be used to distinguish or trace the identity of the individual, including without limitation, an individual’s name, signature, photograph, postal address, all telephone numbers including mobile numbers, or social security number. This Privacy Policy describes our practices with regard to information (including PII) which we obtain and collect through www.macsw.org (individually called the “Website”) and other websites operated by us and from which you are accessing this Privacy Policy (collectively, called the “Sites”). The Sites includes all such sites usable through computer and mobile devices and also includes our social media pages and apps located at Facebook (www.facebook.com/MACSW), Twitter (@MACS_Worldwide), YouTube (www.youtube.com/user/MACSWorldwide), and LinkedIn, which pages and apps are collectively called our “Social Media Pages”). Members and other users of the MACS’ Sites should be assured that information provided online is used responsibly and appropriately. This Privacy Policy also describes our practices with regard to information collected through HTML-formatted email messages from us which link to this policy. This Privacy Policy applies to all of the products, services and websites offered by MACS or its affiliated companies in the United States. As MACS is an international organization, personal information that is provided to us may be processed on a server outside of your own country.

Before using any of the foregoing or submitting any of your PII to us, you should review this Privacy Policy. Any use of any of the foregoing controlled by us is confirmation of your agreement with all of the terms of this Privacy Policy and your consent to our collection and use of your PII as outlined in this Privacy Policy.

Any requests to correct or clarify your personally identifying information, or requests to modify any "opt-out" preferences can be directed to:

Privacy Policy

Mobile Air Conditioning Society Worldwide® (MACS)

225 S. Broad Street

P.O. Box 88

Lansdale, Pennsylvania 19446

USA

Phone: (215) 631-7020 ext. 0

Email: membership@macsw.org

Changes to this Privacy Statement.

From time to time, MACS may use customer information for new purposes not previously disclosed in this privacy notice. MACS may also amend its privacy policy in response to developments in applicable privacy legislation. If our information practices change at some time in the future we will post the policy changes here to notify you of these changes and provide you with the ability to opt out of these new uses.

If you are concerned about how your information is used, you should check back to our Website (www.macsw.org) periodically because your continued use of that Website or our Social Media Pages following any changes to the Privacy Policy will be deemed to constitute your acceptance of such change. Each version of this Privacy Policy will be identified by its effective date, which is the Last Updated date at the top of this page.

What Information does MACS Collect and How do we Use it?

As a visitor to MACS Website, you do not have to submit any personal information in order to use the Website. This Website only collects PII that is specifically and voluntarily provided by visitors. The information may consist of, but is not limited to, the name, current job title, company address, email address, and telephone and fax numbers of a visitor.

We also collect information from visitors to administer events, surveys and to provide you with information about MACS and becoming a member of MACS. We may also store and maintain any content that you provide, including but not limited to postings on any blogs, forums, wikis and other social media applications and services that we may provide.

We do not usually seek sensitive information (including but not limited to, data relating to race or ethnic origin, religious beliefs, criminal record, physical or mental health, or sexual orientation) from visitors. We will, where necessary, obtain your explicit consent to collect and use such information.

We therefore offer a number of services that do not require you to register for an account or provide any personal information to us. Most of the data that we collect is used only to help us better serve our members and to assist us in carrying out our non-profit purposes. Further, in instances of employment with MACS, personally identifiable information that you supply will be used to process your job application.

In providing our services, we may collect the following types of information:

Personal Identifying Information that you may provide and Commercial Electronic Messages (CEMs).

Consent. An individual's express, written consent will be obtained before or at the time of collecting PII. Once consent is obtained from the individual to use his or her information for the purposes consented to, MACS has the individual's implied consent to collect or receive any supplementary information that is necessary to fulfil the same purposes. Express consent will also be obtained if, or when, a new use is identified.

A commercial electronic message (CEMs) is any electronic messages (e.g. text (SMS/MMS), sound, voice or image) sent to an electronic address (e.g. e-mail, instant messaging, telephone account, or any similar account) that, based on the message content, links, or contact information in the message, encourages participation in a "commercial activity". An individual's express, written consent will also be obtained prior to the time of MACS sending a CEM where required by law. When so required, MACS will also provide you with an opt-out/unsubscribe mechanism in the CEM for future messages. If a CEM is from us (or an affiliate of MACS), the CEM will identify us as the sender of the message and will include relevant contact information.

Members, Conference Registrants, Sweepstakes Entrants, and Other Online Customers. To gain access to the members-only resources and personalization features on our Website, members and other users are asked to register and provide some personal information [such as your name, member number (if applicable), organization name, business phone, and your e-mail address and an account password, or other information that identifies you or is linked to your identity or the identity of a member of MACS]. Similar information may be submitted through membership applications, conference or seminar registration forms, publication orders, subscriptions, entering sweepstakes, and online store purchases. Additionally, for some e-mails sent in HTML format by MACS to its members through its electronic newsletters, we will collect specific information regarding what the recipient does with that email. For those e-mails, MACS does monitor whether a recipient subsequently clicks through to links provided in the message. Other information collected through this tracking feature includes the e-mail address of the user, the date and time of the user's "click," and a message. MACS uses this information to enhance our products and services and to develop, market and sell our products and services. This information is not sold or distributed in any manner outside of the terms of this Privacy Policy and/or any supplementary privacy notices.

General Users. When you access our Website or any of our Social Media pages, we do not automatically request any personal information from you. Our servers will however automatically record information that your browser sends whenever you visit a website; thereby creating a server log. Server logs may include information such as your Internet Protocol address, browser type, browser language, the date and time of any request for services or products, screen resolution, operating system name and version, and one or more cookies that uniquely identify your browser or App. We may collect other Web usage information as well, such as the Web pages that a user visits on our Sites, the amount of time spent on such Web pages and whether the browser re-visits our Sites or Web pages. Such aggregate data is used for internal reporting purposes to monitor website and social media usage and how to improve site functionality and does not provide any personally identifying information of a specific user.

Cookies and Apps. When you visit our Website, we send one or more cookies to your computer that uniquely identifies your browser. Cookies: "Cookies" give users a special, random ID that are small text files, which are stored on the hard drive of a user's computer. A cookie is a small file containing a string of characters that is created by a web server that can be stored on a user's hard disk for use either during a particular session ("per-session" cookie) or for future use ("persistent" cookie). Cookies may be used for such things as improving the quality of our service and tracking how people search. MACS uses cookies only to facilitate automated activity, store and track passwords, determine appropriate solicitations, and review navigation patterns. Cookies are not used to disseminate significant information about users over the Internet or to analyze any information that users have knowingly or unknowingly provided. When a user registers, the system will ask whether the user approves of the attachment of a cookie. Users may instruct their Internet browsers to opt out of accepting a "persistent" cookie and rather accept only a "per-session" cookie, but will need to login each time they visit the site to enjoy the full benefits. If you decline the attachment of any cookie or disable your cookies, you may not have access to the full benefits of the Website. Registration enables the site to better determine a person's interest areas and to provide us with the most relevant and accurate information. We or our service providers may also use Web beacons (electronic images that allow this Website to count visitors who have accessed a particular page and to access certain cookies) to collect aggregate data.

We and our service providers may track and collect App usage data when you download and use the App. Such usage data includes such things as the date and time the App on your device accesses our servers and what information and files have been downloaded to the App based on your device number.

User Communications. If you send e-mail or other communications to MACS, we may retain them in order to process your inquiries, respond to any requests and improve our services. We do not provide your email address to third parties for the marketing of third-party products without your consent.

Credit Cards. In certain instances, we may request credit card or other payment account information. Any such information will be maintained in encrypted form on secure servers by a clearinghouse and do not allow them to use it for any purpose other than payment to MACS. Such information is not otherwise disclosed by us.

Combining Information. We may combine information that you provide to us with information from third parties in order to furnish you with better service. In certain instances, you may then have the opportunity to opt out of combining such information.

Correspondence with MACS. If you send MACS personal correspondence, such as e-mails or letters, or if other users or third parties send correspondence to MACS about your activities or postings on the Website, MACS may collect such information into a file specific to you. All such submissions become property of MACS and may be used by us for all legal purposes

Links. We may present links in a format that allows us to keep track of the usage of such links.

Other Sites/Third Party Links. This Privacy Policy is only applicable to information collected through MACS' Website and our Social Media Pages, and is not applicable to information collected offline or through third party links. With regard to any third party links, we do not exercise control over the privacy, security or content of any sites displayed as search results or any links within our Website or our services. Such other sites may place their own cookies or other files on your computer. They may also collect data or solicit personal information from you. However, we do seek to protect the integrity of our site and welcome any feedback about such other sites.

MACS also uses the information submitted to it by users of its Website in the following ways:

MACS and any affiliated companies use data collected to improve its own web content including on its Social Media Pages, to respond to visitors' interests, needs and preferences and to develop new products and services.

Disclosures to Third Parties. MACS also makes member contact information available to other members through our online membership directory. Members may also request that a hard copy of the list be sent to them through a written, signed request made on company letterhead. MACS also provides attendee lists to convention and seminar registrants and exhibitors.

Disclosure to third parties (including credit bureaus and collection agencies) may also be made, even without your consent, where we have a good faith belief that access, use, preservation, or disclosure of

personal information is reasonably necessary to: (a) satisfy any applicable law, regulation, legal process or enforceable governmental request; (b) enforce our policies on our Websites, including applicable Terms of Service, whether for investigation of potential violations thereof or other purposes; (c) detect, prevent or otherwise address fraud, security or technical issues; (d) to obtain payment for MACS – on offered products or services or to otherwise enforce any agreement between MACS and another party; or (e) protect against imminent harm to the rights, property or safety of MACS, its users or the public as required or allowed by law.

Do Not Call Lists. We agree to comply with all applicable laws and regulations regarding “Do Not Call” lists. Users may request that MACS refrain from disclosing the data it collects to third parties on the membership application form, any registration form or any other form on which they are providing information; an opt-out box will appear on each form on which a user provides information. You may be removed from any lists maintained by MACS at any time by contacting MACS and requesting such removal at (a) membership@macsw.org, (b) by writing to us at Mobile Air Conditioning Society Worldwide® (MACS), 225 S. Broad Street, P.O. Box 88, Lansdale, Pennsylvania 19446 USA or (c) by calling us at telephone number 215/631-7020 ext. “0”, unless we are otherwise required to refuse your request by law.

The foregoing does not include trusted third parties who assist us in operating our Website or Social Media Pages, conducting our business, or servicing you, so long as the parties agree to keep this information confidential.

Minors. We do not target persons under the age of eighteen (18) years old for the collection of information and do not knowingly collect personal information from such persons.

Choices for Personal Information.

If we use any personal information in a manner different from the purpose for which it is collected, we will ask for your consent to such use prior to the use being made by MACS. Likewise, MACS will offer you an effective way to opt out of the use of your personal information for any such other purpose.

We will not collect or use sensitive information for purposes other than the purposes described in this Privacy Policy and/or in a supplementary service privacy notice, without having first obtained your consent. Sensitive information is personal information specifying medical or health conditions, racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership or information specifying the sex life of an individual.

Consent to Use Personal Information. Under the provisions of the Data Protection Act(s) of 1984 and 1998 and the 1995 European Union Data Protection Directive (as applicable), MACS or its agents must store, host and otherwise process the information (including personal data) supplied by you when registering on this Website. MACS may send such data outside the European Economic Area for processing. If you reside in any country within the European Union (the EU), registering on MACS' Website or becoming a member of MACS is authorization by you and your consent to the transfer or storage of personal information that you have provided in countries outside of the EU, including the United States. This authorization and consent applies even when you register on this Website to allow MACS (or

its designated agents) to use the information to send you unsolicited direct mail advertisements, promotions, and solicitations for third parties' products and services.

Information Security.

We take reasonable security measures to protect against unauthorized access to or unauthorized alteration, disclosure or destruction of data. Such measures include internal reviews of our data collection, storage and processing practices and security measures. We also have agreements with any third party clearinghouse that we may use for the storage of credit card and other payment account information supplied to us.

MACS' employees who have access to personal information provided by users are subject to confidentiality obligations and may be subject to discipline, including termination of employment and criminal prosecution, for breach of such obligations.

Data Integrity and Updating Personal Information.

Personal information is processed by MACS only for the purposes for which it is collected and consistent with the terms of this Privacy Policy and/or any supplementary privacy notices. MACS takes reasonable measures to make sure that the PII we process is accurate, complete and current. We however depend upon our users to update or to correct their personal information as they deem necessary.

Additionally, we make good faith efforts to provide you with access to your personal information. Such access is provided to you to allow you to either correct any inaccurate data or to delete it at your request. Of course, we may have to retain that data either because we are required to do so by law or for legitimate business purposes. Users will be asked to identify themselves before we process any request that a person's personal information be accessed, corrected or removed. Such access and correction is permitted free of charge.

MACS reserves the right to refuse to process any requests that are unreasonably repetitive, require disproportionate technical effort, adversely affect the privacy of others, or would be unreasonably impractical.

Enforcement.

MACS shall regularly review its compliance with this Privacy Policy. However, if you believe that MACS has handled any of your personal information in a manner that does not comply with this Privacy Policy, please contact us by e-mail to membership@macsw.org or call 215/631-7020 ext. "0". Any questions about this Privacy Policy and any requested changes by a user to his PII should also be directed to MACS in the same manner.

It is our policy to contact any complaining user about his or her concerns and complaint. MACS will also cooperate with any relevant regulatory authority to resolve any complaints regarding the transfer of personal data that cannot be resolved between MACS and the individual.

Disputes. The services provided by us over the Internet are controlled and operated by MAC from the United States. All users, including those users who access the Website from a country other than the United States, agree that the laws of the Commonwealth of Pennsylvania, United States of America and that the exclusive jurisdiction of the courts within that Commonwealth shall govern any dispute, including those arising from MACS' use of personal information or otherwise relating to privacy, as specified in the applicable Terms and Conditions of Use or Terms of Service.

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